Laughter is contagious.

Pictured here are the most common carriers.

Forty stations that put 3 of these (or other) sitcoms together in fringe time show an average 105% more adults and 89% more 18-49 women at the end of their 90-minute laugh span.

Forty stations!

If that doesn’t plant a germ in your head, call Viacom for all 40 stories.

You’ll catch our concept then!

Viacom

Source: NSI, Feb.-Mar. 1974. Audience estimates are subject to qualifications available on request.
Early reports confirm Mod Squad to be the most successful one-hour off-network series released for syndication in recent years. Now, in its 2nd year, Mod Squad continues to outperform competition in market after market.

Second season increases (over its own 1st season audiences) boosts 18-49 women and 18-34 women viewers by an average of 53%.

Keyed to young adult demographics, Mod Squad is a proven winner in early evening and late afternoon time periods.

It's no wonder that in Minneapolis/St. Paul on KSTP-TV 42% more 18-49 women and 36% more 18-34 women
watched the program this year than last year... in Providence on WJAR-TV Mod Squad increased 18-49 viewers by 48% and 18-34 women by 57%... in its second season in Atlanta on WSB-TV Mod Squad continues No. 1 in its time period in all categories and continues to be No. 1 in Portland, Oregon on KPTV and in Buffalo on WBEN-TV with young women viewers.

These are second year carry-over successes and we have not yet begun to talk about Mod Squad's outstanding first year performances in Pittsburgh, Dayton, Hartford, Columbus, Dallas, Charlotte and the more than 85 other stations carrying Mod Squad this year.

Mod Squad, with 124 action-packed hours, may still be available to deliver the key audience in your market.

As forecast prior to the release of Mod Squad, programs originally produced for early evening network telecasting will consistently outperform other programs in syndication which were originally produced for later network time slots. You get the same key audiences the network sought to attract (and did!) And you get the same strong lead-in to your night-time schedule as the network did. Fact is, Mod Squad, with attractive young stars in contemporary plots, dominated all network competition for years with an average 33% share.* Mod Squad on your station will consistently attract the most desired young adult audiences.

WORLDVISION ENTERPRISES INC.
The World's Leading Distributor for Independent Television Producers
660 Madison Avenue, New York, N.Y. 10021 (212) 832-3838
It pays to read more than the name on the front.

There's that old saying about judging a book by its cover. The name does not always indicate the quality inside. The same theory holds true for just about any piece of equipment, typewriters, fleetcars or radio broadcast equipment.

To illustrate this point, we have prepared a list of comparisons based on current published data from the five leading manufacturers of stereo audio consoles.

We want you to examine all manufacturers' audio equipment claims. Inquire. Compare. Read the facts, the whole story...carefully. Make up your own mind. We feel that only when you have fully evaluated all equipment claims factually, are your best interests served. And ours.

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<table>
<thead>
<tr>
<th>Manufacturer &amp; Model</th>
<th>GATES Stereo 80</th>
<th>CCA 10S</th>
<th>COLLINS IC-10</th>
<th>SPOT-MASTER BESL-1008</th>
<th>SPARTA Centurion II</th>
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</thead>
<tbody>
<tr>
<td>No. of Std. Program Buses</td>
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<td>2</td>
<td>2S &amp; Metered Mono</td>
<td>2</td>
<td>3S &amp; Metered Mono</td>
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Only the SPARTA CENTURION II gives you three stereo program busses, plus metered monaural output.

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<tr>
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<td>10</td>
<td>10</td>
<td>6-10</td>
<td>8-12</td>
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Only the SPARTA CENTURION II gives you from eight to twelve mixers in the basic console. With extenders options for eighteen or twenty-four mixers.

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<td>20</td>
<td>28</td>
<td>18-30</td>
<td>25 to 38, 54 and 72</td>
</tr>
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Input Level: Set 3 Lo Optional Selectable Optional Switch.
Selection: 15 Hi Cards Hi-Lo Modules Hi-Med-Lo.

Only the SPARTA CENTURION II gives you three inputs per mixer module in every configuration. And every one is switch selectable for high, medium or low level inputs.

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<th>Manufacturer &amp; Model</th>
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<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Only the SPARTA CENTURION II gives you the availability of mixer extender options.

Other SPARTA CENTURION II features include: remote turning on/off of all mixers; remote start capability through the mixers; motherboard construction with ground plane PC techniques for elimination of wiring harness; silent operation; audio-follow-video switching; fully interchangeable mixing modules; only three types of amplifiers throughout; optically isolated audio switching; either slide or rotary attenuators as options, at the same price; 25 Watts per channel monitor amplification; five VU meters as standard equipment.

There's much more to the story, theirs and ours, that you should know. We're only too happy to tell you ours. Write or call us collect, today, for all the facts on SPARTA Audio Equipment.

We're in the business of You.
Broadcasting

Crosscurrent. Clearest signal yet that first-quarter TV business will remain strong, despite recession, came last week. Network officials, who had been awaiting surge in first-quarter buying as harbinger (“Closed Circuit,” Nov. 25), said it definitely had started. “Exploded” and “erupted” were terms used by NBC and CBS sources to describe it. ABC officials were not quite that enthusiastic but said first-quarter sales had picked up considerably. All three were talking about prime time, emphasizing that other periods are virtually sold out anyway.

There were reports, too, that auto manufacturers were beginning to move with new first-quarter buys. American Motors, for one, was said to have set concentrated campaign for January on NBC. Datsun was also buying, and number of others appeared near to signing, though in most cases details were guarded for competitive reasons.

Equal for everybody. Move is on in Washington to eliminate misinterpretations of government-initiated affirmative action programs in employment of women and minorities. Department of Health, Education and Welfare found it necessary to announce last week that recruitment of minorities and women was not to mean discrimination against white males. FCC officials say similarly explicit warning is contained in draft of policy statement FCC is expected to issue next spring on equal employment opportunity programs it expects in industries it regulates.

Ford in cable’s future? It’s believed that Dean Burch, former FCC chairman soon to exit White House counselorship for Washington law firm of Pierson, Ball & Dowd, has tentative commitment from President Ford to speak at annual convention of National Cable Television Association in New Orleans in April. Report revives speculation about kind of clients – broadcast, cable or common carrier – Mr. Burch is liable to attract to firm, where it’s reported he has annual guarantee at six figures.

Austerity. FCC got bad news last week that Office of Management and Budget has cut 100 new jobs and $1.5 million from FCC’s 1976 budget request, which totaled $50 million (“Closed Circuit,” July 22). It’s part of government-wide economy drive. OMB version would give FCC money for only 77 new jobs. FCC will appeal to OMB to give back some 25 others in hopes of making dent in backlog – which is always target of criticism by congressional appropriations committees whenever FCC budget comes up.

Less nonduplication. FCC appears to be moving toward loosening of its policy of protecting television stations against duplication of their network programing by cable-imported signals. Officials say consensus is developing around idea of assuring protection to stations that existing rules require cable systems to carry – those within 35 miles of system site. Officials say this would be simpler than present rule which provides protection on basis of priorities geared to predicted signal contours. Thus, station putting city-grade signal over system would not be protected against station putting Grade A signal over it. And distant signal would be one beyond 35-mile zone of station, not Grade B contour. In addition, under proposal being considered, system would not be required to black out distant signal if it is “significantly viewed” off air. One exception would involve hyphenated markets; systems there would carry all stations within market, but would not be required to protect stations more than 35 miles away.

Most emotional question in exclusivity issue – which is scheduled for discussion this week – involves request of cable systems in Rocky Mountain area that FCC reduce protection stations there receive from same day to simultaneous, as in rest of country. There is no indication which way commission will go on that one.

Real handle. Mark Evans, vice president, public affairs, Metromedia, Washington, is slated for nomination for ambassadorship by President Ford. Nation isn’t mentioned, though it’s likely to be Scandinavian, and diplomatic clearance reportedly is awaited following full FBI investigation. Mr. Evans will use his legal name, Mark Austrad, in diplomatic post.

Hard to sell. ABC-TV has contractually agreed to limit itself to four sponsors on its three-hour dramatic special, “The Missiles of October” (Wednesday, Dec. 18, 8-11 p.m., NYT). Clause was demanded by Travelers Insurance Co. as part of its deal to buy nine of 18 commercial minutes in program (at $90,000 per minute). Travelers wanted to “avoid the clutter of a whole slew of different 30-second spots,” one source said. Eastman Kodak has picked up four of remaining nine minutes, and Ford Motor Co. two, but ABC as of midday Friday (Dec. 13) was still looking for one buyer for final three minutes.

Cable crunch. Staff of National Cable Television Association is bracing for second round of personnel cuts in year, consequence of decline in dues from defecting small-system members and associate members among manufacturers. Cuts are expected to be selective, not wholesale, to involve chiefs as well as Indians.

Unsolid state. Several lesser equipment manufacturers specializing in CATV may be on brink of failure because of slowdown in cable expansion. Diversified electronic manufacturers are also said to be feeling pinch but have coped with shrinking sales by reductions in force or moves to cheaper labor markets. Officials of Electronic Industries Association see no major upheavals, even in cable, and express confidence “we can make it.”

Top job? William P. Hobby Jr., of Houston Post-KPRC-AM-TV ownership, may find himself following in late father’s footsteps ahead of timetable. On leave as editor of Post and vice chairman of KPRC Inc., Mr. Hobby is twice-elected Democratic lieutenant governor of Texas. Governor Dolph Briscoe has been stricken with serious kidney ailment. Mr. Hobby, 42, is son of two famous parents: late Governor Hobby and Oveta Culp Hobby, who heads Post-KPRC enterprises and was first director of WACS in World War II.
Unkindest cut. Death blow to license renewal bill was struck by inaction of Commerce Committee Chairman Harley Staggers, though reasons behind his decision are unclear. NAB, meanwhile, begins to regroup for another renewal try with new Congress. Page 19.

Five-year first inning. The Tribune Co. won the first skirmish against Forum Communications in their struggle for WPIX-TV New York, as FCC Administrative Law Judge James Tierney found little evidence for charges against licensee, but much to say against the challenger. There's much more to come, however. Page 20.

Bringing the board back home. Majority of NAB directors have now gone along with decision to move winter board meetings from sunny, all-expenses-paid Puerto Rico to sunny, all-expenses-paid Palm Springs, Calif. Page 21.

Standing firm. NAB special committee backed up board decision to make television code membership mandatory for all TV members, but dissenters don't plan to give up easily. Page 22.

New wrinkles in a re-pressed suit. Justice department has gone back to court in antitrust action against networks, which claim that "improper motivation" charges levelled against suit dismissed last month still apply to Justice's latest effort. Suit would put networks out of program production business altogether. Page 24.

Reluctant regulator. FCC Commissioner Glen O. Robinson told Federal Communications Bar Association that he wants commission to stay out of television violence and children's advertising controversies, but isn't optimistic FCC will be able to do so. Page 24.

Foster rebuts. National Cable Television Association President David Foster defended the group's about-face on copyright, citing "outmoded" nature of old copyright agreement as central to decision. Remarks came in response to letter from Office of Telecommunications Policy chief John Eger, who was distressed by turnabout. Page 26.

Unwilling SOS. FCC wants more views on possible over-regulation of cable franchiser, but three commissioners are upset over commission's inability to act without further study. Page 26.


Rosy. Broadcast industry's economic future looks good despite recession, according to study by Shaw & Co. of Wall Street: 1975 should be profitable, and rest of seventies may be even better. Page 34.

100 big enchiladas. Broadcasting's second yearly look at 100 most popular records on radio shows MCA's Elton John and Olivia Newton-John biggest winners, as influx from several musical styles makes contemporary radio more a melting pot than ever. Page 36.

Rising to the occasion. FCC's Dick Shiben continues to impress people in a job that seems to be changing him as he changes it. A "Profile." Page 57.

Index to departments on back cover

Wiley thinks he's closing the gap on his, television's violence problem

FCC Chairman Richard E. Wiley hopes to confer with network company heads this week or next in meeting that could determine whether commission will rely principally on networks to solve problem of violence on television, or take responsibility on itself. Chairman last week appeared hopeful that reasonably satisfactory meeting of minds can be achieved that would leave matter largely of self-regulation. However, he declined to explain basis for that optimism.

Commission staffers conferred in New York Tuesday and Wednesday in separate meetings with representatives of three networks to discuss in detail proposals for self-regulation Chairman Wiley had made in first meeting with networks heads on Nov. 22 (Broadcasting, Nov. 25).

Network officials — representing program practices, programming and legal departments — were to take commission proposals back up to corporate officials for further discussion, then contact commission staffers with preliminary corporate response. Time table is inexact. But possibility of meeting this week between chairman and company heads, either in Washington or New York, remains.

Left undecided last week was whether commission would attempt to meet Dec. 31 deadline if faces for reporting to Congress on what has been or is being done about violence on television. Commission is considering submitting interim report or asking for extension of deadline. In any case, Chairman Wiley's new calendar of activities for commission leaves Dec. 20 open for special meeting, at which question of report would be considered.

Principal matters discussed at staff-level meetings last week were proposals for warnings, scheduling and issuance by networks of joint statement that would include new commitment on their part to protect children from adult-oriented programming.

Neither side would discuss meetings in detail, but it's understood that one of tough questions aired was one of what standards are used for determining whether program requires special treatment. "The warnings, scheduling of programs and standards to be followed — these play against each other," said one of those familiar with what was discussed.

Networks do not oppose issuing warnings, on air or in newspaper listings; they do now in some cases. But commission's officials have indicated they thought such warnings have been too few and far between. As for technical matters involved, suggestion that white dot be placed in corner of picture when program unsuitable for children is aired appears to be losing favor on both sides. Networks say dot would be program intrusion and attract children.

Network representatives also are said to have expressed two reservations about warnings: Public will ignore them if they are issued too frequently, and "creative people" who are now said to be difficult to restrain, in terms of strong themes, would be even more difficult if they could simply argue that warning could be issued in advance of material networks feel too strong.

And there apparently is no easy answer to networks' complaint that scheduling certain programs at 9 p.m. in New York puts them on air at 8 p.m. in Chicago. Second feed for such material is no answer, networks say, since their stations in Midwest want to air news at 10 p.m., not 11, as stations do in East.

Main part of problem facing commission in talks with networks is that each has different policies in programming matters, as well as attitude toward dealing with commission. For that reason, among others, commission officials see difficulty ahead in developing joint statement with new commitment on protecting children all three could accept.

Broadcasting Dec 16 1974 6
Gate-crasher. FCC Chairman Richard E. Wiley showed up unannounced and uninvited at Friday morning session of state and regional cable TV association presidents meeting in Washington. Chairman, who said he had not been invited to any of presidents' business or social events scheduled for Thursday and Friday, said he wanted to have opportunity to talk to cable men, and explain commission's views. He sought to rebut position he feels some cable men have that commission is primarily concerned with protection of broadcasters, said he had "open mind" on all matters before commission. He also invited presidents to visit him in his office later that day to continue dialogue, and number indicated they would. National Cable Television Association spokesman said no commissioners had been invited to sessions because they were designed principally as working meetings. Cable Bureau Chief David Kinley addressed luncheon Thursday.

Staggers rejects colleague's squeeze play to force action on license renewal bill

Representative G. V. Montgomery (D-Miss.), using unusual parliamentary ploy on House floor last week, attempted to force House Commerce Committee Chairman Harley Staggers (D-W.Va.) to appoint conferees on license renewal bill. His tactic was to withhold his consent to consider another unrelated bill that Mr. Staggers tried to introduce until chairman agrees to appoint conferees on renewal. This infuriated Mr. Staggers and at week's end two congressmen were locked in stalemate, each refusing to give in.

Last Thursday, when Representative Staggers asked unanimous consent for consideration of bill for government funding of arthritis research, Representative Montgomery alone refused, demanding explanation for chairman's inaction on renewal bill. Mr. Staggers replied that time was short and there were many other bills more important than renewal (see story, page 19). He accused Mr. Montgomery of killing bill that would benefit "many millions of Americans." Mr. Montgomery accused chairman of doing same with license renewal, which he said also "affects many million Americans."

Mr. Montgomery later said that he has support of House Speaker Carl Albert (D-Okl.), and that Mr. Albert has said Mr. Staggers may not bring up arthritis bill again without Mr. Montgomery being present in House chamber. Representative Montgomery called chairman's inaction on renewal "bad abuse of a chairman's power," and said that Mr. Staggers' explanation for inaction is "very weak." He said he took it upon himself to fight for it because "broadcasters won't fight [Mr. Staggers] back." Before last Thursday he had approached Representative Staggers at least 10 times" to urge chairman to appoint conferees, he said.

Spokesman for National Association of Broadcasters, which has not given up on renewal bill, said NAB "has absolutely nothing to do with [Mr. Montgomery's action]." Distressed at prospect that arthritis bill might be dragged down with renewal, Daniel Button, executive director of Arthritis Foundation in New York, sought NAB's help last Friday to free arthritis bill. NAB spokesman Mr. Button was told that because NAB had no hand in nor wanted hand in Mr. Montgomery's ploy, there was probably nothing it could do to change Mr. Montgomery's mind.

Meanwhile Representative Staggers confirmed, in meeting Friday with NAB President Vincent Wasielowski and government relations VP Roy Elson, that there will be no conference on renewal bill this year, NAB spokesman said meeting produced "helpful dialogue," but said Mr. Staggers told them what he has advised everyone else about his reasons for not appointing conferees, and he offered no promises for renewal bill next session.

Cable-telco turn on Wiley's carpet;
Pacific coast utility doubles rates on its own

Unable to agree among themselves on fees to be paid by cable operators for attaching their lines to utility poles, AT&T and National Cable Television Association have been summoned to reading of riot act tomorrow (Dec. 17) by FCC Chairman Richard E. Wiley. Speaking at NCTA workshop for state and regional association presidents in Washington last week, FCC Cable Bureau Chief David Kinley said commission was anxious to have controversy resolved quickly because it "is concerned that the horse will be out of the barn before we can close the door."

Mr. Kinley said that growing number of electric power companies have announced pole attachment fee increases and that more are scheduled to go into effect Jan. 1. He added that if telco and cable representatives can agree on pole attachment formula, it is hoped that power companies will go along, although there is no way FCC can force them to do so and commission is wary of asking Federal Power Commission to enforce agreement. Such solution, said Mr. Kinley, might lead to "bifurcated jurisdiction."

Meanwhile, Pacific Gas & Electric has informed California cable operators that it is doubling pole attachment rates, to $5. California Cable Television Association has urged members not to sign contracts at new rates because hike is unilateral action taken while PG&E was negotiating issue with CCTA. Association also said that agreeing to hike might jeopardize class action antitrust suit against utility's original imposition of pole rates in 1973.

FCC has its work cut out for it in Chairman Wiley's three-month schedule

FCC Chairman Richard E. Wiley is continuing policy of issuing calendar of activities as means of causing commission and its staff to, as he put it in memo, "face up to their responsibility in much more orderly and expeditious manner." As was true of first three-month schedule -- September-December -- one for next three months is full, and includes some items so old they were almost forgotten Tuesday, Wednesday and Thursday are set aside as meeting days, with Monday and Friday left open for office work and travel.

Chairman Wiley, in his memo to commission, noted that schedules are not "sacrosanct" and that changes will be made where "appropriate." He also said that "extensive calendar modifications" may be required as result of requests for commission appearances at congressional oversight and appropriations hearings in next three months.

Heavy work schedule actually begins this week. Scheduled for Tuesday is discussion of proposed modification of rules protecting exclusivity of network programs on TV stations against cable-imported duplication. On Wednesday, commission takes up staff draft of prime-time access rule, as well as distant signal sports proceeding (staff has drafted further notice of rulemaking). And on Thursday, commission will consider newspaper-broadcast crossownership question, as well as proceedings dealing with newspaper-cable and cable-TV station crossownerships. Satellite authorizations are also on tap that day.

Broadcast and cable matters of general interest are scheduled as follows during next three months:

Week of Jan. 5 -- revised fee schedule, Jan. 8; discussion of TV curves, Jan. 10. Regional meeting will be held

Broadcasting Dec 16 1974
SOME PEOPLE AREN'T TAKING THE ENERGY CRISIS SERIOUSLY ENOUGH.

Storer stations are concerned and are doing something about it.

2 trillion barrels of crude shale oil lie under Colorado, Utah and Wyoming. Oil from Alaska's North Slope should start flowing at the rate of 2 million barrels a day in 1977. And the U.S. has estimated recoverable coal deposits of 2 trillion tons—enough for several centuries—from which oil and gas could be extracted.

Trouble is, these are long range projects. And the problem is now.

For with the oil embargo lifted, it's natural for many to return to their wasteful ways. Yet our petroleum resources continue to dwindle daily. And the high price of imported oil aggravates inflation and our balance of payments.

So, while we work toward future self-sufficiency, it's urgent for us to continue conserving our gasoline, heating oil, jet fuel and oil for utilities.

That's why, in its editorials and special programs, Storer stations still give top priority to energy conservation.

For example, to save gas WAGA-TV in Atlanta joined forces with local organizations to establish a "TV5 Klass Karpool." A plan to provide Atlanta motorists with computerized data for massive car-pooling. 250,000 applications were distributed to interested rush-hour drivers. Not only has this plan saved gas, it has also helped relieve growing metro area traffic. As a result of the station's efforts, Georgia's governor awarded WAGA-TV a plaque and created a special TV5 Klass Karpool Day.

In Toledo, WSPD-TV pushed to make a 55-mile-per-hour speed limit mandatory, feeling that voluntary compliance wouldn't work. It is now a law. To encourage use of mass transit, WSPD-TV also made a strong plea for lower bus fares. And when it was reduced from 40 to 25 cents, they urged the community to take advantage of the lower fare.

Storer stations in Miami, Cleveland, Milwaukee and other cities continuously air similar messages. Subjects range from staggered work hours to encouraging offshore oil exploration.

Getting deeply involved in the vital affairs of their communities is basic to the philosophy of Storer stations.

We're convinced that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.
In Brief

Noncommercial money. President has signed fiscal 1975 appropriation for Corporation for Public Broadcasting. CPB gets $57 million plus additional $5 million to come when CPB raises $5 million on its own. Also provided in appropriation is $12 million for HEW educational broadcasting facilities and $7 million for HEW educational programming, with $5.5 million of it earmarked for Children's TV Workshop, which produces Sesame Street and Electric Company. Bill to provide five-year funding for CPB has died in this Congress.

From the top. Members of Radio Television News Directors Association this week will get invitations to one-day briefing at White House on domestic issues. High-level officials will participate. Date: Jan. 17.

Off and on. Spokesman for This Is Liberty Lobby, controversial radio series, said Friday (Dec. 13) that Mutual network "canceled" its distribution of series, effective Jan. 31, after dispute that started when Mutual refused to distribute two Liberty Lobby broadcasts. He said one dealt with Palestinian Liberation Organization terrorism and other was commentary on "Senator Fulbright's statement that Israel's control Congress." He estimated 115 stations currently carry series by tape and about 100 others via Mutual, and said approximately 90 of Mutual group had indicated they would carry it by tape in future.

Reincorporation. Broadcast Music Inc. and Soviet Union's new copyright agency this week are to sign their first agreement for reciprocal royalties on use of music. Deal, similar to one signed last week between Soviet agency and American Society of Composers, Authors and Publishers, will be effective from 1973 through end of this year and then automatically renewable unless cancelled by either party.

Late Fates. Tim Babcock, president and majority owner of KTCM(TV) Helena, Mont. and former governor of that state, pleaded guilty last week to helping Occidental Petroleum's Armand Hammer make illegal political contributions to 1972 Nixon re-election campaign. Further broadcast connection: Dr. Hammer was once owner of Mutual Broadcasting System. Sentence has not been set . . . Al Suttmn, VP-Eastern sales, Four Star Entertainment Corp., New York, elected senior VP and director of sales . . . Jerry Smith, VP-domestic sales, Worldvision Enterprises, New York, elected to newly created post of executive VP-marketing. Howard M. Lloyd, VP-sales, Western division, Worldvision, Beverly Hills, Calif., elected to newly created post of senior VP, Western division. Charles T. Atkins, VP-Eastern Division, will replace Mr. Smith as VP-domestic sales, and Ben Okulski, account executive, Western division, will replace Mr. Atkins as VP-Eastern division . . . Tom Harmon, sportscaster/producer, KTTV(TV) Los Angeles, appointed sports director, Hughes Television Network, Los Angeles . . . Jim Terrell, VP and general manager, KTVV(TV) Fort Worth, Tex., has been appointed to National Association of Broadcasters Television Code Review Board, replacing Roger Rice, former general manager of KTVU(TV) Oakland, Calif., now president of Television Bureau of Advertising . . . Willard E. Walbridge, senior VP, Capital Cities Communications, elected president of Houston Chamber of Commerce; John Connally, former Secretary of Treasury and former broadcaster (part owner of KVET Austin), elected executive VP of Houston Chamber . . . Hilburt (Bud) Slosberg, associate general counsel of FCC, will retire Dec. 31, after 36 years of government service, 16 of them in commission's general counsel's office. Mr. Slosberg is expected to be succeeded by Joseph Marino, now chief of litigation division . . . For earlier reports see "Fates & Fortunes," page 45.

Viacom buys. Viacom International Inc. last week announced final agreement to purchase 95% interest in Cypress Cable TV of Dayton Inc. for reported $6 million. Cypress Dayton was last element of original Cypress Cable Corp., once industry's second largest MSO before being acquired in large part by Warner Communications. Dayton company has franchise to serve 60,000 homes in part of city.

Potter Donaldson Unger

Gordon Potter, vice president and general manager of KWST (FM) Los Angeles, named president of Century National Sales, owned by and representing four FM stations in Century Broadcasting Corp. as well as 32 other AM and FM stations across country.

Edgar J. Donaldson named vice president-domestic sales manager for Warner Bros. Television Distribution, Burbank, Calif., succeeding Alvin E. Unger, veteran TV film sales executive who plans retirement in 1975. Mr. Donaldson had been Eastern sales director, before that was radio-TV VP for Ketchum, MacLeod & Grove.
In Dallas Texas, KDFW-TV is now the leading late news station.

NSI Average Week Estimates—4 Week Period Ending October 23, 1974
WHAT IS A CONSULTANT?

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

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

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

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

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

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

The other woman

EDITOR: I have just read Linda Levenson's letter ("Open Mike," Dec. 9) labeling the National Association of Broadcasters fall conference in Denver as "male oriented." I stayed for the entire conference and my reactions are quite different. I attended all of [the sessions] and came away with new knowledge, new insights and new understanding.

Maybe I have enough confidence in myself as a broadcaster and as a woman that I don't need to seek out evidences of male orientation.

Attitudes such as Ms. Levenson's don't help solve the basic problem—they just make it easier for a male general manager to say, "Isn't that just like a woman?"—Jan Mahood, commercial operations supervisor, WOW(AM) Omaha.

Fighting the flak

EDITOR: I read with interest Ron Harvey's response to the lavish mailing by the Forest Service ("Open Mike," Dec. 2).

At WGRG, we have been conducting for some time a campaign against waste by the public relations division of government agencies, holding that if self-serving PR budgets were cut by the government, millions of dollars could be saved. We have attacked the PR avalanche by playing some of the more ludicrous tapes and letters on the air, accompanied by editorial comments.

How about other broadcasters joining in? These PR mailings are not true public service. If we are really interested in serving the public, we'll expose such waste.—Jerry Graham, general manager, WGRG(AM) Pittsfield, Mass.

EDITOR: The Woodsy Owl folder is a mere tree in a forest of plastic. We kept track of the mail wasted on us by various groups and governments over a recent four-week period. From the federal government we received the following nonusable items: one nine-inch tape from the State Department, two 12-inch records from the National Aeronautics and Space Administration, one 12-inch record from Health, Education and Welfare and six 12-inch records of country-and-western music from the Army. The Environmental Protection Agency sent us a five-inch tape well wrapped in cardboard, paper and plastic, and a monthly magazine, in duplicate. So far this week, we've received nine 12-inch records of jazz, rock and comedy, and two tape cassettes from HEW. None of it is usable on this classical music public radio station.

We did a piece about this problem on National Public Radio's All Things Considered and got a letter from a blind person in California who said that if we didn't want to listen to the stuff he would, and that we could forward this mail to him postage-free. Maybe each of the nation's radio stations should take up correspondence with a list of handicapped and pass these tapes and records along according to tastes and interests.

For, as our government tells us, we mustn't waste money and natural resources.—Chris Dickson, public affairs coordinator, WIAA-FM Interlochen, Mich.

Vindicated

EDITOR: Your publication recently carried an article about the police chief of High Point, N.C. dropping a $7.5 million law suit against me personally and against WFMY-TV Greensboro, N.C. The chief sued me because of a story I did quoting sources in the police department saying the chief knew of open gambling in the city, but failed to do anything about it.

You may be interested in knowing that the city council has held hearings into the allegations (and others), the story was corroborated by several witnesses under oath, and the police chief has been fired.—Bob Kaplitz, news reporter, WFMY-TV Greensboro, N.C.

Word from the stacks

EDITOR: Ah, deflation. I noted with interest the letter from F. Leslie Smith ("Open Mike," Nov. 25) comparing Broadcasting's 1932 subscription prices with today's. Your inflationary spiral was not as steep as Mr. Smith indicated.

During the 1930's Broadcasting was a semimonthly, appearing on the first and 15th of each month, instead of every Monday. Considering the cost per issue rather than the cost per year, Broadcasting is even more of a bargain at 392% of its former price, instead of the 733% he figured.

But before you heave a sigh of relief, I do recall that when you initiated your Broadcasting Yearbook in 1935, it was included in the subscription price. So if you compare 1935's $3 subscription including Yearbook with 1974's $40 and prepaid Yearbook, it totals an increase of 628%, still not as much as Mr. Smith's figures, but almost.

If I seem to know a lot about the history of your magazine, I should. Although I am only 28, in doing research for my PhD dissertation, I have read every issue of Broadcasting to cover the first issue through June 1935, and many beyond that.—Michael Biel, instructor, Philadelphia Dickinson University, Teaneck, N.J.
This week


January 1975


Jan. 18-17—Institute of Broadcasting Finance/Investor Credit Association quarterly board of directors meetings, Sheatin 4 Ambassadors, Miami.


Jan. 29—National Association of Broadcasters winter joint board meeting. Ceromar hotel, Dorado Beach, Puerto Rico.


February 1975

Feb. 1—Deadline for entries. 43rd annual Sigma Delta Chi Distinguished Service Award contest, for notable performance in print and broadcast jour-

Major meeting dates in 1975


April 4-6, 1975—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.


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WHEN BUSING BROUGHT THE PEOPLE OF BOSTON TOE-TO-TOE, WBZ BROUGHT THEM FACE-TO-FACE.

A dialogue on schools

This evening, six Boston parents and six of their high school age children thrash out some of their hopes and fears about school integration on WBZ-AM radio. The three-hour conversation, starting at 9:30 p.m., is the result of an encounter session staged by the radio station in the belief that honest talk is the first step toward understanding and harmony as this city moves on toward Phase Two of school desegregation. And it makes very worthwhile, if anguished, listening.

The black and white high schoolers from Roxbury, Hyde Park and South Boston met in one group with one black and one white group leader while their parents met with a black and a white leader in a separate group. At first the talk was stiff and awkward on both sides. But, as things loosened up, the real concerns of the parents on one hand and the students on the other came clear.

Yes, there is a generation gap. One mother states that she would go to jail before letting her child go to school outside the neighborhood.

Her son says he would go anywhere to school before letting his mother go to jail. The parents find it harder to reach a meeting ground between the freedom to avoid busing and the right to an equal education. The students draw toward a conclusion that, if all the adults would stay out of it, they could work things out together.

Perhaps this is not surprising. But the distillation of some 10 hours of dialogue takes the radio audience over the hurdles with both groups in a unique and graphic exploration of the tough issues of racial fear, police behavior, violence in school and out and attitudes at home with people who are neither student nor community leaders but simply participants in change.

The program, which replaces the Jerry Williams show tonight, runs without interruption and will be repeated on WBZ's FM band Saturday morning, November 9. Everybody who cares about Boston and about what is happening in the city's schools should take time out to listen in.

For weeks, the busing controversy had torn apart the Boston community. WBZ Radio felt things might calm down if both sides stopped shouting and started talking. So WBZ gave them three hours of radio time in which to do it.

That same week, WBZ-TV ran a 2½-hour special on school integration.

This wasn't the first time a Group W station gave opposing sides a chance to air their views.

KYW-TV and KYW Radio in Philadelphia broadcast an encounter session during last year's teachers' strike.

And WOWO, in Fort Wayne, devoted six hours of airtime for a heated debate on the migrant farm workers' issue.

What's happening locally is of daily concern to Group W stations.

But when the community gets involved in controversy, we get even more involved with the community.

GROUP

WESTINGHOUSE BROADCASTING COMPANY

Where broadcasting is concerned.
Monday Memo.

A broadcast advertising commentary from Melvin Elbaum, senior vice president, Ted Bates & Co., New York

Integrating 54 sales points into one message that says, 'better customer service'

"Communicate 54 selling points in one 30-second TV commercial. If you do it successfully, you can have a full 60 seconds to do it for radio. That's the assignment." 

That's the assignment we gave to some of the best creative people in the advertising industry. And in retrospect, that was one hell of an assignment to give writers and art directors at Ted Bates, an agency that is known for single-minded copy.

If the act of car rental is to be a worry-free experience for the businessman who has a thousand and one other things on his mind, it will come about, in part, as a result of a new operational program to improve customer service and car maintenance instituted by our client, Hertz. Hertz's "54 standards of performance" was the program implemented nationally in April 1974 to raise the quality of car rental throughout the industry. It is designed to help give the renter what he wants—a clean, reliable car. Fast. Every time.

If you, the traveling businessman, are aware of Hertz's new 54 standards of performance, it is because our creative people were successful in completing the assignment.

Now, let's go back to early 1973 and review the evolution of the program.

In the spring of 1973, a leading management consultant firm produced a national consumer study for its client, Hertz Rent-A-Car, which detailed the gripes of rental car customers—in the area of reservations, check-out and check-in, and vehicle condition—and proposed 54 standards of performance for all facets of the rental transaction.

Ted Bates was tossed a rather heavy ball: how to pack these 54 standards into succinct, memorable media shots that simultaneously projected their particulars and that all-important abstraction—better customer service. That campaign broke in early September.

Of course, we had to check out the standards' validity, and this we did through interviews with 1,200 car renters, who gave at the same time their impressions of our preliminary copy platform.

This was followed by 500 interviews to measure communication effectiveness of our TV, radio and print refinements. Hertz, which had held its advertising fire through the fuel crisis in early 1974, now wanted to use a full barrage.

Bates and the client targeted 21 markets for spot TV and radio in addition to network TV, national magazines and leading business papers. This mix and the ads themselves were aimed at men aged 25 to 49, with incomes of $15,000 or more, and in professional technical and managerial posts—the meat of the adult male population that accounts for the heart of rent-a-car industry volume.

Our studies had led us to aim at business travelers—the bulk of this market. Our theme was: "Your Hertz car. One less thing to worry about." The platform reads: "Hertz introduces 54 of the toughest new standards in the rent-a-car industry to help you get a clean, reliable car—fast—every time."

In one ad, we took the bull by the horns: 54 frames, each depicting one
RENEWED BY ABC OWNED STATIONS

NEW YORK
WABC 7:00 P.M. Sun.
#1 in Time Period
(NSI, N.Y. — Nov. 10, Dec. 1)

PHILADELPHIA
WPVI 7:30 P.M. Fri.
#1 in audience composition
Men & Women 18-49 & 18-34
(Oct. ARB)

CINCINNATI
WLWT 7:30 P.M. Mon.
#1 in Time Period over Network Programming (Nielsen Oct. Book, 4 week average)
#1 in Women 18-49

NEW ORLEANS
WVUE 6:30 P.M. Fri.
#1 in audience composition

DETROIT
WXYZ 7:30 P.M. Sun.
Strong audience composition
vs. Network telescasts of Disney & Apples Way

featuring SENSATIONAL SUPERSTARS
BUDDY HACKETT / ROWAN & MARTIN / CAROL WAYNE / JOEY BISHOP / DON ADAMS / TELLY SAVALAS
JULIE LONDON / FREDDIE PRINZE / LUCIE ARNAZ / BARBARA EDEN / CHAD EVERETT / GLADYS KNIGHT

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Renewal relief dies on Hill; what chance of reincarnation?

NAB's biggest legislative drive hits dead end in Staggers's office; problems now: how to get action at FCC and maybe in new Congress

When the Senate passed its broadcast license renewal bill more than two months ago, broadcasters anticipated that getting the disparate House and Senate bills reconciled in conference and the final product on the President's desk by Christmas would not be easy. They did not anticipate that nothing further would happen at all on the bill—which is just what happened.

A major share of the blame for the bill's apparent death is being put on Representative Harley Staggers (D-W.Va.), who as chairman of the House Commerce Committee was to name the House's conferees. The Senate indicated its readiness to go to conference on the bill by announcing its conferees immediately following the Oct. 8 passage. But Mr. Staggers never named a House delegation and has indicated he does not intend to before the 93d Congress adjourns.

Mr. Staggers said a few weeks ago that "at this late date...it is almost an impossibility to iron out the differences" between the House and Senate bills ("Closed Circuit," Dec. 2). And in an interview last week he said again that with Congress planning to adjourn the week of Dec. 16, the time is too short and a conference on license renewal would be "pointless." Mr. Staggers added, however, that the bill will get attention in the next Congress. But the ranking Republican on the Communications Subcommittee, Representative Clarence Brown (R-Ohio), said he disagreed when the chairman told him two weeks ago that time was too short. "I think we could have gotten a bill," Mr. Brown said last week.

Why Representative Staggers has allowed the renewal legislation to remain on the shelf during the past two months has been the subject of widespread rumor and speculation. Asked why he did not appoint conferees as far back as October before Congress recessed for the N-

member elections, Mr. Staggers replied, "Things kind of kept piling up." Last week alone, he said, he had to manage five Commerce Committee bills on the House floor. But it was an explanation that did not satisfy many who have suggested privately that the chairman's foot-dragging was a deliberate effort to kill the bill.

The speculation has it that Representative Staggers has it in for broadcasters for various reasons, some of which are: He faults broadcasters for going back on what he understood to be a promise not to press for a five-year license term on the House floor but to settle for the four-year term passed by the Commerce Committee. He is still smarting from the House's 1971 vote to reject his committee's motion to cite Frank Stanton, then president of CBS, for contempt of Congress for refusing to turn over out-takes of the controversial documentary, The Selling of the Pentagon. He is angry at local broadcasters in West Virginia, who he felt actively opposed his re-election last November.

But none of these theories can be proved. Said one broadcaster: "There isn't anybody who really knows why he won't appoint conferees." And that evidently includes other congressmen—among them Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) and subcommittee members Brown and Lionel Van Deerlin (D-Calif.)—who have approached Mr. Staggers in recent weeks to inquire about the Commerce Committee chairman's intentions regarding the bill. Said Mr. Van Deerlin: Mr. Staggers has been "essentially uncommunicative" on the subject.

For himself, Representative Staggers discounted the current speculation in one statement. When asked if he had any grievance toward the broadcasting industry or the bill itself, he replied, "Oh, no, no."

The death of the license renewal bill is a major loss for the National Association of Broadcasters, which gave it top legislative priority for 1974. In all, said one member of NAB's government relations staff, 1974 has been a good year. He pointed as an example to the overwhelming defeat in the Senate last September of the provision in the copyright bill (S. 1361) to establish royalties to be paid by broadcasters to recording companies and performers. But when a piece of legislation as formidable as the renewal bill goes awry, he said, "you can find the membership having a fairly short memory."

The NAB staffer recounted some of the lobbying victories to date on the bill:

Brighter day. A license renewal bill and accompanying committee report that were generally applauded by broadcasters emerged last May from the House Communications Subcommittee, headed by Representative Torbert H. Macdonald (D-Mass.) (at left in picture above), and Commerce Committee, headed by Harley O. Staggers (D-W.Va.) (r). In floor action it was amended in one way not to Mr. Staggers's liking; license terms were extended from the present three years to five, instead of four that the committee had agreed to. Later the Senate passed a bill differing in other particulars but containing five-year terms. Mr. Staggers never appointed conferees to work out differences with the Senate. Standing in picture is Ed Williamson, clerk of the House Commerce Committee.

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Early this year it emerged from the House Communications Subcommittee, then from the House Commerce Committee by unanimous votes. Final passage in the House was by an impressive 379-14 margin. Then, following several months' delay and "some resistance," in his words, another bill passed the Senate by a record 64-0 vote. But if the Senate bill in any way fails in the end, the successes of the past count for nothing, he said.

Network representatives, though anticipating that the NAB staff will encounter some negative reaction, especially from small-market broadcasters who were particularly active in support of lengthened license terms, were quick to jump to NAB's defense. The bill in the end was frustrated by one man, Representative Staggers, and there was nothing NAB could do about that, said Richard Jeneks, CBS Washington vice president. Peter Kenney, Washington vice president for NBC, said: "People familiar with the legislative process would understand there was nothing NAB could have done."

"Unfortunately, we (NAB) are in very good company," said Eugene Cowen, Washington vice president for ABC, noting that even Presidents have had similar problems with congressional committee chairman. Mr. Cowen said he was unable to defend the government relations department from his seat on the NAB board. NAB Chairman Andrew Ockershausen, of the Washington Evening Star Stations, agreed, adding, "Look at the votes on the renewal bill. How can you criticize that?"

"There is no point in brooding over what went wrong," Mr. Cowen said. It is time instead to start thinking about the next bill, he added. NAB, however, is still not willing to throw in this hand and was holding out slim hope last week that something might still be accomplished in this Congress. To that end, said one NAB staffer, NAB's president, Vincent Wasilewski, was planning a visit with Mr. Staggers late last week.

There were differences of opinion over how to proceed next year. If the renewal bill is re-introduced in the new Congress, it would start over from scratch as if it had never been introduced at all. Some suggested that a new bill could be passed fairly early in the next session because both houses held lengthy hearings this year, and now that committee members are acquainted with the issues, hearings next year would be considerably shorter. Another argued, however, that by next year there will be more consumer and minority groups interested in the bill than there were this year, that if anything the opposing witness list will grow in opposition of shrinking.

Others argued that the large Democratic gains in the last election signal bad weather ahead for any new renewal legislation. "It looks for sure," said one, "like it's going to be more difficult to get another bill through Congress by 1976."

Furthermore, one said, some of those congressmen who have already participated in one renewal bill may not be as interested the second time around. Representative Macdonald, in whose subcommittee a new bill would have to start in the House, is one whose enthusiasm and determination according to one source close to the legislation.

A NAB spokesman has said that the NAB will probably go to the FCC for relief next year before it goes back to Congress ("Closed Circuit," Dec. 9). The Senate bill directed the FCC to issue a statement to attain at least some of the relief that the legislation was intended to provide. If relief cannot be had from the FCC, "we'll go back to the Congress," he said. But he added: "It's going to be awfully hard to regain the momentum we developed last year.

The renewal bill left hanging this year had only one major provision in common: to extend the present three-year license term to five years. Both had designs for ascertainment procedures for broadcasters to follow, but with differing language. The Senate bill directed the FCC to establish procedures for licensees to ascertain the "problems, needs and interests" of their service areas, to be applied to applicants, while the House bill required ascertainment of community "views" as well as needs and interests for purposes of "program operations."

The House bill prescribed that the FCC at renewal time would consider whether there were "substantial" ascertainment programs and whether broadcast operations had been "substantially responsive" to the service area needs, views and interests. In its committee report on the bill, the House outlined what amounted to a "presumption" rule: "If a station's operation is unchallenged at renewal time, the FCC need only find a record of "minimal" service to the community to grant renewal; for stations faced with competing applications and petition to deny, "good" service would be required."

The Senate report, on the other hand, established a single standard for all renewal applicants, that of "substantial" program performance. The Senate bill further directed that the FCC would determine whether a station's operation was not "otherwise characterized by serious deficiencies."

Under the Senate bill, but not under the House's, if the incumbent licensee has substantially met the renewal standards, he would be granted a "presumption" in favor of renewal. The Senate report explained that, although a substantial plus in the incumbent's favor, the "presumption" would not guarantee renewal in cases against some station operators for "insufficiently responsive in service areas who raise "significant issues and questions" and "serious deficiencies." Under the Senate bill, the FCC's determination that a station's operation is "otherwise characterized by serious deficiencies" as well as the presumptions that a station's operation has been "substantially responsive" and that a station is receiving "minimal" service would be determinative of renewal. The Senate bill also required the FCC to conduct a "factual inquiry" into the "substantial plus" determination and the "insufficiently responsive" determination.

A significant difference between the two bills was that the House's prohibited the FCC from considering at renewal time a station's ownership interests or connections with other communications media, or ownership participation in station management, as long as those conditions conformed to general FCC rules. The Senate bill was silent on the issue, saying only that the FCC should complete its multiple ownership rulemaking (which has been in progress for 18 months) by the end of the year.

Both bills contained provisions directing the FCC to study how existing regulations that no longer serve the public interest might be eliminated. Other provisions in the House bill, not contained in the Senate version, included directives to the FCC to establish and enforce time limits for filing petitions to deny and to establish procedures for ongoing good-faith negotiations between licensees and persons in their service areas who raise "significant issues and questions." A provision in the House bill eliminated the new procedure for hearing from their traditional forum in D. C. circuit court to appeals courts in the regions where the stations are located.

**Forum gets turned away in initial decision in WPIX case**

ALJ Tierney says not only was there too little evidence to support charges against New York TV station, but challenger was also "deficient"}

The Tribune Co.'s grasp on WPIX(TV) New York was firmer last week than it has been for the past five and a half years. An FCC administrative law judge issued an initial decision rejecting the station's license and rejecting the application of a group of present and former broadcast executives, performers and ethnic leaders who were seeking to take over operation of channel 11.

The examiner found the evidence introduced in connection with the issues that seemed to hold the greatest peril for the renewal of WPIX's license—allegations of news misrepresentation and of inadequate supervision of the station's news operation—as insufficient to warrant disqualification of WPIX Inc., the licensee. And he said WPIX had done a praiseworthy job in ascertaining and providing programming to meet community interest and needs.

On the other hand, Judge Tierney said, the application of the competing group, Forum Communications Inc., suffered "fatal defects" in terms of financial qualifications and of inadequate supervision of the station's operation—as insufficient to warrant disqualification of WPIX Inc., the licensee. And he said WPIX had done a praiseworthy job in ascertaining and providing programming to meet community interest and needs.

On the other hand, Judge Tierney said, the application of the competing group, Forum Communications Inc., suffered "fatal defects" in terms of financial qualifications and of inadequate supervision of the station's operation—as insufficient to warrant disqualification of WPIX Inc., the licensee. And he said WPIX had done a praiseworthy job in ascertaining and providing programming to meet community interest and needs.

The commission staff had routinely re-

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newed the station's license on May 22, 1969, a few hours before Forum's competing application was filed. Kenney, a letter written months earlier by a former WPIX news staffer, Nancy McCarthy, to a friend who in turn had transmitted it to then-Commissioner Nicholas Johnson, was on the same day—May 22—turned over to the Federal Communications Commission Johnson said he had kept the letter confidential at the request of the writer and the person to whom she sent it, Arthur Alpert, then a freelance television producer. Kenney said later they had not requested confidentiality ("Closed Circuit," July 14, 1969).

Forum had protested the station's action renewing the WPIX license, saying the renewal had been granted with "extraordinary haste," and had petitioned the commission to set the renewal aside. But in any case, the letter caused the commission to adjust that, to permit an investigation of the allegations, and the Forum application was accepted for filing on June 7. Two months later, the commission issued the order for the parative hearing.

Judge Tierney found that the "full strength" of the allegations under the news practices issue which grew out of the McCarthy letter remained in the cases of mislabeled film or audio reports. For instance, there were cases of film of Russian troops moving into Czechoslovakia in the 1968 invasion that was supposed to have been shot via satellite when it had not come by satellite, and of a Defense Department film of a new Army armored vehicle that was said to have been shot in Vietnam's Central Highlands when it was actually shot at Fort Belvoir, Va. There were also audio reports on the Czechoslovakian crisis that was said to have originated in Prague where fact they were recorded in Vienna.

However, Judge Tierney dismissed these "few incidents" as "little more than singularity, perhaps recklessness,...ment, perhaps mindless taste." He said they were the responsibility of the news show's producer, and that there was no evidence of "deliberate deception on the part of WPIX Inc." or of any effort on the part of its "responsible officers to distort, falsify or misrepresent news or news events."

A number of other incidents involving the news department had also been investigated as a result of allegations made by the Broadcast Bureau. But Judge Tierney said none of the evidence justified the "opprobrium of the stamp of 'deliberate deceit' and contrived falsification" or suggests "conscious misrepresentation of the news." It had been laid to the disenfranchisement of a licensee "with a long record of responsible public service, would be tantamount to a vast and irrational overkill," Judge Tierney said.

He also said the station's management could not be faulted for news producers' conduct, that they "were neither guilty nor did they have the knowledge. And, he said, whatever did occur was promptly terminated when it came to management's attention. As for WPIX's efforts to ascertain and meet community needs, Judge Tierney said that the station had pursued "diligent and positive efforts" in that regard and had, "to those matters ascertained, proposed programming admirably suited to meet the social interests and problems there." Forum's financial qualification problems stemmed from what Judge Tierney labeled the "inflation" issue. Forum had available $4 million for expenses, which included a $250,000 contingency fund. But Judge Tierney said that in view of rising costs of film—on the order of 20% to 50% during 1970 and the first quarter of 1971—as well as the testimony in the hearing that distributors were requiring increasingly large cash payments early in the contract period, a reserve fund of less than $300,000 seems wholly inadequate." He also said the budgeted allowance of $1,010,000 for the first-year cost of technicians' wages was not sufficient. A major factor in Judge Tierney's conclusion that Forum's ascertainment of community needs was fatally defective was that in the first quarter of 1970—when as much as 10% of the network's efforts were spent on the ascertainment process—Copeland Research—to do the bulk of its interviews. Judge Tierney noted that commission insists that such contacts be made by the principals or management-level personnel of an applicant.

And, in that respect, the applicant did participate in the ascertainment process. Judge Tierney said, the applicant did not check community leaders representing a broad cross section of the proposed service area.

Judge Tierney gave Forum one "preference," in terms of integration of management and ownership, solely because minority-group members are included in Forum's management-ownership team. He also said that Forum "would have a clear preference on the diversification issue, since Forum has no other media interests and WPIX is owned by the New York Daily News, which owns WPIX-FM New York and wicc<AM> Bridgeport, Connecticut, in a management-rental relationship with the Tribune Co., Chicago, which in turn has numerous broadcast and newspaper holdings. However, Judge Tierney said that in a renewal proceeding the significance of diversification fades when, "as here, there is a plethora of other media" in the area involved.

Majority goes along with minority decision to switch NAB board site to Palm Springs

A majority of directors of the National Association of Broadcasters voted last week to affirm changes in site and dates of the NAB's winter board meetings. The balloting was done in response to a telegraphic poll giving directors the choice of Jan. 20-24 at the Corromar hotel, or Jan. 13-17 at the Canyon hotel, Palm Springs, Calif.

The telegram polling directors gave no reasons for the proposed changes, but over the preceding weekend many direc-
tors had been individually advised that the NAB's executive committee had switched from Puerto Rico to Palm Springs on reports of political unrest in Puerto Rico (Broadcasting, Dec. 9). The executive committee vote was cast by three of its seven voting members. The three had voted in a conference call held Friday (Dec. 6) by Andrew M. Ockershausen of the Washington Evening Star Stations, chairman of the NAB joint board. Mr. Ockershausen said later that others had been unavailable for the call.

Other executive committee members participating in the conference call were Richard Chapin of the Stuart Stations of Lincoln, Neb., immediate past chairman of the joint boards; Harold Kreilstein of Plough Broadcasting, Memphis, chairman of the board, and Eugene Cowen of ABC, Washington, the non-voting network member. Also in on the call were Grover Cobb, NAB's senior executive vice president, and Everett Wilson, chairman of the NAB board.

The explanation given for the late change in site was that the safety of board members would be in question in Puerto Rico.

Other board members who were later contacted by participants in the conference call were told that political violence had been confirmed by Mr. Kreilstein on the word of associates at Shering-Plough, parent of Plough Broadcasting. Mr. Kreilstein unqualifiedly denied last week that he had told his NAB colleagues that the NAB officials had advised against the NAB Puerto Rican meeting site, as some colleagues had reported to board members.

Objections to the change of site on the vote of only three executive committee members were raised by Peter B. Kenney of NBC, a member of the NAB television board, immediately after the action had been made known. Mr. Kenney questioned the authority of a minority of the board to make such a decision that had been voted by the NAB boards. Over the Dec. 7-8 weekend, Mr. Kreilstein, as chairman of the board, and Wilson Wearn of the Multimedia stations, chairman of the television board, made several calls to board members whom they could reach by telephone.

Those were followed by the formal wire sent to directors from NAB headquarters last Monday. As of midweek, 28 of the 48 members of the NAB joint boards had agreed to the changes. Vincent Wasilewski, president and a director, abstained. Others who responded either voted to stay in Puerto Rico or professed no choice.

The change of date was necessitated by the 28-minute cut of the Canyon hotel, which was booked for the original dates of the board meetings.

Some NAB directors were said to have favored the change of site for economic reasons. According to NAB custom, they said, they had had to pay their own air fares between the U.S. and Puerto Rico and ground transportation from the San Juan airport to Dorado Beach. With the meeting transferred to a site inside the continental U.S., the NAB will pick up the whole tab.

Broadcasting Dec 16 1974
NAB committee endorses stand on mandatory code membership

However, special study group urges step to discourage member drop-outs; Moore hopes for board reconsideration

A special committee of the National Association of Broadcasters voted last week to recommend that the NAB board reaffirm its decision to make subscription to the television code mandatory for all NAB TV members by April 1976. An NAB spokesman said the vote to reaffirm was unanimous following "considerable discussion" among the committee members, a group gathered specifically to grapple with this issue (Broadcasting, Nov. 11). Although no outsiders were present to list their grievances with the rule, the spokesman said the committee had a "fair amount of input," and some of the members had conducted their own informal polls among NAB TV members to get an idea of where they stand on the issue. And they heard the views expressed by the NAB Secondary Market TV Committee, which announced its dissent to the rule last September ("Closed Circuit," Sept. 30).

The mandatory code subscription rule has been a continuing problem since the board's initial decision last January. Those who oppose it include independent and small-market television stations which argue that compliance with the code's time standards would work a financial hardship. The largest block of dissenters to the rule include the membership of the Rocky Mountain Broadcasters Association and the Eastern Circuit. However, a special study group recommended that NAB TV board and TV code board take all appropriate action to encourage NAB member TV stations to subscribe to the code. That is another way of saying that the two boards should take steps to prevent members from dropping out of the NAB as a result of the rule, explained an NAB spokesman. At least one state association, the Montana Broadcasters Association, has threatened that its members would pull out of NAB altogether if the rule is enforced.

Dale Moore of Western Broadcasting Co., Missoula, Mont., who strenuously opposed the rule, and as a member of the NAB TV board voted against the move last January, called the special committee's vote last week "unwise," but said he looked to the "steady heads" on the TV board to give the matter further consideration. If the special committee's purpose was to make the issue impartial hearing, said Mr. Moore, then the TV board should have taken more care in selecting the committee's members, most of whom were already strongly pro-mandatory subscription, he added. The committee members, appointed by TV Board Chairman Wilson Wearn of Multimedia Broadcasting, are Walter Bartlett, Avco Broadcasting; Charles Batson, Cosmos Broadcasting; Earl High of Westerly TV, Rockford, Ill.; Kitty Broman, WWLP (TV) Springfield, Mass., and Ray Johnson of KMDT-TV Medford, Ore.

Mr. Moore said further that if the TV board does not reverse the decision, "we'd be looking at a change in the structure of NAB." For his part, he added, "we'll have to take our money and go somewhere else" if the rule does not change.

A spokesman for Metromedia Inc., which is on the record as opposing the rule because it found the code's time standards too restrictive, said the special committee's vote last week will be a matter for the agenda of its January television managers meeting.

Donald H. McGannon, chairman and president of Westinghouse Broadcasting, another opponent of the rule, said Westinghouse isn't resigning from NAB, but that presumably NAB—if it continues in its present direction—will at some point "impose some sanctions" against Westinghouse. Westinghouse dropped out of the code, he pointed out, because it considered the code "deficient and defective."

Changing Hands

Announced

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

* WPQD-AM-FM Jacksonville, Fla.: Sold by Belk Broadcasting Co. of Florida to Rousaville of Jacksonville Inc. for $500,000 and exchange of WMBR(AM) Jacksonville. Contingent on FCC approval of AM trade, Belk will then sell WMBR to Mel-Lin Inc. for $850,000. Agreement involves even swap of Belk's WPQD and Rousaville's WMBR and payment of $500,000 for WPQD-FM. Belk Broadcasting is owned by Henderson Belk, who is member of Belk department store family, based in Charlotte, N.C. Mr. Belk, former group owner, upon sale of WPQD-AM-FM will have completed divestiture of broadcast interests. Principal in buyer is Robert W. Rousaville (100%), who owns WPUN(AM) South Miami, WDAE-AM-FM Tampa, WJBW(AM) Winter Park and WJBW-FM Orlando, all Florida; WCIN(AM) Cincinnati and WVOL(AM) Berry Hill, Tenn. Mr. Rousaville recently sold WYLD(AM) New Orleans to Petersens Broadcasting Corp. for $970,000 (Broadcasting, Oct. 21) pending FCC approval. Owners of Mel-Lin are Lawrence R. Picus (90%) and Willie J. Martin (10%), who are licensees of WOBS(AM) Jacksonville. Sale of WPQD is presently being negotiated to comply with FCC duopoly rules. Mr. Picus has 50% interest in WAPX(AM) Montgomery, Ala. WPQD is on 600 kHz with 5 kW; WPQD-FM is on 96.9 mhz with 100 kW and antenna...
230 feet above average terrain; WMBR is on 1460 khz with 5 kw.

- WGBF(AM) Green Bay, Wis.: Sold by Norbertine Fathers of the Roman Catholic Church to Midwest Communications Inc. for $700,000. Norbertine Fathers run St. Norbert College and are divesting themselves of broadcast properties. WGBF-TV was sold to Nationwide Communications Inc. for $5 million (BROADCASTING, July 29) subject to FCC approval. Other broadcast property, WHBY(AM) Appleton, Wis., is being sold to Telegraph-Herald Inc. (see below). Principal in buyer is DuCuy E. Wright (92%), who also owns WREG(AM)-WVDE (FM) Wausau, Wis. Negotiations looking toward sale of Mr. Wright’s other broadcast property, WOR(FM) Neenah-Menasha, Wis., to Total Radio Inc. for approximately $147,000 are under way. He is selling WREG(AM) to avoid overlap with WGBF-AM and conflict with FCC duopoly rules. WHBY is on 1360 khz with 5 kw; FM is on 101.1 mhz with 100 kw and antenna 1,080 feet above average terrain.

- WHBY(AM) Appleton, Wis.: Sold by Norbertine Fathers of the Roman Catholic Church to Telegraph-Herald Inc., which publishes Du-buque (Iowa) Telegraph-Herald and is a licensee of KDTH(AM)-KFM(D) Dubuque; WGEZ(AM) Beloit, Wis., and has recently been bought by Lincoln Broadcasting from Lincoln Broadcasting Co. for $900,000 (BROADCASTING, Oct. 21). WHBY is on 1320 khz with 1 kw day and 250 w night.

- WJAZ(AM) Albany, Ga.: Sold by James S. Rivers Inc. to Dowdy Brothers Broadcasting Co. for $375,000. James S. Rivers and his three sons, Herschel M., Tilliver R. and Ronald S., own WJAZ(AM)-WMJ(AM)-WFAV(AM) Cordele, W Dol(AM)-WSJR(AM) Athens and WTJH(AM) East Point, all Georgia. Principals in buyer are Roy Morris Dowdy, owner and operator; Bob Dowdy (30%) and Jim Richard Dowdy (5%). Roy Dowdy was former sales manager at WCOA-AM-FM Gulfport, Miss.; Bob Dowdy has florist concessions at several Army bases, and Jim Dowdy is employed by Atlanta freight company. WJAZ is daytimer on 960 khz with 5 kw.

- KAFF-AM-FM Flagstaff, Ariz.: Sold by Kaff Broadcasting Co. to Empire Broadcasting Corp. for $350,000. Sellers, Guy Christian and wife, Ann, have no other broadcast interests. Gary N. Petersen is proposed majority stockholder (59%) in buying corporation which is also to be reorganized upon approval by FCC. Mr. Petersen now holds 17.4%. Other present stockholders will be bought out and stock made available to station employees. Empire owns KFLN(AM) Baker, KXXL(AM) Bozeman and XWYS(AM) West Yellowstone, all Montana; KPW(D) Plentywood, Mont., was recently sold to B.C.T. Broadcasting Co. for $40,000 (BROADCASTING, Sept. 9) pending FCC approval; and sale of KRIV(AM) Soda Springs, Idaho, to Thomas W. Mathis for $150,000 was approved (BROADCASTING, Nov. 18). KAFF is daytimer on 930 khz with 5 kw; KAFF-FM is on 92.9 mhz with 30 kw and antenna 200 feet below average terrain.

- WKO(AM) Sacramento, Calif.: Control of WKO-AM Inc. sold by L. E. Che-nault and Philip T. Yarbrough (together 50% before, none after) to Willet H. Brown and son, Michael J. (50% before, 100% after), for $200,834. The Browns own Don Lee Inc., Beverly Hills, Calif., financial holding company with interests in real estate, building enterprises and automobile sales. The Browns also own KGB-AM-FM San Diego. KXOA is on 107.9 mhz with 49 kw and antenna 140 feet above average terrain.

- WCOA(AM)-WJLQ(FM) Pensacola, Fla.: Sold by WCOA Inc. to Summit Communications Inc. for $1.9 million. WCOA is owned by J. McCarthy Miller, Bo Mitchell and J. Holiday Vale. Messrs. Miller and Mitchell also have interest in WTRL(AM) Bradenton, Fla., and WBAI(AM) Augusta, Ga. Mr. Miller also has interest in WBR(AM) Macon, Ga. Summit is owned by Gordon Gray family, which also owns WJSJ(AM)-WTRQ(FM) Winston-Salem, N.C., WREC-AM-FM Memphis and several cable TV systems. WCOA operates full time on 1370 khz with 5 kw. WJLQ is on 107.7 mhz with 25.5 kw and antenna 155 feet above average terrain.

Rebuffed Justice
has another go
at TV networks

Renewed antitrust actions
are patterned after earlier suits;
Kauper indirectly rebuts allegation
of improper motivation by saying
it all started back in the 1950's

The Department of Justice's Antitrust Di-
vision has gone back to court in an effort
file what might be called "clean" anti-
trust suits against the three television net-
works—one that would not become em-
broiled in charges that they were the product of improper motivation. How-
ever, it was not clear last week how suc-
cessful the department would be in that
regard.

The suits, charging the networks with
monopolizing prime-time entertainment pro-
gramming, are virtually the same as ac-
tions that were filed in U.S. District Court
in Los Angeles in April 1972 and that
were dismissed without prejudice by
Judge Robert Kelleher last month (Broad-
casting, Nov. 25), before the
court had reached the merits of the case.

Judge Kelleher did not give any rea-
son for his action. However, it was taken
in response to a motion filed by the net-
works, which had complained that they
had been denied access to White House
tapes and documents they said would sup-
port their charge of improper motivation.

The networks had been contending that
the suits were brought to harass them in
reparation for allegedly anti-Nixon bias in
their news coverage.

In dismissing the case without preju-
dice—which permits the refiling of a
suit—Judge Kelleher was giving Justice
an opportunity to bring the case under
the auspices of the Ford administration,
which has not been charged with efforts
to intimidate the networks.

The networks have announced their
decision to appeal Judge Kelleher's ruling
to the U.S. Supreme Court. They want
the suit dismissed with prejudice (Broad-
casting, Nov. 25).

Furthermore, there were indications from
the networks last week that the im-
proper motivation issue might not have
been washed from the case by the emer-
gence of a new administration—which in-
cludes not only a new President, but an
attorney general and an antitrust chief
who was not in those jobs when the origi-
nal suits were filed. No one at the net-
works would speak for attribution.

But the thinking appears to be that, as one
lawyer put it, the new suits are so similar
to the old ones that "it doesn't seem to
cure any of defects," including the moti-
vational flow.

Assistant Attorney General Thomas
Kauper, in charge of the Antitrust Divi-
sion, sought to rebut the networks' alle-
lations of improper motivation without
addressing them directly. He said the
original suits grew out of an antitrust
investigation that began in the 1950's but
had been suspended during the FCC in-
quiry into network programming practices
which began in 1959 and culminated in
1970 in the commission's adoption of the
prime-time access rule.

The new suits, like the ones dismissed,
accuse the networks of using their con-
rol over network air time to restrain and monopolize prime-time te-
levision entertainment programming.

Mr. Kauper said the suits were filed
for the purpose of restoring competitive
programming to the television industry and
to assure that the networks, program sup-
pliers, and advertisers would not become deprived of the bene-
fits of free and open competition.

All three networks said the suits were
"without merit." And ABC said the ac-
tion "is a transparent attempt by the gov-
ernment to avoid the consequences of its
willful refusal to comply with the court's
previous order to produce the Nixon
tapes and documents relating to this ac-
tion."

CBS and NBC both called the suits
"irrelevant" to the television industry to-
day in the relief they seek.

For one thing, the suits would enjoin
the networks from producing any tele-
vision entertainment programming, including
feature films. (The networks' news, pub-
ic affairs, documentary and sports are
not affected by the suits, nor do the com-
plaints challenge the affiliation agree-
ments between the networks and their
local affiliated stations.) And network
officials noted that the networks produce
less than 10% of the programs they air.

In addition, the suits would enjoin
the networks from obtaining any interest
in television entertainment programs pro-
duced by others, except the right of first-
run exhibition, and from engaging in
program syndication. FCC rules now gen-
erally bar both practices.

The suits also seek to enjoin the net-
works from using their control of access
to the airwaves to foreclose competition
in any other field.

An attorney division official said the
department is aware of commission rules
that are designed to achieve some of the
aims sought by the suits. However, he said,
"rules are subject to change." He
noted that the prime-time access rule,
which was adopted at the same time as
the rules barring the networks from the
domestic program syndication and from
acquiring financial or proprietary rights
in programs they do not produce, has
been changed once and is being changed
again. (The next revision is scheduled to
take this week the second revision of
the prime-time rule.) A court-ordered in-
junction could be lifted, too: he said: but
the department would have some input
into such a decision.

The suits charge the networks with us-
ing their control over prime-time access:

- Exclude from network broadcast
those entertainment programs in which
the networks have no ownership interest.
- Compel outside program suppliers
to grant the networks financial interests
in television programs which they accept
for broadcast.
- Refuse to offer air time to adver-
sisers and other outside program sup-
pliers seeking to have their own programs
shown on the networks.
- Control the prices paid by the net-
works for television exhibition rights to
motion-picture features.
- Obtain competitive advantages over
other producers and distributors of tele-
vision entertainment programs and of mo-
tion-picture feature films.

The suits claim that these alleged anti-
trust violations have resulted in concen-
tration in the networks of ownership and
control of network prime-time television
entertainment programs and of unrea-
sonable restraint of competition in the
production, distribution and sale of tele-
vision entertainment programs. The suits
also allege that the practices have de-
prived the viewing public of the benefits
of free and open competition in the broad-
cast of television entertainment pro-
grams.

An FCC freshman
fears involuntary
censorship
by government

Robinson expresses concern about
kind of cures that could result
from public, congressional pressure

Since joining the FCC in June, Commis-
sioner Glen O. Robinson has dem-
onstrated a penchant for sprinkling
his thoughts with literary allusions and
has indicated a view that government
should exercise self-control in governing.
Later, in an appearance before the Fed-
eral Communications Bar Association
in Washington, he gave both predictions
and suggestions. The speech was titled "Thoughts
on Milton's Birthday"—it was the Eng-
lish poet's 366th—and dealt, as did Mil-
ton in his political writing, with the need
for restraint on the part of government
in dealing with the individual.

But the talk ended on what seemed
for Commissioner Robinson a pes-
mistic note—an expression of concern
that the commission may be swept by
the feeling of the day to take some ac-
tion to deal with televised violence.

He noted that the courts have forced
the commission to act in some radio
format-change cases, and left no doubt
he feels the commission has no business
concerning itself with such matters. For
"to say what criteria the commission
interfere," he wondered.

He also defended the commission's re-
sual to endorse the position of Action
for Children's Television and ban all ad-
vertising aimed at children. He said that
allegations that advertising might be distasteful
in that it makes children "into mere ob-
jects of commercial enterprise," that does
not provide a legal basis for the action
sought.

As for televised violence, he feels that
is a matter of genuine concern. Scientific
We spent $4,500,000 to make a fairy tale come true.

"The Wonderful World of the Brothers Grimm," based on the most beloved classic stories ever written. Laurence Harvey, Claire Bloom, Buddy Hackett, Yvette Mimieux, Terry-Thomas, Barbara Eden and Walter Slezak are just a few of the stars who bring to life this great motion picture which received four Academy Award nominations. The television premiere will be broadcast Sunday, February 16, 1975 and is still available in some markets.
Foster cites changing times as reason for changing policy on copyright

NCTA president says he was surprised by OTP criticism, feels all parties to 1971 consensus have 'gone beyond' that understanding, face new realities

National Cable Television Association President David Foster said last week he was 'shocked' by criticism from the White House Office of Telecommunications Policy over the trade association's modification of its stance on copyright legislation. At the same time, Mr. Foster conceded that when the 94th Congress convenes next month, NCTA will indeed adopt a 'start fresh' strategy as the legislative focus shifts from the Senate to the House.

In an interview with Broadcasting, the cable industry executive also said that the criticisms by John Eger, acting OTP director, were surprising because, in Mr. Foster's view, all parties to the 1971 consensus among cable operators, broadcasters and copyright holders have 'gone beyond' the agreement. Mr. Eger, in a letter to Mr. Foster, had said he was "most disturbed" by trade press reports that NCTA was "withdrawing support" from the Senate's copyright bill, and indicated that all other efforts to assist the industry's growth depended upon passage of copyright legislation (Broadcasting, Dec. 9).

But OTP itself, Mr. Foster said, has signaled several times over the past few months "that it regards the consensus as outdated and in need of rethinking." He cited the Cabinet Committee Report on Cable Communications, drafted by OTP, and OTP's own drafts of cable legislation as evidence that the office was calling for a different approach to cable from the one outlined in the 1971 agreement that formed the basis for new FCC rules the following year.

Mr. Foster maintained that the association had supported passage of the Senate copyright bill (S. 1361) in its final form because it recognized that was the "best that could be gotten . . . to have insisted on further changes could have jeopardized the entire bill and resulted in objectionable sections being put back in."

When the bill is reintroduced in the Senate in January, Mr. Foster said, "we might try for technical amendments on the floor, but our main effort will be in the House because they will not take the Senate version as holy writ." NCTA's legislative anticipation is that what was S. 1361—its successor would have a different number—will clear the Senate with a minimum of difficulty.

Mr. Foster added, however, that the House Judiciary Subcommittee on Copy

right, headed by Robert W. Kastenmeier (D-Wis.), will want to hold "thorough" hearings on the subject, as Mr. Kastenmeier himself is the only survivor of the subcommittee hearings on cable copyright obligations in 1968, the last time that the subject was taken up on the House floor.

Mr. Foster defended the NCTA board's change in posture on copyright by saying that "economic necessity demands we take a tougher line." He said the association's multiple system owners "want copyright behind them but not at a price that's going to drive them into the red. For a system like Teleprompter, 2% copyright fees on top of the rest of their troubles could be disastrous."

"Times have changed for cable since the bright possibilities of 1971 and 1972," he said. "Scarcely a day goes by when I don't get a call from somebody on Wall Street asking if it's true that X company is going to take a Chapter 11 bankruptcy."

The 1971 consensus committed the cable industry to accept restrictions on the importation of distant signals and to support copyright legislation designed to reimburse copyright owners for broadcast programs relayed by cable. At its mid-November board meeting, the NCTA voted to work for a series of major changes in the Senate-passed copyright bill, including payment of copyright fees in return for a congressional directive to the FCC to drop nonduplication and exclusivity rules, excluding systems with fewer than 1,500 subscribers from copyright payment rules, and making the bill's definition of a cable system conform to the FCC's definition, a change that would allow an operator serving several communities, each with fewer than 1,500 subscribers, from a single headend, to avoid paying copyright fees (Broadcasting, Nov. 25).

FCC seeks advice in staying out of cable jurisdiction

But Wiley, Robinson and Reid express regret that agency didn't make up its own mind from evidence at hand on roles of federal, state, local government

The FCC has asked for help in determining what, if any, rules are needed to deal with the problems of duplicative and possibly excessive regulation of cable television that results when three tiers of government—federal, state and local—exercise jurisdiction over cable television systems.

The request—in the form of a notice of proposed rulemaking and inquiry—drew a critical comment from FCC Chairman Richard E. Wiley, who, in a concurring statement, expressed disappointment that the commission was not able to deal with the problem without further study.

The commission, in its notice, noted

Good news for NBC in fall Arbitrons

First returns from Arbitron Television's sweep surveys (Oct. 23-Nov. 19) show NBC-TV chalking up its best numbers for this period in years, and ABC-TV its worst (Broadcasting, Nov. 25).

As of Wednesday (Dec. 11), ARB had logged data from 31 of the markets it counted during the Oct. 23-Nov. 19 period. NBC, which finished first in only three of the same 31 markets during the equivalent sweep period a year ago, came up with 17 first-place finishes in 1974. In these same markets, ABC went from six first-place finishes in the 1973 October-November ARB sweeps to none this year, from 12 second-place finishes to only six, and came in last in 25 markets (as opposed to only 13 lastplaces a year ago).

CBS was down, with more second-place than first-place finishes this year, but the network finished last in only one of the 34 markets, Bakersfield, Calif. It finished first in 14 markets and second in 16 markets.

A year of chills. Sam Cook Digges, (l) president, CBS Radio Division, and Himan Brown, producer-director of CBS Radio Mystery Theater, find it a warming occasion as they celebrate the first anniversary of the nightly dramatic series by cutting the cake.
the proceeding was in response to Part II of the final report of the Federal/State
Local Advisory Committee, which was composed of representatives of federal,
state and local governments, as well as the cable industry and public interest groups.
The committee submitted its final report in September 1972. It was based on the
commission’s experiment with combining federal and nonfederal jurisdic-
tion—regulatory dualism.

Part I dealt with specific regulatory is-
issues. And in response to it, the commis-
sion last April issued a Clarification of Rules and Notice of Proposed Rulemak-
ing designed to fine tune the cable rules that had become effective in March 1972
(Broadcasting, April 22).

Part II, which dealt with the over-all
problem of duplicative regulation in-
volved issues which, in touching on the
powers of states and municipalities, were
more complex and controversial than
those in Part I. And although a major
of the advisory committee felt the com-
mission could and should act to establish a
two-tier regulation, the commission staff was not persuaded (“Closed
Circuit,” Dec. 2).

Accordingly, it proposed the rulemak-
ing and inquiry, which the commission
issued but which was a disappointment to
Chairman Wiley, as well as to Commis-
sioners Charlotte Reid and Glen O.
Robinson, who joined in the chairman’s
statement.

“After more than a year of study by a
talented and hard-working Federal/State/
Local Advisory Committee, an erudite
and exhaustive report by the committee,
a detailed oral presentation before the
full commission and another year and
more of subsequent evaluation by our
staff,” the chairman wrote, “I am disap-
pointed that the only action we are tak-
ing in this important matter is to initiate
still more comment and more analysis.”

The commission, in stating the problem,
said its rules were adopted with the view
in mind of a two-tier system of regula-
tion—by which federal rules would be
implemented by one “local” level of
government. But, it said, in some areas,
states as well as local governments were
asserting regulatory authority, thus creat-
ing a third tier of regulation.

Nor are the problems of duplication and
delay resulting from such three-tier
regulation the only ones troubling the
commission. It said that in some local-
ities, particularly unincorporated areas,
there is an absence of nonfederal author-
ity—of any agency capable of issuing and
enforcing cable franchises. This problem,
the commission said, was more pressing
than excessive regulation, and it urged
states to enact legislation to deal with it.

The commission did not propose any
rules on duplicative regulation, which it
said endangers the accomplishment of
federal goals, raises the possibilit
of obstructing interstate commerce.
But it said it would consider any “ap-
propriate” action for solving the problems
so long as it preserved the prerogatives
of the states—and localities as entities
of the states—to adopt regulations they felt
necessary.

One of the questions posed by the com-
mision is whether it has the authority to
regulate the type or nature of nonfederal
regulatory programs and, if legislation is
to clarify that authority, what should it
contain?

The commission said it determines that
it lacks the authority to do so. It will
ask Congress for the necessary legislation.
But if the conclusion is that the com-
mision already has the authority it needs,
it will act promptly “to cure the
problems.”

Other questions asked included:
• Should the commission act now on
duplicative and burdensome schemes be-
ing developed in some nonfederal juris-
dictions, and are there specific areas of
regulatory overlap that could be dealt
with individually?
• Should the commission adopt rules
permitting at most two levels of regula-
tory authority in any given area? If so,
what should the rules be?
• Should the commission adopt rules
requiring specific forms of testimony?
If so, what should those rules be?
• If specific rules are not adopted,
what can the commission do to prevent
duplicative and burdensome regulatory
requirements on cable television?

The commission set Feb. 17, 1975, as
the deadline for comments replies are
due March 17, 1975.

Probing prospects
for cable hook-up
via satellite
CATV study group heads for
Denver, where it will confer
with educators seeking replace-
ment for experimental bird that uses
inexpensive ground receivers

One of the stars on the horizon of cable
television is a satellite, but just how
bright it is a matter of dispute, part of
which may be settled this week in Denver
where cable representatives are scheduled
to meet with a group of educators and pro-
gram suppliers who hope to launch their
own satellite or buy time from one of the
commercial services.

Armed with a low-key market analysis
by Booz, Allen & Hamilton, members of
the CATV industry’s Cable Satellite
Access Entity will attend the meeting,
which is being organized by the Depart-
ment of Health, Education and Welfare,
Stanford University and the Federation of
Rocky Mountain States, prime contractor
for the current HEW education experi-
cement that uses a very high-power satellite, ATS-6,
which many see as a feasible
way to achieve four-way
interconnect.

The Booz, Allen analysis, finished for
the 49-member CASAE in September
and since kept under wraps, reportedly
concludes that satellites may eventually
be a processing machine, satellite net-
working, but that the immediate prospects are
limited. To make satellites feasible, the
report says, would require specialized
programming not available on broadcast
television. And such programs, whether
Broadyway drama or macrame instruction,
would need to draw five million nationally
to make money, figuring commercials
would be sold at $3 per thousand.

The report plays down the importance
of pay cable via satellite and also says
that one-way cable as a profitable propo-
sition is far from the picture. For the
next few years, too, it concludes that
terrestrial networking will be as cheap or
even cheaper than satellites.

The satellite system being proposed
by the Stanford-Rocky Mountain group,
however, compounds the already econ-
omic projections. To begin with, the system
is based on the use of a 2.5 ghz trans-
ponder, which is both good and bad
from cable’s point of view. Good be-
cause receivers for such a relay are rela-
tively inexpensive—about $4,000—which
means they could be afforded by even
small cable systems. On the other hand,
the use of such receivers requires a pow-
erful, hence expensive, satellite. The ex-
perimental ATS-6 currently being used
in the Rocky Mountain experiment in
its education project cost about $180
millon, but it is more complicated than one
that would presumably be used com-
mercially.

Because of the high capital expense
of a 2.5 ghz system, some cable opera-
tors are pressing for use of a 4 ghz and
6 ghz satellite, which, although requir-
ing receivers costing twice as much,
would cost only about $20 million to
build and launch. Still others would like
to wait on Japanese development of $500
receivers for 12 ghz satellites.

The Rocky Mountain group, however,
can’t wait that long, as its satellite is
scheduled to be moved to a position over
India in June, and it wants to get a re-
placement in orbit by the opening of
the next school year. To subsidize the
beginning of the consortium, the Ford
administration is sponsoring legislation
authorizing financial support to schools
that want to buy commercial
educational video packages delivered
via satellite and cable, and this in turn
has sparked the interest of such suppliers
as Time Inc. and McGraw-Hill in par-
ticipating in the consortium.

An intra-FCC split
over Teleprompter
Trial staff wants complete denial
of Johnstown, Trenton bids;
Court rules bureau points possible
overlap with New Jersey regulators

The FCC is getting conflicting advice
from different elements of its staff as to
whether it should disqualify Teleprompter
Inc. as a cable franchisee in Johnstown,
Pa., and Trenton, N.J. But more than the
fate of Teleprompter’s right to operate
in those cities is involved. As the com-
mision’s Cable Television Bureau, at
least, sees the case, the commission’s
‘‘two-tiered regulatory dualism’’ might
be affected.

The question arises from the fact that
Teleprompter and its then president,
Irv Kahn, were found guilty of
bribery in connection with the franchise
grant that Johnstown issued Teleprompter and that Teleprompter and several of its officials, including Mr. Kahn, were named unindicted co-conspirators in the indictment of Trenton public officials and a former Trenton counsel for Teleprompter on charges of conspiring to accept money from the company in exchange for the grant of a cable television franchise.

The Trenton case is largely academic. Teleprompter has never operated a system there, and the state has refused to issue an authorization for the company to operate. However, the Trenton aspect of the case pending before the commission has not yet been mooted. Teleprompter is operating in Johnstown.

The conflicting advice being given the commission is in the form of briefs filed in anticipation of an oral argument to be held before the commission on Jan. 14.

The trial staff established for the proceeding says Teleprompter’s conduct calls for “complete denial” of the authorization and that the commission be empowered to operate in the two cities. And the staff says that the authorizations should be denied regardless of what the state authorities may be doing regarding the franchises they issue.

But the Cable Bureau feels disqualification would do violence to the commission’s policy of “structured dualism,” under which the commission and non-federal authorities cooperate in regulating cable television.

The bureau therefore provided a procedure under which the local authorities could deal with the matter of the Teleprompter franchises. It said the commission should reject Teleprompter’s applications for certificates of compliance because the franchises were not issued in compliance with the due process provisions of the commission’s rules governing franchise grants.

In a related development last week, the commission issued a request by the City of Johnstown for termination of the proceeding. The city said it proposed to hold public hearings on whether Teleprompter has the character qualifications to hold cable franchise in Johnstown.

FRANCHISE AWARD. RVS Cablevision of Elm Grove, Wis., has been awarded its second franchise in Milwaukee metropolitan area, this one from city of Wauwatosa. Earlier this year RVS picked up award from city of Wauwatosa. Company has 40 other applications pending in area and plans regional system using LDS microwave station with 36 television channels and 30 FM radio channels.

NEW YORK SALE. Intertie Inc., Irvine, Calif., has been granted permission by the New York Commission on Cable Television to purchase Salamanca System from Adams-Russell Inc. of Wal- tham, Mass. Intertie, which owns 20 cable systems in eight states, also has been awarded franchise to serve town and village of Little Falls, N.Y.

W-L plans to appeal ruling on Listerine

Company says FTC judge ignored scientific evidence of effectiveness

Warner-Lambert Co., maker of Listerine mouthwash, has falsely advertised that Listerine prevents, cures and treats colds and sore throats, a Federal Trade Commission administrative law judge has ruled.

Judge Alvin Berman said that, contrary to advertised statements such as “Listerine antiseptic kills germs by millions on contact,” and “. . . for fewer colds, milder colds,” Listerine will not prevent or cure colds and sore throats.

Judge Berman said further: “Colds are not caused by bacteria,” so Listerine’s ability to kill germs “is of no medical significance.” And he said the type of transient sore throat relief Listerine gives “is provided by any type gargle, warm for soothing effect. The judge’s order requires corrective advertising. For two years all Listerine broadcast and print ads must make the following disclosure: ‘Contrary to prior advertising . . . . Listerine will not prevent or cure colds or sore throats, and . . . will not be beneficial in the treatment of cold symptoms or sore throat.’

Warner-Lambert has replied it will appeal the judge’s decision to the full commission “and beyond, if necessary,” adding that it believes its advertising, “based upon increasingly sophisticated clinical evidence, is fully supportable.”

Warner-Lambert said the judge “has apparently chosen to ignore the most significant evidence, including well-controlled scientific studies which attest to the effectiveness of Listerine in the treatment of colds and their symptoms, and the testimony of scientific experts from leading medical institutions.”

The company’s position on Listerine’s cold claims advertising, a spokesman said, is based on “a preponderance of scientific evidence and the fact that similar challenges in both 1932 and 1944 were ultimately resolved in the company’s favor by the commission.”

BUSINESS BRIEFS


BBDO in Brazil. BBDO International Inc., New York, has acquired 20% interest in Castelo Branco, Borges & Associates, Sao Paulo, which bills at annual rate of about $6 million. Major international clients include Philco, Yardley, Braun, Martini & Rossi and Gerber.

Super effort. Supermarkets General Corp., Woodbridge, N.J., was full sponsor of three-hour special, Inflation: A Few Answers, telecast last Tuesday (Dec. 10) by war-tv New York (8-11 p.m.). Agency is Venet Advertising, New York. Special was produced for RKO Television by Al Korn and featured Sander Vanocur as host.

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Cost estimator. Copies of Televison Bureau of Advertising’s fifth annual Spot Television Planning Guide, providing benchmarks for estimating costs of TV campaigns meeting variety of specifications (BROADCASTING, Nov. 11), are now available. TVB announced last week that it would provide single copies without charge, and will bulk orders at $1.50 per copy. Television Bureau of Advertising, One Rockefeller Plaza, New York 10020.

BAR reports television-network sales as of Dec. 1

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>1974 Total minutes</th>
<th>1974 Total dollars</th>
<th>1973 Total minutes</th>
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<td>Monday-Friday</td>
<td>133</td>
<td>$92T,000</td>
<td>$23,263,100</td>
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<td>Tuesday-Saturday</td>
<td>152</td>
<td>$15,245,200</td>
<td>$49,340,100</td>
<td>$31,602,100</td>
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<td>12,256,900</td>
<td>207,493,300</td>
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<tr>
<td>Sign-on-6 p.m.</td>
<td>111</td>
<td>3,768,800</td>
<td>4,721</td>
<td>105,221,800</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>111</td>
<td>3,768,800</td>
<td>4,721</td>
<td>105,221,800</td>
</tr>
<tr>
<td>Sign-off</td>
<td>198</td>
<td>4,177,600</td>
<td>8,366</td>
<td>144,464,300</td>
</tr>
<tr>
<td>Total</td>
<td>2,120</td>
<td>$61,345,100</td>
<td>97,243</td>
<td>$2,041,494,400</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports
In miking a drum set or other instruments for which greater separation is required, the C-414 has a hyper-cardioid pattern (in addition to switchable cardioid, omni or figure-eight).

For a close range vocalist, brasses or other sources generating high sound pressure levels, the C-414 is capable of handling 124 dB SPL with less than 1% distortion (THD of complete system, including capsule; whereas others specify preamp only) and if all else fails, the C-414 has a switchable 10 dB pad to prevent overload of its own preamplifier and your inputs.

And to help you cope with dynamic range, the C-414's equivalent noise level is 21 dB (DIN 45405).

You can power it directly from your console (standard 24 v. B+). It doesn't require a special card. It's also fully compatible with the popular AKG C-451E. Both were designed to make you happy.

The C-414 will live up to your standards. Contact your professional equipment supplier or write directly to us.

AKG MICROPHONES - HEADPHONES
Distributed by
NORTH AMERICAN PHILIPS CORPORATION
100 E. 42nd St., N.Y., N.Y. 10017

The AKG C-414
It's all a matter of professional judgment.
Third party gets in ring with IAS, CBS

National News Council gingerly starts wheels to study methodology behind charges against network

The tinder supplied by the Institute for American Strategy's "TV and the National Defense: an Analysis of CBS News 1972-73" began to catch fire last week. While CBS News dickered with IAS over getting at the research material behind the charges of news bias contained in the 209-page book, the National News Council decided to inject itself into the dispute.

CBS News officials want IAS to release research work that went into the book so CBS can prepare a response to IAS's charges of imbalance in presenting national defense issues. Richard Salant, president of CBS News, said last week that "(w)e're doing our best," but that the Boston, Va.-based institute has denied all CBS requests for "material to identify the stories it classified" as being deficient in presenting alternative views on national defense policy. "They said it would be too burdensome to do this," said Mr. Salant.

IAS did offer to meet with CBS officials at the institute's offices in Virginia for a one or two-day briefing by the "key IAS analyst" involved in the study in order that CBS might "scientifically verify" the methodology behind the book. (The study took two years and $300,000 to complete, by a team of academicians.) Mr. Salant has written to IAS's president, John Levinson, that a network would try to comply with the IAS suggestions "in order that dialogue may continue and since a little something is better than nothing."

The News Council's involvement is the result of a letter to it from a Florida real estate developer who personally assumed the IAS's viewpoint as expressed in its book and asked the council to investigate the charges in it against CBS.

The council is treading carefully in this area, since it did not treading into a case that is before the FCC. And the IAS has threatened to take its charges to the commission if CBS does not offer what the institute calls "compensatory programming" (BROADCASTING, Nov. 4).

But the council voted at its monthly meeting last week to pursue an investigation into the methodology of the IAS book—an "analysis of the IAS analysis." The council's staff is also looking into the possibility of repealing the by-law keeping the group out of pending FCC cases.

Also at its meeting last week, the council voted to investigate charges by the former governor of American Samoa that NBC News was unfair in a mini-documentary about the island (BROADCASTING, Dec. 9).

Background Briefs

Economy dims picture for TV set sales

EIA figures show business off 27% for last year's record level; only bright spot is for Advent's giant-sized—and expensive—screen

Except for the maker of a $2,800 set, television manufacturers were reeling under the effects of the recession.

October statistics from the Electronics Industry Association show a 20% drop in color shipments from a year ago, the largest decline this year. Black-and-white set sales fell 23.7% to the lowest level since the 1950's. EIA said color set sales for the year will probably be about 8.2 million, slightly below 1972 levels and way behind last year's record figure of 9.3 million.

The most immediate effect of the sales declines has been layoffs and furloughs at manufacturing plants. Motorola is laying off 1,550 at its Phoenix semiconductor plant, and Westinghouse is closing down its Horseheads, N.Y., color picture tube division from Dec. 16 to Jan. 2 by temporarily laying off 800 workers there. Magnavox has laid off an additional 500 employees at its North Carolina and Tennessee plants, bringing the total layoffs at these plants within a month to 1,640, about 25% of the total work force. In addition, both plants will be closed until Jan. 31.

The only bright note in the industry was sounded last week by Advent Corp. of Cambridge, Mass., which announced that its four-by-six-foot-screen television sets will account for almost half of the company's sales increase of $3.5 million for the first nine months.

Henry Kloss, president, said sales figures for the third quarter will be up almost 40% from last year's nine-month report of $8.6 million. Per share earnings for the nine months ending Dec. 28 are expected to be about the same as the 26 cents earned during last year's first three quarters, he said.

The company, which makes stereo speakers and cassette tape recorders, introduced the giant-screen TV earlier this year (BROADCASTING, May 13) at a price of $2,495 and raised it $300 in October.
"The quickest way to run out of LP-gas is to use electricity."

**True □ or False? □**

It’s true. Both the electric utilities and the LP-gas companies depend heavily on natural gas for their very existence. In fact, about 70% of LP-gas is extracted from natural gas. The utilities would like to use more natural gas because it’s both cheap and clean-burning. But the supply is limited, and as more natural gas goes to make electricity, much less is available for its traditional users. And this is not necessarily in the best interests of the country.

When the electric people convert gas into electricity, a substantial amount of energy is lost in the process; it simply goes up the stack as heat. Add transmission losses to this, and you can see why it takes from two to three times as much of our precious fossil fuels to heat a home with electricity as it does with gas. The ratios are about the same for LP-gas.

But figures like this have not received a lot of exposure, and there are many more aspects of the LP-gas industry that are simply not well known. To remedy this, we’ve collected all the pertinent facts we could lay our hands on about our product, and they’re yours for the asking. Just mail us the coupon below. We feel that energy problems will be with us for a while yet, so the information is definitely a must for your files.

---

To: National LP-Gas Association  
79 West Monroe Street • Chicago, Illinois 60603
Please send me the complete new LP-Gas information kit.

Name: ____________________________
Publication: ____________________________
Address: ____________________________
City: _______ State: _______ Zip: _______
### Broadcasting's index of 137 stocks allied with electronic media

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Dec. 11</th>
<th>Closing Dec. 4</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1974</th>
<th>Low 1974</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market cap/totalization (000)</th>
</tr>
</thead>
</table>

#### Broadcasting with other major interests

- **AVCO**
  - RMC A 1 3/4 3/4 1/4 - 5.64 1/4 1/4 1/4 .00 21,048 39,682
  - RCJ A 1 3/4 3/4 - 1/4 2.00 1/4 1/4 1/4 .00 21,048 39,682

#### Cablecasting

- **AMEM**
  - ACO O 1 1/4 1/4 0.00 1 1/4 1/4 .00 2,100 300
  - AMER. ELECT. LABS AELBA O 7/8 7/8 .00 2 1/2 3/4 3 1,672 1,463
  - AMERICAN TV & COMM. AMTV O 6 6 1/2 1/2 - 7.69 19 1/2 5 3/4 13 3,192 19,152
  - ATHENA COMM. ATHENA O 1 1/4 1/4 - 1 1/4 90.00 1 1/4 1/4 .00 2,374 296
  - BURNS SIVS ASIM O 2 1/4 1/4 - 1/2 2.76 2 1/2 2 1/2 .00 2,374 296
  - CARLECOM-CAREL CCG A 1 1/2 1/2 - 1/2 - 3.93 1/2 1/2 1/2 .00 2,374 296
  - CARLE FUNDING* CFUN O 4 1/2 1/4 - 3/4 1/2 1/2 1/2 1/2 .00 2,374 296
  - CABLE INFOL** CIF O 1 1/4 1/4 0.00 1 1/4 1/4 .00 2,374 296
  - U.S. CITIZENS F** CFP A 7/8 7/8 .00 1/4 1/4 1/4 .00 2,374 296
  - COVEST* CVSTE O 1 1/4 1/4 - 1/4 - 1.66 2 1/2 1/2 1/2 .00 2,374 296
  - COMMUNICATIONS PROP. COMU O 1 1/4 1/4 - 1/4 9.64 1/4 1/4 1/4 .00 2,374 296
  - COX CARLE CXC O 3 7/8 3 7/8 .00 1/2 1/2 1/2 1/2 1/2 1/2 .00 2,374 296
  - ENTRE** ENVEN O 3 3/4 3 3/4 .00 7/8 3/4 3 1,358 509
  - GENERAL INSTRUMENT GIN O 5 1/4 5 1/4 - 1 1/4 - 2.90 1 1/2 1/2 1/2 .00 2,374 296
  - GENERAL TV GE TV O 3 3/4 3 3/4 .00 1 1/2 3/4 1 1/2 1/2 1/2 .00 2,374 296
  - SCIENTIFIC-ATLANTA SFA O 4 4 1/4 - 3/4 - 15.78 9 1/2 4 4 917 3,668

**Broadcasting Dec 18 1974**
READE* counter Stock Exchange - Wednesday 5/8 1/2 1/4 3/8 1/4

Broadcasting Dec 16 1974

Standard & Poor's Industrial Average 75.4 75.1 +0.3

A-American Stock Exchange
M-Midwest Stock Exchange
O-Over the counter (bid price shown)
P-Pacific Coast Stock Exchange
*Stock did not trade on Wednesday; closing price shown is last traded price.

Over-the-counter bid prices supplied by Horbunower & Weeks, Hemphill-Noyes Inc., which are based on trading days reported by Broadcastings. Actual figures may vary slightly.

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

** No P/E ratio is computed; company registered net losses.
Investment firm study sees stocks sound as profits and revenues continue to climb in an industry that will weather recession

Despite the recession, inflation and general economic uncertainty, solid long-term gains are forecast for the television business in a detailed analysis currently being distributed by the Wall Street firm of Shaw & Co.

William P. Suter, vice president of the investment company and author of the study, sees 1975 as "the critical year" in which broadcasters may have to prove they can maintain if not increase earnings in difficult times, but after that he sees solid going. "Beyond 1975 we foresee good growth prospects for the industry," his analysis says, "so if the industry can extend its excellent record since 1971 through 1975, investors should recognize the increased stability and growth prospects."

Even for 1975 he expects some gains: "We do believe that advertising will be up in 1975 and that television, especially the networks, will increase its share of the advertising dollar." In addition, he feels that broadcasters "are becoming more sophisticated and cost-conscious" and that networks especially are in position to keep expense growth in line with revenue growth.

The study anticipates that TV industry pre-tax profits can increase at about 10% a year through 1979, with the profit margin rising over the same span from 1973's 18.9% to about 21%, just short of the 22%-23% peak margins attained in the early and mid-1960s. The 10% compound growth rate anticipated over the next five years would compare with 5.7% for the 1968-73 period and 7.6% for the five years before that.

To achieve the 10% annual growth rate in profits, the study foresees revenues growing by about 8.4% a year while expenses increase around 8%. Both of these growth rates are somewhat higher than over the past five years, partly because inflation rates have become headier. Another factor contributing to the higher projected revenue growth rate is what the Shaw analysis calls a "better environment" for increases in spot TV prices in the next few years than in the last few.

The study anticipates that in the next five years network profits will increase at a rate of 13% a year, those of network-owned stations at 5%-6% and those of other TV stations at 9%-10%. The profit margin of networks, put at 8.9% in 1963 and 13.2% in 1973, is projected to reach 17.7% in 1979; that of network O&O's, which dropped from 43.3% in 1963 to 29.1% in 1973, is seen at 26.5% in 1979, while that of all other TV stations, put at 26.6% in 1963 and 21.4% in 1973, is expected to reach 22.3% in 1979.

The study expects TV advertising expenditures to increase somewhat more rapidly (8.6% a year) than total advertising (8% a year), with network sales increasing about 8% a year, national spot about 6% and local about 12.6%.

Even after growing 12.6% a year for five years, the analysis says, "local television advertising would still represent only 11%-12% of total local advertising. The latter remains dominated by newspapers, but as local advertisers learn to use television and become aware of its tremendous impact, local spot should continue to grow at a rapid pace with continued market penetration, even beyond 1979."

Though local will still have plenty of room for further growth, the analysis asserts, it probably will surpass national spot by 1979. That will be good for stations, the study continues, because "local revenues are more controllable by the station manager than national spot revenues. Also, they have less tendency to decline in periods of slow economic growth. With local sales now representing almost 40% of total station sales, versus 27% in 1968, the station's revenue base should have more stability—and grow more rapidly." "Furthermore, if our projections are correct, in 1979 local spot will contribute a larger percentage (47%) of station revenues than national spot (45%). Thus, beyond 1979 the stations should continue to have more stability and increased control over their markets."

But the analysis also foresees growth in national spot as it emerges from a five-year buyer's market and moves into "a better balance and improved pricing environment over the next five years."

If the recent 3% annual growth in TV audiences is maintained, the study notes, Shaw's projected 6% annual growth in total spot revenues can be attained on a cost-per-thousand basis. "Obviously the potential for even faster growth is present," the report asserts.

The report emphasizes that not only the trends but also the environment and performance of individual companies must be taken into account in assessing those companies.

"For example," it says, "ABC operates the most profitable O&O's, while CBS has the most successful networks, and current trends indicate that CBS is in a stronger position entering the critical 1975 year. Capital Cities Communications has the most consistent earnings record of rapid growth in the industry over the past 10 years, and the composite market of the stations of the six groups we have reviewed in depth."

The "composite market" represents the total of all markets in which a given group has stations. Thus in the six markets where CapCities has stations there were 30 stations in 1973 and their combined revenues totaled $163.6 million and their combined pre-tax profits $47.2 million. Of these totals, the CapCities TV division was credited with 34.4% of the revenues and approximately 51% of the profits.

"In fact," the report adds, "all the broadcasting companies should be looked at as investment opportunities not only due to the improved outlook for earnings stability and growth, but also because of their inherent ability to produce substantial amounts of excess cash flow."

In the meantime, there's 1975, and the Suter/Shaw analysis sees it as important for historical as well as economic reasons: "The [TV] industry tends to move in a four-year cycle between election years, with the years of presidential elections being the best (in 1964, 1968 and 1972 the industry experienced the largest earnings increases), and the years prior to the presidential election year being the softest."

Thus 1975 with its economic uncertainties and historic warning signal may be the most difficult year since 1971. However, if the industry, and particularly the publicly held companies, can increase (or at least maintain) earnings in 1975, it can create an impressive five-year record since earnings should be up in the presidential election year of 1976. Such earnings consistency should erase the industry's cyclical image and be reflected in higher relative earnings multiples for the broadcasting stocks."

Mr. Suter and the Shaw company are widely respected, especially among institutional investors. Mr. Suter is regarded as one of the leading analysts of the broadcasting field. His current study is a special annual edition aimed primarily at portfolio managers.
Capital Cities Communications, Inc.
    has acquired
The Fort Worth Star-Telegram
    WBAP-AM and KSCS-FM
    and other properties
    from
Carter Publications, Inc.

The undersigned were instrumental in consummating the transaction.

E. F. Hutton & Company Inc.
    Charles A. Dunbar & Associates

LIN Broadcasting Corporation
    has acquired
    WBAP-TV
    from
Carter Publications, Inc.

The undersigned were instrumental in consummating the transaction.

E. F. Hutton & Company Inc.
    Charles A. Dunbar & Associates
1 I Honestly Love You 2 Rock the Boat 3 (You're) Having My Baby 4 Seasons in the Sun 5 The Night Chicago Died 6 Can't Get Enough of Your Love Babe 7 Nothing from Nothing 8 Billy Don't Be a Hero 9 I Shot the Sheriff 10 Rock Your Baby 11 Band on the Run 12 Then Came You 13 Rock Me Gently 14 The Way We Were 15 Loco-Motion 16 Bennie and the Jets 17 Annie's Song 18 Jazz Man 19 Sundown 20 You're Sixteen 21 Love's Theme 22 Dancing Machine 23 Tell Me Something Good 24 You Make Me Feel Brand New 25 Feel Like Makin' Love 26 Sunshine 27 You Ain't Seen Nothin' Yet 28 TSOP 29 Hooked on a Feeling 30 Don't Let the Sun Go Down on Me 31 Dark Lady 32 The Entertainer 33 Come and Get Your Love 34 Beach Baby 35 Can't Get Enough 36 Tin Man 37 Rock On 38 You Haven't Done Nothin' 39 Mockingbird 40 The Air That I Breathe 41 Spiders and Snakes 42 The Joker 43 Midnight at the Oasis 44 Whatever Gets You Thru the Night 45 The Streak 46 Everlasting Love 47 The Show Must Go On 48 Time in a Bottle 49 The Most Beautiful Girl 50 Taking Care of Business 51 The Best Thing That Ever Happened to Me 52 Smokin' in the Boys Room 53 My Melody of Love 54 The Bitch Is Back 55 Rikki Don't Lose That Number 56 I'm Leaving It (All) up to You 57 Boogie Down 58 Show and Tell 59 Lone Fellow Serenade 60 Let Me Be There 61 Sweet Home Alabama 62 Who Do You Think You Are 63 Another Saturday Night 64 When Will I See You Again 65 Hang on in There Baby 66 Jet 67 Love Me for a Reason 68 Life Is a Rock (But the Radio Rolled Me) 69 Eres Tu (Touch the Wind) 70 Waterloo 71 If You Love Me (Let Me Know) 72 Rock and Roll Heaven 73 Be Thankful (for What You Got) 74 Side Show 75 Leave Me Alone (Ruby Red Dress) 76 Oh My My 77 Do It Till You're Satisfied 78 I've Been Searching So Long 79 Please Come to Boston 80 I Can Help 81 Goodbye Yellow Brick Road 82 I've Got to Use My Imagination 83 Help Me 84 The Lord's Prayer 85 I'll Have to Say I Love You in a Song 86 Living for the City 87 Cats in the Cradle 88 Tubular Bells 89 Back Home Again 90 Radar Love 91 Never Never Gonna Give You Up 92 Until You Come Back to Me 93 On and On 94 For the Love of Money 95 Last Time I Saw Him 96 Kung Fu Fighting 97 Jungle Boogie 98 Top of the World 99 Clap for the Wolfman 100 Hello It's Me.

Distinctions in formats blur as pop moves into other formats and other formats move into pop

For pop radio, 1974 was the year of the crossover. The radio listener found pop sounds everywhere. Among the top-10 singles on this year's Broadcasting top 100, only two (The Night Chicago Died and Billy Don't Be a Hero) did not benefit from significant non-pop airplay. MOR seemed to be turning into "all over the road," as one music director put it. Disgruntled country-and-western artists formed an association aimed at turning back pop performers who are making records into country charts. R&B stations, long the source of crossovers into pop, found pop singles from Eric Clapton and Elton John coming the other way, onto their lists.

Lack of a pop trend-setter contributed to the increase in crossover sounds. The most visible figure in pop, Elton John, still defied duplication, but most performers seemed more interested in a happy medium than in innovation. Tight pop playlists made crossover leverage crucial to a single's success, and records with distinctive sounds, particularly heavy sounds, found airplay hard to get. Even those hard-rock singles that made the charts suffered in airplay from dayparting on many pop stations.

The dilemma program directors faced was apparent: How to make their stations sound distinctive in markets where almost every station was playing virtually the same music.

The increase in pop performers and styles could hardly keep pace in 1974 with the multiplication of those stations eager to play them, and if there is one element of pop's future that seems certain, it is that whatever new material makes the charts, an ever-greater number of people will hear about it.

But for 1974, it was these 100 songs, listed alphabetically, that reached the most ears:

The Air that I Breathe (40) Hollies (Epic) - Critics have been trying to write off the Hollies since Graham Nash (Crosby, Stills, Nash and Young) left the group in 1969, but with Long Cool Woman in a Black Dress last year, and this single in the summer of 1974, this British group seems to be as well established as ever. The Air that I Breathe spent a substantial 24 weeks on the "Playlist" from April to September, five of them in the top 10.

Another Saturday Night (43) Cat Stevens (A&M) - Mr. Stevens, all of whose previous hits have been original material, dipped into the repertoire of the late Sam Cooke for his biggest single hit of the year. The song was given an up-tempo reggae treatment, one of the few 1974 hits to employ the West Indian rhythms so popular just a year ago.

Back Home Again (89) John Denver (RCA) - Back Home Again was Mr. Denver's second hit from the album of the same name and was his third top-40 success of the year. The single picked up heavy airplay on pop, MOR and C&W stations, and had totaled 13 weeks of "Playlist" ranking by mid-December.

Music

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Be Thankful (For What You Got) (73) William DeVaughn (Roxbury) * This first single from Mr. DeVaughn was a cut-down version of a much longer piece which enjoyed some FM progressive airplay. One of the few R&B singles of the year to present a "message" to its audience, Be Thankful belittled the importance of material wealth in favor of self- and mutual respect among black people.

Beach Baby (34) First Class (U.K. Records) * 1974 was remarkably devoid of summer-oriented hits, and the one major exception, this debut single from an English pop group, enjoyed most of its success after the summer was over. Beach Baby appeared on the "Playlist" in mid-July, reached top-20 status in September, and peaked at four on the chart in late October.

Bennie and the Jets (16) Elton John (MCA) * The final gem in a trio of hits from his overwhelmingly successful Goodbye Yellow Brick Road album, Bennie was the only one of the three not to reach the top spot on the "Playlist," although it rose as high as number two, and enjoyed a lengthy 21-week stay on the chart. The song was something of an anomaly among Elton John's other hits, as the artist unveiled a falsetto, stuttering vocal style combined with crowd noises throughout the song, an ode to a pop star bearing some resemblance to Elton John himself.

The Best Thing That Ever Happened to Me (51) Gladys Knight & the Pips (Buddah) * 1974 saw a trio of hits of varying proportions for this long-lived R&B group, with this, the second of the three, enjoying the greatest success on the "Playlist." Directly following the successful I've Got To Use My Imagination, the single lasted for 18 weeks on the chart, four of them in the top 10, and it rose as high as five before dropping from the chart in mid-June.

Billy Don't Be a Hero (8) Bo Donaldson & The Heywoods (ABC/Dunhill) * This debut single may be the first anthracite wailing song. Billy, apparently a Union soldier in the Civil War, forgets his personal safety in combat and doesn't come back. Large numbers of preteen-agers made this one of the most-heard singles of 1974. It arrived on the "Playlist" at 57 in late April, and lasted for 19 weeks, most of them near the top of the chart, before fading at summer's end. An immediate follow-up, Who Do You Think You Are, seemed to insure the group's continued popularity.

The Bitch is Back (54) Elton John (MCA) * The closest thing to a legitimate controversy on pop radio this year involved title and chorus of this uptempo hit from the latest golden boy of pop and rock. Stations around the country refused to identify the song's title on the air, although hardly anyone went so far as to keep the song off the air. But for one reason or another, The Bitch Is Back didn't match the successes of Elton John's other hits of the year. It rose to the sixth position on the "Playlist," and was still charted in December, but its follow-up, a re-make of Lucy in the Sky with Diamonds, was already surpassing it by year's end.

Boogie Down (57) Eddie Kendricks (Tamla) * The success of this former member of the Temptations outstripped that of the parent group in 1974, as this single, a follow to the smash, Keep on Truckin', made Mr. Kendricks' near-falsetto into one of the top-selling R&B styles of the year.

Can't Get Enough (35) Bad Company (Swan Song) * The latest "super group," synthesized from other established acts under the Atlantic umbrella, had immediate top-40 success with its first release. Composed of former members of Free, King Crimson and Mott the Hoople, Bad Company seemed to be fighting the trend away from heavier rock sounds on top-40 playlists and was hampered by dayparting which limited exposure on Can't Get Enough.

Can't Get Enough of Your Love Babe (6) Barry White (20th Century) * The rise of 1974's most successful R&B artist continued with this, his most successful single to date. Can't Get Enough of Your Love Babe made his lush, orchestrated style of R&B even more familiar to pop audiences. It entered the "Playlist" at 39 in late July, and by the rapidity of its rise testified to the prestige Mr. White has acquired with top-40 program directors. Nine of the single's 19 weeks on the chart were spent in the top 10, including one week in the top spot in September. Its follow-up, You're the First, the Last, My Everything, entered at 41 in early November and appeared likely to become one of the winter's larger hits.

Cats in the Cradle (67) Harry Chapin (Elektra) * The musical dramas of Harry Chapin have found appreciative top-40 audiences since the hailing of his hit, Tax, two years ago, but the most successful of his efforts has been this single, which was near the top of MOR and pop lists in December. The story of alienation between father and son, Cats in the Cradle seemed indicative of a growing interest in more topical lyrics on pop radio. (Helen Reddy's Angie Baby is also in this vein.)

Clap for the Wolfman (99) Guess Who ( RCA) * This danceable single was 1974's biggest hit for Canada's longest-established hitmakers, and featured a voice-over from Wolfman Jack himself.

Come and Get Your Love (33) Redbone ( Epic) * Rock's only credible American Indian group scored its biggest hit in 1974 with this, its most commercially oriented and un-Indian effort. Redbone has been recording for over four years, and has one previous top-40 success to its credit (Gypsy Queen of New Orleans), but this single and this year brought it unprecedented ex-
position, Come and Get Your Love broke into the Jan. 7 "Playlist" and stayed on the chart for 28 weeks, until mid-July—a total unsurpassed in 1974—and rose to the sixth position, with several weeks in the top 10. The song's follow-up, Suisse Girl, was getting limited play at year's end.

Dancing Machine (22) Jackson Five (Motown) * The transformation of the Jackson Five from a bubblegum act into more widely appealing R&B performers was given a boost by this complex, energetic dance tune. With numerous hits, a cartoon TV series and Las Vegas appearances to its credit, the group proved its seriousness at least in terms of the wide range of its successes. Dancing Machine lasted for an impressive 22 weeks on the "Playlist," including several in the top five, before dropping from the chart late in the summer.

Dark Lady (31) Cher (MCA) * Her national television exposure and a much-publicized marital break-up undoubtedly helped this, the most successful of Cher Bono's single efforts in 1974, but the lyrical intensity (some would say melodrama) which characterizes her songs was probably most responsible for her continued appeal. Like others of her hits (Half-Breed; Gypsies, Tramps & Thieves), Dark Lady was the story of a wronged woman, and the thinly, concealed anger of the song by now is close to being Cher's trademark.

Do It Till You're Satisfied (77) B. T. Express (Scepter). This debut single, still in the "Playlist" top 20 by year's end, was the beneficiary of heavy discotheque play, which helped it to pop success in the fall of 1974. The song's dance rhythm and simple lyrics made this club success also popular with young audiences.

Don't Let the Sun Go Down on Me (30) Elton John (MCA) * For a brief time in June, it seemed that dissonance might be arising in the views of Elton John's many followers, as this first release from the Caribou LP failed to win the instant acceptance that had been given his previous three singles. Despite its length (5:53) and the feeling of many that the strongest cut on the album, The Bitch Is Back, had been withheld by an overly cautious label, Don't Let the Sun Go Down On Me gathered momentum and eventually came close to matching the success now expected from every Elton John release.

The Entertainer (32) Marvin Hamlisch (MCA) * One of Mr. Hamlisch's unprecedented three Oscars in 1974 was given him for his performance of this classic Scott Joplin rag as the theme from the motion picture, The Sting. Given its initial boost by the great popularity of the film, the single buttressed its pop airplay with heavy exposure from MOR stations.

Eres Tu (Touch the Wind) (69) Mocedades (Tara) * Eres Tu (literally, "It is You"), recorded in Spain, was the Eurovision song competition winner a year ago and was first released in America with English lyrics on the "A" side. But American audiences preferred the Spanish original and made it a hit in the winter of 1974. With a smooth, catchy melody and simple lyrics, the single demonstrated in reverse the same principles that have made records with English lyrics hits among Spanish-speaking audiences.

Everlasting Love (46) Carl Carlton (Back Beat) * One of 1974's more impressive top-40 debuts by an R&B artist was that of Carl Carlton, who took this uptempo dance hit to the top of national charts in the fall. Everlasting Love was still near the top of the "Playlist" at year's end, having risen as high as three in 11 weeks of ranking.

Feel Like Makin' Love (25) Roberta Flack (Atlantic) * The heavy airplay given to this single seemed to confirm the assimilation of Roberta Flack, who found her first audience among jazz buffs, into R&B, MOR and pop formats. Feel Like Makin' Love had a smooth, airy style adaptable to almost any format, and its 20-week stay on the "Playlist" testified to its mass appeal.

For the Love of Money (94) O'Jays (Philadelphia International) * After a most successful 1973 (Love Train was second on last year's "Playlist," with Holding You, In the Still of the Night, and I Can't Help Myself as the year's top three, the O'Jays returned to the monthly summit with the same formula to the end of year. For the Love of Money was their 11th single to achieve the top spot, and the group's latest No. 1 was the most popular of 1974.

Hooked on a Feeling (29) Blue Swede (EMI) * In a year of successful covers of old hits, certainly the most bizarre re-make was Blue Swede's ultra-heavy rendition of what was a hit for B. J. Thomas in the late sixties. The song's principal impact came from the shouting, grunting chorus which starts the song, a chorus of the sort that once caused mothers to turn off their children's radios. The balance of the song had an apella feel to it, and the overall effect was enjoyable to audiences who made the song number one on the "Playlist" for four weeks in March and April.

I Can Help (80) Billy Swan (Monument) * Billy Swan proved that a single with characteristics of both "bubblegum" and "funk" could still succeed in 1974, as I Can Help was top charted on both pop and C&W lists in the fall. With simple instrumentation and rough production reminiscent of the Memphis roots of the musical form, Mr. Swan (former guitarist with Kris Kristofferson) reached number one on country charts, and rose as high as six on the "Playlist."

I Honestly Love You (1) Olivia Newton-John (MCA) * The most successful female artist of 1974 departed from the uptempo C&W style that had marked her two previous hits of the year, to make this breathy ballad one of the top singles of the year. I Honestly Love You was top-charted on pop, MOR, and C&W stations, although some country artists were disgruntled by the "noncountry" nature of the song. The single first appeared on the "Playlist" in mid-August, and rose to a five-week term as the most heavily played single in the nation. By year's end, I Honestly Love You was still high on the charts.

Hang On In There Baby (65) Johnnie Bristol (MGM) * This R&B-to-pop crossover made for a successful debut for Johnnie Bristol, who used a smooth, orchestrated style of R&B in the manner of Barry White and others in his first hit, Mr. Bristol's You and I was just beginning to be heard in December.

Hello It's Me (100) Todd Rundgren (Bearsville) * This single, originally released by Mr. Rundgren with the Nazz in the late sixties, was his biggest hit of 1973 and was still a charted item as 1974 began. As Mr. Rundgren moved into more and more ethereal musical ventures and devoted more time to production, his top-40 offerings for the rest of the year dwindled.

Help Me (83) Joni Mitchell (Asylum) * One oft-cited trend of this year has been the increasing top-40 popularity of artists whose only past acceptance has come from FM progressive radio, and the success of this single from Joni Mitchell's best-selling Court and Spark album characterizes that trend. Building from break-outs in a few regional markets (notably Boston), Help Me quickly surpassed the gains made by the first single from the album, Raised on Robbery, and remained on the "Playlist" for 17 weeks, though it never rose higher than 10.

I Shot the Sheriff (9) Eric Clapton (RSO) * There was some surprise in record industry circles when this first studio release by Mr. Clapton in four years turned out to be a remake of a reggae song written by Bob Marley.
Marley and the Wailers. But with a top-selling album and a successful nationwide concert tour, the breakup was part of that process. The hard, brassy arrangements that once appeared in all Chicago songs have been smoothed over, but the group's appeal doesn't seem to have faded.

*I've Got to Use My Imagination* (82) Gladys Knight & the Pips (Buddah) • This cover version of a Barry Goldberg composition far surpassed the original in airplay and sales, and was moving quickly up the "Playlist" as 1974 began. It totaled 11 weeks on the chart this year, with a peak at eighth in January. In style the song recalled the heavier beat of the group's earlier hits (I Heard Through the Grapevine, for one).

Jazzman (18) Carole King (Ode) • Carole King seems a somewhat unlikely candidate for comeback honors, but this single marked her return to the top of singles charts after a three-year absence. With her Wraparound Joy album sharing Jazzman's success, she regained the prominence that has made her Tapestry album the best-selling-ever LP.

Jet (66) Paul McCartney & Wings (Apple) • This second release from the best-selling Band on the Run album didn't quite match the success of the first (Helen Wheels) or the third (Band on the Run), but enjoyed a lengthy stay on the "Playlist" and helped to strengthen Mr. McCartney's grasp on the popular audience.

The Joker (42) Steve Miller Band (Capitol) • It took almost seven years for this San Francisco-based group to attain its first top-40 hit, after much critical acclaim and FM progressive airplay. By the time The Joker was released, Mr. Miller himself was the only original member of the group on hand for the success, though it was reported that he had written the song as early as 1969. Abounding with the "hooks" that top-40 program directors like ("Really love your peaches, want to shake your tree"), the single made steady gains after its appearance on the "Playlist" in November 1973.

Jungle Boogie (97) Kool and the Gang (Deille) • Kool and the Gang have numerous R&B hits to their credit, but their strongest foray into the pop ranks came early in 1974 with the success of this single. Appealing to young white and black audiences anxious to "boogie," the danceable tune soared onto the "Playlist" at #25 in late January, and enjoyed a 15-week stay on the chart. The group has found the tight, brassy R&B sound they helped popularize more familiar to pop audiences with the Tower of Power and others; Jungle Boogie seem to insure Kool a continuing share of that popularity.

Kung Fu Fighting (98) Carl Douglas (20th Century). • An unusual combination of musical effects characterized this debut from Carl Douglas. Kung Fu Fighting used an opening of oriental music to introduce an uptempo R&B dance tune, and enjoyed a success that was equally unusual: It was one of the few R&B efforts to go to number one on English charts before its American success.

Elton John—top male artist of 1974. Rock's golden boy repeats his 1973 achievement, as four singles (with a fifth, Lucy in the Sky with Diamonds, a top-10 item this month) made the MCA artist the most-heard male artist of 1974. Following in popularity are John Denver, Barry White, Ringo Starr, and Stevie Wonder.

Last Time I Saw Him (95) Diana Ross (Motown) • Her appearance in the film, Lady Sings the Blues, seems to have marked Diana Ross's change of direction to adult audience appeal, but she demonstrated her continuing popularity with pop audiences with the airplay given this single.

Leave Me Alone (Ruby Red Dress) (75) Helen Reddy (Capitol) • Ms. Reddy's first hit of 1974 was also her last hit of 1973. The peak of its 18 weeks on the "Playlist" was just at the start of the new year. Leave Me Alone succeeded with a pop sound and full orchestration, as Ms. Reddy's popularity with pop and MOR audiences alike continued unchecked. The single rose to the fourth spot on the chart, and spent a total of seven weeks in the top 10 in December and January.

Let Me Be There (60) Olivia Newton-John (MCA) • One of the principal elements in the establishment of Ms. Newton-John as a top-charted country-and-western and pop artist was this uptempo single, the first of her three chart successes in 1974. With a country vocal style and instrumentation, the Australian singer's effort immediately caught on with C&W stations, and pop success followed.

Life is a Rock (But the Radio Rolled Me) (68) Reunion (RCA) • This group's debut single was one of the more successful novelties on popular radio in 1974. Life is a Rock featured a fast-talking vocal cataloguing of dozens of names associated with rock music and pop culture, and sparked a variety of station promotions challenging listeners to record accurately the song's lyrics. Musically, the song was faithfully in line with the pop sound it talked about.

Living for the City (88) Stevie Wonder (Tamla) • One of the principal signs of the maturing of Stevie Wonder as an artist has been the increased social awareness of his material, first fully demonstrated in this single and amplified in his later releases (You Haven't Done Nothin'). Living for the City dealt with the plight of the rural poor, and the single version, cut down from an original of seven minutes, was Mr. Wonder's first hit of the new year.

Loco-Motion (15) Grand Funk Railroad
Mockingbird (39) Carly Simon & James Taylor (Elektra). The call-and-response between a male and a female vocalist is a style that has its roots in the early days of R&B, and is a style that has largely died out in recent years. Mr. and Mrs. Taylor reached back into the fifties and rerecorded one of the classics of the genre. Both of them established as solo top-40 artists, the duo seemed due for airplay on this single from its release, and stations were quick to oblige.

The Most Beautiful Girl (49) Charlie Rich (RCA). One of the most successful country crossovers in recent years, this song firmly established Mr. Rich in the pop ranks and capped his rise to the top of country superstardom, a rise made official when he was named Entertainer of the Year by the Country Music Association.

My Melody of Love (53) Bobby Vinton (ABC/ Dunhill). One of the more unusual comebacks of 1974 was that of Bobby Vinton, who had not recorded in over two years as he turned his attentions to an acting career. My Melody of Love sparked his comeback, and featured perhaps the first Polish lyrics in top-40 history.

Never Never Gonna Give You Up (91) Barry White (20th Century). Few will dispute Barry White's position among the most successful R&B and pop artists, and his first single hit of 1974, though not as successful as some of his other efforts, helped strengthen that position. Using the same "sensual soul" style he has made famous, Never Never Gonna Give You Up was an immediate hit on both pop and R&B lists.

The Night Chicago Died (5) Paper Lace (Mercury). This distinctively pop look at the gangster era proved to be one of the most popular hits of 1974. Paper Lace, an English group, earned a denunciation from the offices of Chicago Mayor Richard Daley for the lyrics to the song, which described a major gun battle between mobsters and police with the identity of the "good guys" rather in doubt. An uptempo pop sound with shouts and grunts in the chorus supplemented the lyrics and broke the single onto the chart in late June for a 20-week tenure.

Nothing from Nothing (7) Billy Preston (A&M). Another R&B career which seemed to rise steadily in 1974 was that of Billy Preston, who has gone from early recognition as a studio musician with the Beatles to a string of hit singles on his own. Nothing from Nothing followed the bouncy, up-tempo style of Will It Go Round in Circles and other recent hits from Mr. Preston.

Oh My My (76) Ringo Starr (Apple). This third release from the best-selling Ringo album didn't match the successes of Photograph and You're Sixteen, but was a hit of some stature in the spring of 1974. Using the barrelhouse piano style and British music hall of vocalists that have come to characterize Mr. Starr's style as a solo performer, the good humor of the song and its dance potential brought it 15 weeks of "Playlist" exposure, peaking at nine.

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On and On (93) Gladys Knight & the Pips
(Buddah) * Following I've Got to Use My Imagination and The Best Thing that Ever Happened to Me, On and On achieved "Playlist" success with the same brand of driving R&B that has accounted for most of the group's hits.

Please Come to Boston (79) Dave Loggins (Epic) * He's no relation to Ken Loggins of Loggins & Messina, but recognition of the name came as a launching point for this first hit from a Tennessee balladeer. Dave Loggins had some exposure a few years back for a song he wrote entitled Pieces of April, which was something of a hit for Three Dog Night, but his solo career really began with the summer success of stations and C&W appeal made it the number-one record in Nashville for several weeks, and pop crossovers followed quickly.

Radar Love (96) Golden Earring (MCA) * The heavy metal influence which seemed ready to take over the charts in 1973 was largely absent this year, with one of its principal remaining exponents being this debut single from a German band. With a throbbing beat that capitalized on the continuing popularity of a heavy boogie-woogie rhythm, Radar Love enjoyed heavy regional airplay and an 18-week tenure on the "Playlist," although it never rose higher than 13.

Rikki Don't Lose That Number (55) Steely Dan (ABC/Dunhill) * The only best-selling single in 1974 for a group that seems to have as much appeal to teens as to more eclectic FM-oriented audiences, Rikki combined a samba rhythm with Steely Dan's typically successful, local references and C&W appeal made it the number-one record in Nashville for several weeks, and pop crossovers followed quickly.

Rock the Boat (2) Hues Corp. (RCA) * One of the biggest success stories of 1974 is that of this R&B dance tune. Originally released in the fall 1973, the single had initial difficulties finding airplay. One area in which it did find acceptance, however, was in New York discotheques, where the group's popularity originated. On the basis of this disco appeal, WABC(AM) New York added the single, breaking it nationwide and making it one of the biggest hits of the year, with 21 weeks on the "Playlist" including five in the first position.

Rock Me Gently (13) Andy Kim (Capitol) * Perhaps the most impressive comeback in a year that saw many established artists return to the charts after prolonged absence was that of Andy Kim, whose debut on the Capitol label proved to be one of the heaviest played singles on 1974. Rock Me Gently used a smooth, uptempo pop style which appealed to both pop and MOR audiences.

Rock On (37) David Essex (Columbia) * David Essex has been compared to T. Rex and other British pop idols of recent years, but his first American release broke tradition with many similar teen hits from across the Atlantic in its success in American markets. With a heavy beat and simple instrumentation, the song achieved a chart-like effect that appealed to young audiences here and in Britain.

Rock Your Baby (10) George McCrae (T.K. Records) * Some confusion was inevitable in the summer of '74 when Rock the Boat, Rock Me Gently, and Rock Your Baby were all receiving heavy airplay, but the selling power of George McCrae's falsetto made this single easily identifiable by summer's end. One of the most successful examples of the ultra-smooth R&B style made popular by Barry White and others, Rock Your Baby was on the "Playlist" for 20 weeks from June to October, 10 of them in the top 10, and two in the first position.

Rock and Roll Heaven (72) Righteous Brothers (Haven) * The reuniting of the Righteous Brothers produced one of the more unusual (some would say morbid) hits of the year with this single about the final resting place of such deceased rock stars as Otis Redding, Jim Morrison and Janis Joplin. Both Bill Medley and Bobby Hatfield of the duo had been pursuing solo careers, and Mr. Hatfield experimented briefly with a replacement in the duo, but their first recording together in some years proved them better than the sum of their parts.

Seasons in the Sun (4) Terry Jacks (Bell) * The continuing sales and airplay appeal of "pure pop" records were demonstrated again in 1974 by the overwhelming success of this hit from Mr. Jacks. With simple, sing-along lyrics and a medium-tempo, uncomplicated musical structure, the single found many listeners among chilled audiences in the winter of 1974.

Show and Tell (58) Al Wilson (Rocky Road) * One of the longest-selling singles of the past 18 months, Al Wilson's first pop hit entered the "Playlist" in early October 1973, and remained on the list for an impressive 25 weeks, 12 of those coming in 1974. A love ballad similar in theme and structure to the highly successful efforts of Barry White, Show and Tell spent four weeks in the "Playlist" top 10, rising as high as six on the chart.

The Show Must Go On (47) Three Dog Night (ABC/Dunhill) * This was not as successful as previous years for these proved hitmakers, with this single their only foray into the upper reaches of the "Playlist." The group still has the knack for publicizing little-known writers (past examples have included Randy Newman and Daniel Moore), a process they continued with their recording of this Leo Sayer tune.

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Sideshow (74) Blue Magic (Alto) • Few groups resemble each other as closely as do the Stylistics and Blue Magic, and the latter's debut single demonstrated that the market for that brand of smooth R&B was far from satisfied. Using a lush string arrangement and high-pitched vocal harmonies, Sideshow was one of the most important groups of 1974. The single, "You Make Me Feel Brand New," was released in May, and spent 16 weeks on the "Playlist."

Smokin' in the Boys Room (52) Brownsville Station (Big Tree) • One of the more successful proponents of "punk rock" in recent years, Brownsville Station achieved chart status in 1974 in appealing openly to a young, male audience sure to catch the Kope double-entendre in the title of the group's first hit. Smokin' in the Boys Room began with a spoken introduction directed to high school boys, and proceeded to a pounding rock tune with frequent repetitions of the title.

Spiders & Snakes (41) Jim Stafford (MGM) • Mr. Stafford's first hit was released in the fall of 1973 and made its first appearance in late October of that year. Though its eight weeks of airplay were not sufficient to gain a spot in the 1973 top 100, by year's end the single was still adding stations and proved to be one of the longest-lasting songs of 1974, with a total of 29 weeks on the "Playlist" over two years. The song combined a country-and-western flavor with a certain novelty appeal, augmented by Mr. Stafford's gruff vocal style.

The Streak (45) Ray Stevens (Barnaby) • Mr. Stevens has a streak of novelty hits extending back 10 years and more (his first one, "Ahab the Arab"), but his first in some time proved to be one of the most durable novelties of the year. Capitalizing on the most newsworthy campus fad since eating light bulbs, "The Streak" showed off Mr. Stevens' vocal impersonations and a gaggle of nudity puns. The single rose quickly, like many novelties, but surpassed most in its longevity: 16 weeks on the chart, six of them in the top 10.

Sundown (19) Gordon Lightfoot (Reprise) • This Canadian singer/composer scored the greatest popular success of his long career in 1974 with this single (and with the album of the same name). His top-40 success was previously confined to one single several years ago, "If You Could Read My Mind," though his appeal to college and adult audiences has been strong for years.

Sunshine (26) John Denver (RCA) • 1974 demonstrated in a number of ways the extent of John Denver's popularity. This, his first release of the year, spent 18 weeks on the "Playlist," and nine of those were in the top 10. Rising as high as the second spot on the chart, "Sunshine" was typical of recent Denver releases in the rapidly with which it gained followers nationwide, and in the staying power it demonstrated once established. Mr. Denver's popularity is so great that none of his records can be said to cross over any more, but simultaneous wide exposure on C&W and MOR stations have certainly helped sales.

Sweet Home Alabama (61) Lynrd Skynyrd (MCA) • The most successful of the Southern bands that have gained recognition since the rise of the Allman Brothers Band, Lynrd Skynyrd had a long-lived hit with some impressive success with this single. Extolling the virtues of a Southern home, and incidentally taking a lyrical swipe at Neil Young's Alabama, the single was on the "Playlist" for 20 weeks.

Taking Care of Business (50) Bachman-Turner Overdrive (Mercury) • The 1973 incursion of heavy metal into top-40 playlists was largely over by the beginning of 1974, with the most successful heavy group of the year being this Canadian band that was founded by Randy Bachman, formerly of the Guess Who. BTO prefers straightforward rock and roll over the guitar and keyboard pyrotechnics which had previously characterized heavier sounds, and the group was rewarded with three charted singles during the year.

Tell Me Something Good (23) Rutsus (ABC/Dunhill) • One of the longest-building hits of the year was this chunky R&B single, which became one of the heavily played songs nationwide in the summer of 1974. The album from which it was taken, "Rags to Rutus," was released in 1973 and action on the single was long in coming. Building from the group's localized California following, Tell Me Something Good crossed over from R&B lists and enjoyed a 21-week stay on the "Playlist" from June to November. Eight of those weeks were in the top 10.

Then Came You (12) Dionne Warwicke and the Spinners (Atlantic) • It seemed only natural that two pop music forces with as much past success as Dionne Warwicke and the Spinners would have had would be well-received with their first joint effort. Ms. Warwicke had her first major pop success since ending her work with Burt Bacharach with this single, which used the smooth, orchestrated style that dominated R&B throughout the year.

Time in a Bottle (48) Jim Croce (ABC/Dunhill) • The upsurge of interest in the music of Jim Croce following his death was capped by the success of this somber ballad, which held the number-one spot on the "Playlist" for two weeks in January.

Tin Man (36) America (Warner Brothers) • Program directors talking about the change in MOR formats from "adult" to "adult contemporary" frequently mentioned America, a group with proved pop potential, as one of the chief examples of the new sound on their station. "Tin Man" was one of the top MOR hits of the year, and was the first of America's singles to gain considerable pop leverage from its MOR exposure.

Top of the World (98) Carpenters (A&M) • The Carpenters enjoyed most of their success with this single in 1973. As 1974 began, Top of the World was near the top of the "Playlist," and its appearance on this year's top 100 is due to the eight weeks of airplay it received early in the year.

Broadcasting Dec 16 1974 42
TSOP (28) MFSB (Philadelphia International) * The emergence of Philadelphia as the most visible R&B showcase in the country in 1974 was perhaps best exemplified by this hit. TSOP (The Sound of Philadelphia) combined melody lines from a variety of R&B hits into a danceable package that topped the "Playlist" for three weeks in April and May. It received its initial exposure as the theme for the syndicated TV show, Soul Train. TSOP is an off-shoot of Cliff Nobles & Co., which had a similar instrumental R&B hit in the '80s with The Horse.

Tubular Bells (88) Mike Oldfield (Virgin) * Exposure on FM rockers undoubtedly helped the rise of this single, but it was the notoriety it gained as the theme music from The Exorcist that propelled the Tubular Bells album to the top of national charts and gave 17 weeks of "Playlist" ranking to the single. Mr. Oldfield composed all the music and played most of the instruments for the piece, and the reception his work received made an impressive American debut for the British-based Virgin label.

Until You Come Back to Me (92) Aretha Franklin (Atlantic) * The only top-ranked release in 1974 from this proved hitmaker was an R&B and pop success. The single had just entered the "Playlist" as the year began and it rose quickly to two weeks of top-10 listing, but tailed off almost as rapidly, ending with 16 weeks of "Playlist" ranking. Miss Franklin was one of a number of R&B artists who began to find their pop appeal extending to MOR stations as well, where the single received good airplay.

Waterloo (70) ABBA (Atlantic) * One of a number of new groups aiming particularly at a teen-age and subteen audience, the four Swedish singers who make up ABBA joined Bo Donaldson & the Heywoods, First Class and others near the top of the charts in the summer of 1974. Utilizing this big production and unison vocals that characterized 1974's bubble-gum singles, Waterloo (not to be confused with the like-named hit of the early sixties) entered the "Playlist" in late May, endured for 17 weeks and reached as high as seven on the chart. The group's second effort, Honey Honey, made some chart gains late in the year.

The Way We Were (14) Barbra Streisand (Columbia) * This marked the return to the popular charts of one of the record industry's superstars, as Miss Streisand made this Marvin Hamlisch composition a top-charted national hit in both pop and MOR ranks.

Whatever Gets You Thru the Night (44) John Lennon (Apple) * John Lennon demonstrated his continuing popularity and a possible change in his attitude toward his music with this energetic rocker, one of the most heavily played singles of the fall months. Whatever Gets You Thru the Night featured Elton John on piano and vocal, and it lacked the political message present in most other Lennon works (Mind Games, Give Peace a Chance).

When Will I See You Again (64) Three Degrees (Philadelphia Int'l.) * This female R&B trio has had a number of pop and R&B successes, but its greatest top-40 appeal seemed to come with this single, a "Playlist" item for 12 weeks in the fall of 1974.

Who Do You Think You Are (62) Bo Donaldson & the Heywoods (ABC/Dunhill) * This follow-up to Billy Don't Be a Hero stayed away from war messages in favor of a more traditional uptempo pop rocker with boy-loses-girl lyrics. The harmonies and smooth instrumentation that characterized Billy were in evidence again.

You Ain't Seen Nothin' Yet (27) Bachman-Turner Overdrive (Mercury) * The heaviest single to reach the top spot on the "Playlist" in 1974 was the third hit of the year from BTO. The song used a familiar structure and chord pattern, adding a stuttering vocal reminiscent of the Who's My Generation. After a September entry into the chart, You Ain't Seen Nothin' Yet climbed quickly to the top ten and was first on the list for two weeks in November.

You Haven't Done Nothin' (38) Stevie Wonder (Tamla) * The trend in Stevie Wonder's music to social awareness and anger, begun with Big Brother and Living for the City, took on new intensity with this single, the first release from his Fulfillingness's First Finale album. The song's lyrics ("If you really want to hear our views, you haven't done nothin') were reportedly directed at Richard Nixon and displayed a mood of outrage which has been growing in Mr. Wonder’s efforts for some time.

You Make Me Feel Brand New (24) Stylis-tics (Alecly) * The year’s most successful offering from this smoothest of R&B groups was a "Playlist" fixture for 22 weeks from March to August. The Philadelphia singers also found themselves faced with similar-sounding competition (Blue Magic) and the possibility that the lush ballad style they popularized might be on the wane.

(You're) Having My Baby (3) Paul Anka (United Artists) * The immensely successful comeback of Paul Anka in 1974 was tied to this single, which reached a level of sales, airplay and controversy achieved by no other record during the year. Women's groups took offense at the implicit role of woman suggested by the song's lyrics, but the single was still given extensive pop and MOR exposure on stations nation-wide. (Mr. Anka acknowledged the criticism to some degree by performing a parody of the hit on the Tonight show.) The single entered the "Playlist" July 1, rose to two weeks in the top spot and continued to be a charted item for the rest of 1974, just fading from the list at year's end. Mr. Anka's next effort, One Man Woman, One Woman Man, seemed likely to arouse controversy, and garner heavy airplay by year's end.

You're Sixteen (20) Ringo Starr (Apple) * The former Beatle reached into rock 'n roll history for this, the second of three hit singles pulled from his best-selling album, Ringo. You're Sixteen followed Photograph to the top of the "Playlist," including a three-week term at number one.

it maybe your first
IGM System
but it's his 126th
Carl is the kind of pro you'd expect to install your new IGM System. With 10 years of IGM experience behind him, he's worked on more than 400 IGM Systems and installed 125 of them, at stations like yours, all over the world.

You'd expect the automation company with the most experience in the industry to have people like Carl behind our products...He's from IGM, and he's... the best there is!

Carl Peterson
A Division of NTI
4041 Home Road
Bellingham, Washington 98225
(206) 733-4567

Broadcasting Dec 16 1974
### Top Song List

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kung Fu Fighting</td>
<td>Carl Douglas</td>
</tr>
<tr>
<td>2</td>
<td>When Will I See You Again</td>
<td>Three Degrees - Philadelphia Incl.</td>
</tr>
<tr>
<td>3</td>
<td>Cats in the Cradle</td>
<td>Harry Chapin</td>
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<td>4</td>
<td>John Legend</td>
<td>Billy Swan - Monument</td>
</tr>
<tr>
<td>5</td>
<td>Angie Baby</td>
<td>Helen Reddy</td>
</tr>
<tr>
<td>6</td>
<td>My Melody of Love</td>
<td>Bobby Vinton - ABC/Dunhill</td>
</tr>
<tr>
<td>7</td>
<td>You're the First, My Everything</td>
<td>Barry White - 20th Century</td>
</tr>
<tr>
<td>8</td>
<td>Lucy in the Sky with Diamonds</td>
<td>Elton John - MCA</td>
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<tr>
<td>9</td>
<td>Just Like a Woman</td>
<td>Paul McCartney &amp; Wings - Apple</td>
</tr>
<tr>
<td>10</td>
<td>Over Easy Lovin'</td>
<td>Carl Carlton - Back Beat</td>
</tr>
<tr>
<td>11</td>
<td>Do It Till You're Satisfied</td>
<td>B. T. Express - Scooter</td>
</tr>
<tr>
<td>12</td>
<td>Longfellow Serenade</td>
<td>Neil Diamond - Columbia</td>
</tr>
<tr>
<td>13</td>
<td>Tin Man</td>
<td>Warner Brothers - RCA</td>
</tr>
<tr>
<td>14</td>
<td>Ain't Nothin' Yet</td>
<td>Bachman-Turner Overdrive - Mercury</td>
</tr>
<tr>
<td>15</td>
<td>Laugh in the Rain</td>
<td>Neil Sedaka - Rocket</td>
</tr>
<tr>
<td>16</td>
<td>leaning Postman</td>
<td>Carl Perkins - RCA</td>
</tr>
<tr>
<td>17</td>
<td>Wishing You Were Here</td>
<td>Chicago - Columbia</td>
</tr>
<tr>
<td>18</td>
<td>Whatever Gets You Thru the Night</td>
<td>John Denver - Apple</td>
</tr>
<tr>
<td>19</td>
<td>Sha-La-La (Make Me Happy)</td>
<td>Al Green - Dunhill</td>
</tr>
<tr>
<td>20</td>
<td>You Got the Love</td>
<td>Rufus - ABC/Dunhill</td>
</tr>
<tr>
<td>21</td>
<td>Only You</td>
<td>Clapton - Apple</td>
</tr>
<tr>
<td>22</td>
<td>Mandy</td>
<td>Barry Manilow - Bell</td>
</tr>
<tr>
<td>23</td>
<td>Bungle in the Jungle</td>
<td>Jethro Tull - Chrysalis</td>
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<tr>
<td>24</td>
<td>Boogie on Reggae Woman</td>
<td>Stevie Wonder - Tamla</td>
</tr>
<tr>
<td>25</td>
<td>Ain't Too Proud to Beg</td>
<td>Rolling Stones - Stones productions</td>
</tr>
<tr>
<td>26</td>
<td>Life is a Rock (But the Radio Rolled Me)</td>
<td>The Faces - RCA</td>
</tr>
<tr>
<td>27</td>
<td>One Man Woman, One Man Woman</td>
<td>Madonna - RCA</td>
</tr>
<tr>
<td>28</td>
<td>I've Got the Music in Me</td>
<td>Kiki Dee - Rocket</td>
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<tr>
<td>29</td>
<td>Jazzman</td>
<td>Carole King - Ode</td>
</tr>
<tr>
<td>30</td>
<td>I Feel a Song (In My Heart)</td>
<td>Gladys Knight &amp; The Pips - Buddah</td>
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<tr>
<td>31</td>
<td>Love Me for a Reason</td>
<td>Manfred Mann - Dunhill</td>
</tr>
<tr>
<td>32</td>
<td>Get Down (3:32)</td>
<td>Disco Tex &amp; The Sex-O-Lettes - Chelsea</td>
</tr>
<tr>
<td>33</td>
<td>Back Home Again</td>
<td>John Denver - RCA</td>
</tr>
<tr>
<td>34</td>
<td>Never Can Say Goodbye</td>
<td>Gloria Gaynor - MGM</td>
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<tr>
<td>35</td>
<td>Promised Land</td>
<td>Elvis Presley - RCA</td>
</tr>
<tr>
<td>36</td>
<td>Fair Lady</td>
<td>Pointer Sisters - Blue Thumb</td>
</tr>
<tr>
<td>37</td>
<td>Doctor's Orders</td>
<td>Bread - RCA</td>
</tr>
<tr>
<td>38</td>
<td>Lady</td>
<td>Sly and the Family Stone</td>
</tr>
<tr>
<td>39</td>
<td>Dream On</td>
<td>Styx - Wooden Nickel</td>
</tr>
<tr>
<td>40</td>
<td>Righteous Brothers</td>
<td>The Righteous Brothers - RCA</td>
</tr>
<tr>
<td>41</td>
<td>Most of Us Live (3:53)</td>
<td>Gits Band - Atlantic</td>
</tr>
</tbody>
</table>

### Broadcast Dec 16 1974

**Rank by week: Top songs included**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>57</td>
<td>Morgen Side of the Mountain</td>
<td>Donovan &amp; Marie Osmond - MGM</td>
</tr>
<tr>
<td>38</td>
<td>Can't Get Enough</td>
<td>Bad Company - Swan Song</td>
</tr>
<tr>
<td>29</td>
<td>I Honestly Love You</td>
<td>Olivia Newton-John - MCA</td>
</tr>
<tr>
<td>50</td>
<td>Dark Horse</td>
<td>George Harrison - Apple</td>
</tr>
<tr>
<td>45</td>
<td>Free Bird</td>
<td>Lynyrd Skynyrd - MCA</td>
</tr>
<tr>
<td>54</td>
<td>Best of My Love</td>
<td>Eagles - Asylum</td>
</tr>
<tr>
<td>51</td>
<td>You're No Good</td>
<td>Linda Ronstadt - Capitol</td>
</tr>
<tr>
<td>49</td>
<td>Rock 'n' Roll (I Gave You the Best Years of My Life)</td>
<td>Mac Davis - Columbia</td>
</tr>
<tr>
<td>52</td>
<td>Dancing in the Dark (3:15)</td>
<td>Guess Who - RCA</td>
</tr>
<tr>
<td>39</td>
<td>The Bitch Is Back</td>
<td>Elton John - RCA</td>
</tr>
<tr>
<td>43</td>
<td>Heavy Fallin' Out (3:28)</td>
<td>Carole King - Asylum</td>
</tr>
<tr>
<td>75</td>
<td>You're No Good</td>
<td>Linda Ronstadt - Capitol</td>
</tr>
<tr>
<td>25</td>
<td>Pick Up the Pieces (3:30)</td>
<td>Average White Band - Atlantic</td>
</tr>
<tr>
<td>51</td>
<td>Fire Baby</td>
<td>Andy Kim - Capitol</td>
</tr>
<tr>
<td>60</td>
<td>Woman to Woman</td>
<td>Shirley Brown - Truth</td>
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<tr>
<td>47</td>
<td>So You Ain't Star (3:45)</td>
<td>Hudson Brothers - Casablanca</td>
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<tr>
<td>63</td>
<td>Sally G (3:25)</td>
<td>The Pips - Bell</td>
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<tr>
<td>56</td>
<td>Willie and the Hand Jive (3:10)</td>
<td>Eric Clapton - RSO</td>
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<tr>
<td>42</td>
<td>Beach Baby</td>
<td>Bruce Springsteen - RCA</td>
</tr>
<tr>
<td>64</td>
<td>Changes (3:22)</td>
<td>Carole King - Capitol</td>
</tr>
<tr>
<td>65</td>
<td>If (3:06)</td>
<td>Telly Savalas - MCA</td>
</tr>
<tr>
<td>67</td>
<td>Michael Molton-Holm</td>
<td>Michael Molton-Holm</td>
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<tr>
<td>69</td>
<td>My Eyes Adored You</td>
<td>Frankie Valli &amp; The Four Seasons</td>
</tr>
<tr>
<td>69</td>
<td>Gee Baby</td>
<td>Peter Shelley - Bell</td>
</tr>
<tr>
<td>69</td>
<td>Black Water</td>
<td>Black Water - RCA</td>
</tr>
<tr>
<td>70</td>
<td>Let's Straighten It Out (3:14)</td>
<td>Lestmore - Glades</td>
</tr>
<tr>
<td>67</td>
<td>The Entertainer</td>
<td>Billy Joel - Columbia</td>
</tr>
<tr>
<td>72</td>
<td>Ready (3:14)</td>
<td>Jim Weatherly - Buddah</td>
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<tr>
<td>73</td>
<td>Cat Stevens - A&amp;M</td>
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<tr>
<td>73</td>
<td>Baby Hang Up the Phone</td>
<td>Carl Graves - RSO</td>
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<tr>
<td>74</td>
<td>The Need To Be</td>
<td>Jim Weatherly - Buddah</td>
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<tr>
<td>75</td>
<td>Hopping, Gene &amp; Ma (2:41)</td>
<td>Roy Rogers - 20th Century</td>
</tr>
</tbody>
</table>

**Alphabetical list with this week's over-all rank:**

- **1.** I Honestly Love You (Olivia Newton-John) - MCA
- **2.** Morgen Side of the Mountain (Donovan & Marie Osmond) - MGM
- **3.** Can't Get Enough (Bad Company) - Swan Song
- **4.** Free Bird ( Lynyrd Skynyrd) - MCA
- **5.** Best of My Love (Eagles) - Asylum
- **6.** You're No Good (Linda Ronstadt) - Capitol
- **7.** The Bitch Is Back (Elton John) - RCA
- **8.** Heavy Fallin' Out (Carole King) - Asylum
- **9.** You're No Good (Linda Ronstadt) - Capitol
- **10.** Pick Up the Pieces (Average White Band) - Atlantic
- **11.** Fire Baby (Andy Kim) - Capitol
- **12.** Woman to Woman (Shirley Brown) - Truth
- **13.** So You Ain't Star (Hudson Brothers) - Casablanca
- **14.** Sally G (The Pips) - Bell
- **15.** Willie and the Hand Jive (Eric Clapton) - RSO
- **16.** Beach Baby (Bruce Springsteen) - RCA
- **17.** Changes (Carole King) - Capitol
- **18.** If (Telly Savalas) - MCA
- **19.** Michael Molton-Holm (Michael Molton-Holm)
- **20.** My Eyes Adored You (Frankie Valli & The Four Seasons)
- **21.** Gee Baby (Peter Shelley) - Bell
- **22.** Black Water (Black Water) - RCA
- **23.** Let's Straighten It Out (Lestmore) - Glades
- **24.** The Entertainer (Billy Joel) - Columbia
- **25.** Ready (Jim Weatherly) - Buddah
- **26.** Cat Stevens - A&M
- **27.** Baby Hang Up the Phone (Carl Graves) - RSO
- **28.** The Need To Be (Jim Weatherly) - Buddah
- **29.** Hopping, Gene & Ma (Roy Rogers) - 20th Century
Media

William Irwin, general manager, WOR-AM-WQXR(FM) Buffalo, N.Y., named to same post, KQV-AM-WDVX(FM) Pittsburgh, when Taft Broadcasting completes acquisition of those stations, expected later this month. He is succeeded by Harold Calvin, general sales manager, WOR-WQXR.

Kenneth L. Hatch, senior VP-station manager, KO-AM Seattle, named to board of directors, Kiro Inc., licensee of KO-AM-FM-TV and part of Bonneville Broadcasting station group.

Ronald R. Hamilton, sales manager, WDXI(AM) Jackson, Tenn., named general manager.

Edwin E. Wodka, VP-station manager, WQQA(AM) Moline, Ill., named VP-general manager, KOA-AM-FM Des Moines, Iowa.

R. K. Larr, VP-commercial manager, WTHI-AM-FM-TV Terre Haute, Ind., named station manager.

Joseph R. Fife, general manager, WIGO(AM) Atlanta, elected VP.

Dean Ward, on staff, WCSX-TV Rockford, Ill., named station manager.

Earl Stephens Smith, assistant controller, WXIA-TV Atlanta, named business manager, WGST(AM) Atlanta, newly acquired Meredith Broadcasting station. Janet Elsberry, senior public relations representative, Meredith Broadcasting, Des Moines, Iowa, named promotion director, WGST.

Ray Shelton, air personality, WHAS-AM-FM-TV Louisville, Ky., named publicity director, succeeding Duke Uridge, who resigned. George Ellis named promotion director there.

Broadcast Advertising

Paul R. Kunkler, general sales manager, KQV(AM) Pittsburgh, named to same post, WGST(AM) Atlanta.


James A. Johnson, national sales manager, KMPC(AM) Los Angeles, named sales manager. He is succeeded by Don McGovern, account executive, KMPC.

Bill King, local TV sales manager, WTHI-TV Terre Haute, Ind., named general sales manager. Dave Bailey, account executive, WTHI-TV, named local TV sales manager. Joe Hanna joins WTHI-AM-FM Terre Haute as sales manager.

Lawrence D. Ostrow, on staff of Radio Advertising Bureau, New York, elected VP-national retail chain sales.

Joanna Hill, program director and office manager, WPTW-AM-FM Piqua, Ohio, named sales manager.

Lynn Reynolds, sales manager, Montgomery County (Md.) Sentinel newspaper, named general sales manager, WINX(AM) Rockville, Md.

Rod Krebs, sales manager, KJRB(AM) Spokane, Wash., named to same post, KJRC(AM) Seattle. Both are Kaye-Smith stations.

Harvey Scholnick, VP-account supervisor, J. Walter Thompson Co., Chicago, named management supervisor, JWT's Chicago office.

Keith McClellan, account executive, WXYZ-TV Detroit, named local sales manager.

William D. Badger, account supervisor, N. W. Ayer ABH International, New York, elected VP.


Walter A. Quinn Jr., research director of MacFadden-Bartell Corp., New York, named sales research director of Avco Radio Television Sales, New York.

Programing

Joseph M. Taritro, VP, children's programs, NBC-TV, Los Angeles, elected to newly created post of VP, variety programs.

Craig Scott, operations manager and air personality, WSLR(AM) Akron, Ohio, named national operations manager of group owner, Plough Broadcasting Co., headquartered at WJJD-AM-FM Chicago.

Chef Falterano, production manager, WDAF-TV Kansas City, Mo., named operations director, WBRV-TV Birmingham, Ala. Both are Taft Broadcasting stations.

Jim Ricks, Southeastern sales representative, Columbia Pictures Television, based in Florida, appointed Southeastern division manager, Paramount television sales, also based in Florida.

Gary McDowell, program director, WIP-(AM) Philadelphia, named operations director, WOST(AM) Atlanta.

Bill Brandt, on production staff, KPLR-TV St. Louis, named operations manager.

Jack Michaels, news and sports director, WFTF-AM-FM Piqua, Ohio, named supervisor, on-air operations.

Edward L. Spray, producer-director, WMAG-TV Chicago, and faculty member of Columbia College there, joins WBMM-TV Chicago as program manager.

Scotty Day, air personality, KUGO(AM) San Diego, named program director.

Steve West, program director, KJRB(AM) Spokane, Wash., named to same post, KJRC(AM) Seattle. Both are Kaye-Smith stations.

Jim Larkin, program director, WERC-AM Duluth, Minn., joins KQRS-AM-FM Minnesota Public Radio as music director.

Murray Pollack, official of Screen Extras Guild since 1955, elected president.

Broadcast Journalism

Hugh Michael Dewey, news director, WEBS(AM) Buffalo, N.Y., named to same post, KCMO(AM)-KECE(FM) Kansas City, Mo.


Harriett Woods, public affairs director, KLPL-TV St. Louis, named director of news and public affairs.


P. Bert Heney Jr., news director and anchorman, WAKR-AM Mobile, Ala., joins WPIX-TV New York as co-anchor.

Jim Hattendorf, assignment editor-producer, WOAI-TV San Antonio, Tex., named assignment editor, KFMB-TV San Diego.

Peggy Stockton, freelance reporter and newscaster, joins WNEW(AM) New York as reporter. Andy Fisher, writer-reportersportscaster, WNEW, named overnight newscaster.

Dan Spaulding, TV news anchorman, WERY-TV Saginaw, Mich.; Rod Madden, news director, WJTV-Terre Haute, Ind., and Mark Koebnick, newsman, noncommercial WIPB-TV Muncie, Ind., join WTHI-TV Terre Haute, as news anchormen.

Tom Gray, former reporter-anchorman, WISH-TV Indianapolis, rejoins station as general assignment reporter.

Ellen Smith Bryant, assistant campaign deputy press secretary, Charles Ravenel's campaign for governor, South Carolina, joins on-air news staff, WCBD-TV Charleston, S.C.
Equipment & Engineering
Greg Smith, engineer, KPLR-TV St. Louis, named chief engineer.
Bill Stevens, transmitter supervisor and acting chief engineer, KCST-TV San Diego, appointed chief engineer.
Henry J. Desene Jr., senior salesman, Brand-Rex Co., Willimantic, Conn., named Southeast regional sales manager, based in Atlanta.
Sam Goodman, formerly VP and controller, Nestle Co., named VP-chief financial officer, Ampex Corp., Redwood City, Calif.
Sidney L. Day, CATV construction crew supervisor, Visacom Inc., joins Cerro Communications Products, Freehold, N.J., as product engineer.

Allied Fields
Otie T. Hanson, chief, aural existing facilities branch, and Harold D. Russell, chief, aural new and changed facilities branch, both of Broadcast Facilities Division, FCC's Broadcast Bureau, Washington, retire Dec. 31.

Deaths
Frank Chalmers, 57, veteran broadcaster, died Dec. 2 at Boulder, Colo., Community Hospital of massive stroke following brain surgery. Mr. Chalmers moderated ABC's Town Meeting of the Air for western states in early 1940's, later worked on-air at WCBC(AM) Anderson, Ind., KTVR(TV) and KHOW(AM) Denver, KSIB(AM) Creston, Iowa and, since August 1973, as air personality at KBOI-(AM) Boise. He is survived by his former wife and three daughters.
Paul Richards, 50, who starred in TV series, Breaking Point, during 1963-64 season and made guest appearances on Have Gun Will Travel, Bonanza and Restless Gun, died Dec. 10 of cancer in Los Angeles. Survivors include his wife, Monica Keating.
Ralph P. Glazer, 48, VP and general manager of radio sales, Avco Radio Television Sales Inc., died of heart attack at Avco's New York office last Tuesday (Dec. 11). He has been with representative firm since its formation 10 years ago. In broadcasting since 1949, he had held key sales posts with Westinghouse Broadcasting Co. and CBS. Mr. Glazer is survived by his wife, June; son, John, and daughter, Julia.

For the Record®
As compiled by Broadcasting, Dec. 2 through Dec. 6 and based on filings, authorizations and other FCC actions.
Abbreviations: AJ—Administrative Law Judge; alt.—alternate. ann.—announced. aut.—antenna. aux.—auxiliary. CFI—critical hours. CP—construction permit. D.—day. D.—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. kHz—kilohertz. kw—kilowatts. MEGV—maximum expected operation value. mHz—megahertz. mod.—modification. N.—night. PSA—presume service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U.—unlimited hours. vis.—visual. w.—watts. *—noncommercial.

New stations
TV applications
* Moline, Ill.—Western Illinois University seeks ch. 24 (500-506 mHz); ERP 466.7 kw, 55.8 kw, HAAT 86 ft.; P.O. address: 900 W. Adams St., Matamor 61453. Estimated construction cost $459,000; first-year operating cost $640,000. Legal counsel Dow, Lohnes & Alberston, Washington; consulting engineer Steel, Andrus & Adair. Principal: Dr. Richard L. Milken, director of office of instructional technology. Ann. Dec. 4.

TV license
Broadcast Bureau granted following license covering new station:

AM actions
Broadcast Bureau granted following CP modifications to extend completion time due to shown:
* KBK–FM Enertia, Calif.—To June 1, 1975 (BMP–13888); KIGI–Passadena, Calif.—To June 5, 1975 (BMP–13887); WRG–Marco Island, Fla.—To Dec. 1, 1975 (BMP–13881); WIAF–Clarkeville, Ga.—To May 21, 1975 (BMP–13875).

AM starts
* KACO–Bellevue, Tex.—Authorized program operation on 1090 kHz, 250 w-D. Action Nov. 18.
* KEYH–Houston—Authorized program operation on 830 kHz, 10 kw-D. Action Nov. 15.

AM license
Broadcast Bureau granted following license covering new station:

FM applications
* Kodiak, Alaska—Kodiak Public Broadcasting Corp. seeks 100.1 mHz, 3 kw. Action Nov. 27; P.O. address: Box 484, Kodiak 99615. Estimated construction cost $99,461; first-year operating cost $105,000. Principal: Samuel A. Ward, vice president, board of directors. Ann. Dec. 2.
* Milton, Fla.—Board of Regents of Florida, acting for and on behalf of University of West Florida seeks 88.1 mHz, 100 kw. HAAT 898 ft. P.O. address: 108 W. Gaines St., Collins Bldg., Tallahassee, Fla. 32306. Estimated construction cost $427,213; first-year operating cost $87,838. Principal: Dr. Thomas K. Perry, instructional media center. Ann. Dec. 2.
* Hazelhurst, Ga.—Jeff Davis Broadcasters seeks 93.5 mHz, 3 kw. HAAT 332 ft. P.O. address: Box 157, Hazelhurst 315. Estimated construction cost $199,045; first-year operating cost $1,380; revenue $25,000. Format: news. Principal: John Husted and Wimley Waters (50%) each own WVOH(AM) Hazelhurst. Ann. Dec. 2.
Call letters

Applications
Call Sought by

KBIN State Educational & Tele- 
vision Commission, 
Columbia, Iowa

KWKE Twin City Broadcasting Co. , 
Weslaco, Tex.

New FM's

KICN Rainer Broadcasting Co. , 
Spokane, Wash.

KFPC Frazier Free College Founda-

WCLP Robert Broadcasting, 
Peoria, Ill.

KTLP Twin Lakes Broadcasting, 
Twin Lakes, Iowa

KXXL-FM Red River Valley Broadcast-

WBFW Board of Education of 
Bloomfield Hills, Mich.

WNLA LaSalle Broadcasters, 
Joliet, Ill.

WDIR Western Michigan University, 
Kalamazoo, Mich.

KGDM-GM Broadcasting Co., 
Windom, Minn.

KBFE Brett F. Eisele, Casa 
Grande, Ariz.

WSET WTLQ Somersett, Ky.

KXDE KEWP North Little Rock, 
Ark.

EKXW-KM White River Broadcasting Co., 
Albany, Ga.

LREB Malvis Gollah, Rehboch 
Beach, Del.

KOHU Armed Forces Network, 
Orem, Utah

WSLB St. Luke's Foundation, 
Memphis, Tenn.

WAMP-AM Board of Education—Toledo 
City School District, Toledo, Ohio

KNM Gospel Broadcasting Co., 
Gallows, N. Mex.

WXGC Georgia State College for 
Women, Milledgeville, Ga.

KUA-UAM-KUAD-FM Inc., 
Windhoek, Colo.

KUQD Nevada State Public 
Radio Association, Las Vegas

WTRT Rochester Institute of Technol-

WBCB Benedict College, Columbia, S.C.

KOG-FM Piedmont Broadcasting Co., 
Gordon, Ga.

KXYS-TV  KWBX-FM Fort Worth

KXUS-TV  KXMB-FM Superior, Wis. 
(correction to Nov. 25 letter

WCRB WOTR Corry, Pa.

New FM's

WRKX WROX-FM Roxboro, N.C.

WASL WFTO-FM Dyersburg, Tenn.

KXOA-FM Knight Oak La., 
Ark.

KXO-AM Emporia, Kan.

F.M. stations

KYMR-FM Clarksville, Ark.—Authorized pro-

KXDN-FM Durand, Wis., WDRN Inc. (BL-

FM actions

KAKF-AM-FM Flagstaff, Ariz. (AM: 95.0 

KFDX-FM Durand, Wis., WDRN Inc. (BL-

FM ownerships

KWKX-AM Sacramento, Calif. (107.9 

Boilier, Tenn., Boilier Broadcasting Service— 

Broadcast Bureau granted mod. of CP to 

Broadcast Bureau granted following CP modifi-

Broadcast Bureau granted following license 

Applications

KAKF-AM-FM Grants Pass, Ore. (AM: 93.5, 

KWLY-FM Grants Pass, Ore. (AM: 93.0, 

KWLY-FM Grants Pass, Ore. (AM: 93.0, 

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KWLY-FM Grants Pass, Ore. (
Summary of broadcasting

FCC tabulations as of Oct. 31, 1974

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</table>

* Special temporary authorization

** Includes off-air licensing

$113,500. Buyers: James D. Shelton, projects manager of oil and gasoline distributorship; Kevin Adams, recently assistant general manager at KGNC-AM-FM-TV Amarillo (51% each); Ted Y. and George Lokey, stockholders in tire, oil, real estate and investment companies (15% each). Tasa- cosa has also applied for new FM in Amarillo. Ann. Dec. 5.


V WJAL(AM) Naples, Fla. (93.5 mhz, 2 kw)—Broadcast Bureau granted assignment of license from Naples Image Corp. to Collier Broadcasting Co. Consideration: $116,219. Buyers: Mr. and Mrs. Robert Lubic (75%) and Mr. and Mrs. David N. Pfaff (25%) own WJAL in Marco Island, Fla. (BTC-1096). Action Nov. 27.


WGOA(AM)-WQFL(FM) Pensacola, Fla. (AM: 1370 khz, 5 kw-D; FM: 100.7 mhz, 25.5 kw)—Broadcast Bureau granted assignment of license from Space Coast Communications Inc. for $1,900,000. Sellers: J. McCarthy Miller (51%), W. J. Mitchell and Mitchell have interest in several southern stations including WTRL(AM) Bradenton, Fla. and WBJA(AM) Augusta, Ga. Buyers: Gordon C. Gray (52%) and stockholders in C. S. I. Bledsoe and Leonard (48% Jointly), Summit owns WJS(AM)-WQFL(AM) Winston-Salem, N.C. (BTC-7496) Action Nov. 27.


** WROY(AM)-WRUL(AM) Carmi, Ill.—Broadcast Bureau granted license of assignment from Carmi Broadcasting Co., by C. F. Reback (18%) before, to Ross P. Williams (40%) and Miss Dorothy (22%) of stock from Samuel A. Hassay (38.8% before, 6% after). Consideration: $65,600, (BTC-7588). Action Nov. 27.

** WXIX(AM) Lancaster, Ky. (1280 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Lancaster Broadcasters to Lancaster Broadcasters, Inc. Consideration: $25,000. Seller: South C. Bevin (100%) owns WANO(AM) Pineville, Ky. Buyers: Charles E. Phillips, sales manager at WYSN(AM) Clinton, Tenn.; James F. Stair, general manager at WYSN(AM)-WCLA(AM) Clinton; and General Manager, stockholder in several Tennessee stations including WYSH(AM)-WCLA(AM) (BTC-7543). Action Nov. 27.

** WDKO(AM) Liberty, Ky. (1550 khz, 250 kw-D)—Broadcast Bureau granted assignment of license from Weiler Broadcasting Co. to Keith Station Radio, Inc. for $75,000. Seller: Calvin C. Smith (100%) owns WRSK(AM)-WOLF(AM) Dartmouth, Ky. Buyer: Charles Webster (100%) or associates own WDKO (BTC-8270). Action Nov. 27.

** WHMP-AM-FM Northampton, Mass.—Broadcast Bureau granted license of assignment from Valley Broadcasting Co. to Charles W. DeRose, Peter L. DeRose, Peter J. DeRose, Peter J. DeRose family group (24% before, none after) to Charles W. and Peter L. DeRose (both 30% before; 50% after) (BTC-8271). Action Nov. 27.


** WJF(AM) Greeneville, Tenn.—Broadcast Bureau granted assignment of license from WJF to WPJR Inc., both owned by Bruce H. and John K. Greesham (BAL-8267). Action Nov. 27.

** KGHAM(AM) Brookfield, Mo. (1470 khz, 500 w-D, DA)—Broadcast Bureau granted assignment of license from WEHS(AM) Kansas City Broadcasting Co. for $160,000. Seller: Joe E. Bankhead, president, and et al. owners (57%), Ronald W. Groisle (25%) and Herbert W. Perry (18%). Mr. Perry owns accounting firm, Messrs. Groisle and Perry own WILK(AM) Detroit Lakes, Minn. (BAL-8168). Action Nov. 22.

** WNWM(AM) Portales, N.M. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Portales Broadcast Co. from Gary B. and Lizzy Young, to D. L. Ackers and trustees of Carol Bridge Trust (100% before, none after) to D. L. Ackers (none before, 100% after). Consideration $4,476. Principals: D. L. Ackers and trustees of Carol Bridge Trust, have 92% joint interest and each 29.2% individual interest in Abilene Radio and Telecon Inc (BTC-7373) and Sybilk Ackers (12.5%) are respective sister and brother of D. L. Ackers (BTC-7373). Action Nov. 27.

** KRSY(AM) Roswell, N.M. (1230 khz, 1 kw-D, 690 kw-N)—Broadcast Bureau granted assignment of license from MG Musical Group Inc. to KRSY(AM)-KRST(AM)-ALBM(AM) Alarm Inc. N.M. Buyer: Mr. Moran also has interest in KRSY-KRST (BAL-8267). Action Nov. 27.


** WKOIO(AM)-WKBG(FM) Miami—Broadcast Bureau granted involuntary transfer of negative control of WPTW Radio Inc. from C. Oscar Baker to Plata Bank & Trust Co., executor of estate of Mr. Baker (BTC-7395). Action Nov. 29.

** WDRM(AM)-WQXZ(FM) Orlando, Fla. (AM: 1320 khz, 500 w-D, DA; FM: 105.3 mhz, 700 w)—Broadcast Bureau granted license of assignment from Fremont Broadcasting Corp. to KHJS Inc. for $275,000. Seller: James C. Richards, president and general manager. Buyer: 2588 Newport Corp. licensee of KTUC(AM)-KFJF(FM) Tucson, Ariz. KVMJ(AM)-KQLF(FM) Gallup, N.M. and KDOT-AM-KUUL(FM) Madera, Calif. Raymond J. Kandell, real estate investor, is president and 50% owner of 2588 Newport (BAL-8250). Action Nov. 21.

** WBBQ(AM) Battle Creek, Mich.—Broadcast Bureau granted involuntary transfer of control of Michigan Broadcast Co. from Robert H. Holmes and Mrs. Barbara Holmes and Donald J. Walbridge, administrator of estate of R. H. Holmes (BTC-7385). Action Nov. 22.


** WHYI(FM) Ft. Lauderdale, Fla.; KEZ(AM-FM) St. Louis; WKTQ(AM) Pittsburgh; KMG-FM-AM Honolulu, Hawaii—Broadcast Bureau granted license of assignment from HefTel Broadcasting -South Florida

Broadcasting Dec 16 1974

48
Facilities changes

TV actions

WEDY New Haven, Conn.—Broadcast Bureau granted CP to change channel to 16 from 8, by remote control from studio located at Allamoi St., Stope Falls Mountain, near Greenville, and operate trans. by remote control from studio location (BML-2350). Action Nov. 27.

WTVX Fort Pierce, Fla.—Broadcast Bureau granted CP to change ERP to 295 kw (vis.), 58.9 dbfemale, 35 degree angle, north of Browsville, 2.3 miles northeast of Santa Maria, Tex.; change type of trans. and ant.; and ant. height: 1,436 ft. (BPTC-4864). Action Nov. 21.


AM actions

KLAM Cordova, Alaska—Broadcast Bureau granted authority to move receiving channel of Nov. 16 through April 30 specified hours to: 7:30 a.m. to 12:00 noon daily and Sunday (BML-2529). Action Nov. 29.

KCBX Des Moines, Iowa—Broadcast Bureau granted new trans. by remote control and change main studio location to 6967 University, Des Moines (main and aux. DA-1; conditions BRR-3680). Action Nov. 20.

WPNO Auburn, Me.—Broadcast Bureau granted CP to increase power; change trans. location to Auburn (BP-1961). Action Dec. 2.

WCIS Moss Point, Miss.—Broadcast Bureau granted CP to reduce power and change to non-DA. (BP-1961). Action Nov. 27.

WKYK Burnsville, N.C.—Broadcast Bureau granted CP to change ant. trans. and main studio location to East Main St., Ext., Burnsville, and change type of trans. (BML-1794). Action Nov. 29.

WCVP Murphy, N.C.—Broadcast Bureau granted CP to remove short-wave trans. from existing ant. (BP-19835). Action Nov. 27.

WCIN Cincinnati—Broadcast Bureau granted CP to add MEOVY's to daytime and nighttime DA pattern (BP-19833). Action Nov. 27.

WNRE Circleville, Ohio—Broadcast Bureau granted mod. of CP to add MEOVY's (BMP-13891). Action Nov. 27.

WMUU Greenwood, S.C.—Broadcast Bureau granted mod. of license covering change in main studio location to Allamoi St., Stope Falls Mountain, near Greenville, and operate trans. by remote control from studio location (BML-2350). Action Nov. 29.

KGFX Pierre, S.D.—Broadcast Bureau granted CP to add 1000 watts power and station id. (BP-19694). Action Nov. 27.

AM starts

Following stations were authorized program operating authority for changed facilities on date indicated:

KGFX Pierre, S.D.—Broadcast Bureau granted CP to add 1000 watts power and station id. (BP-19694). Action Nov. 27.

FM actions

KZZZ Kingman, Ariz.—Broadcast Bureau granted mod. of CP to change trans., studio and remote control location to 2354 Main St., Kingman; change trans. and ant.; ERP 3 kw; height 70 ft; ERP 27 kw; height 1,340 ft (BP-14320). Action Nov. 27.

KCNW Riverside, Calif.—Broadcast Bureau granted CP to change trans. location to Box Springs 2.52 miles south of Riverside post, Riverside; operate by remote control from studio located at 200 W. 19th St., Riverside; new trans. and ant.; make changes in ant. system; ERP 2 kw; height 1,620 ft. (BPH-9150). Action Nov. 27.

WKSS Hartford-Meridian, Conn.—Broadcast Bureau granted CP to install new ant. (BPH-9127). Action Nov. 29.


KTOP-FM Topeka, Kan.—Broadcast Bureau granted CP to change trans. location to 1600 N. Buchanan, Topeka; install new ant.; ERP 2.3 kw; height 260 ft (BP-9028). Action Dec. 2.

WWVE Louisville, Ky.—Broadcast Bureau granted CP to change trans. location to 1600 N. Buchanan, Topeka; install new ant.; ERP 2.3 kw; height 260 ft (BP-9028). Action Nov. 29.

KCUF-FM Red Wing, Minn.—Broadcast Bureau granted CP to install new ant.; ERP 2.3 kw; height 340 ft (BP-9223). Action Nov. 29.

KROC-FM Rochester, Minn.—Broadcast Bureau granted CP to install new trans. and ant.; add circular polarization; ERP 100 kw; ant. height: 1,110 ft; remote control permitted (BPED-1878). Action Dec. 2.

WWFM Lake Forest, Ill.—Broadcast Bureau granted CP to make changes in ant. ERP 100 kw, ant. height: 297 ft; remote control permitted (BPED-1878). Action Dec. 2.

KZOK-AM Long Beach, Calif.—Broadcast Bureau granted CP to install new ant.; ERP 2 kw; height 220 ft. (BPH-14330). Action Nov. 29.

KWYQ-AM Lake Forest, Ill.—Broadcast Bureau granted CP to make changes in ant. system; ERP: 460 kw; ant. height: 840 ft; remote control permitted (BPED-1878). Action Dec. 2.

FM starts

Following stations were authorized program operating authority for changed facilities on date indicated:

KWYQ-AM Lake Forest, Ill.—Broadcast Bureau granted CP to install new ant.; ERP 2 kw; height: 220 ft. (BPH-14330). Action Nov. 29.
A cable TV system requested certification of compliance, FCC announced Dec. 4 (stations listed are TV signals proposed for carriage).

- **Community Antenna, 93 Main St., Gouverneur, N.Y. 13642, for Gouverneur (CAC-4518): Add WTSO-TV, Carbondale, IL, to carriage of W50B-CH-1.
- **Cablevision of Charlotte, 4420 E. Indepence Blvd., Charlotte, N.C. 28205, for Charlotte (CAC-2331): Remove WTC, 310 4th St., Charlotte, NC, from carriage of WXII-CH-1.

**In context**

**Designated for hearing**
- **St. Louis and Granite City, Ill., AM proceeding: Doblebright Co., acting for St. Louis and Granite City, Ill., AM proceeding; competing for Class B license.**
- **Monticello, N.Y., FM proceeding: Robert M. and Hilliard F. Zitzer and Dan Communications, competing for 98.3 mHz (Doc. 20553).**
- **Edina, Minn., FM proceeding: Prairie Island Broad- casters, WBIZ Inc., Superior Media and Decatur Broadcasters Co., seeking licenses.**
- **San Antonio, Texas, AM proceeding:**
  - Chairman James F. Tierney, in initial decision, granted application of Pacifica Foundation. Judge Tierney found no opposition to the application.**
- **Santa Cruz, Calif., AM proceeding: St. Cross Broadcasting, Progressive Broadcasting Co., Mid Com munications Corp. and Lloyd M. Marks, competing for new AM (Dec. 1963).**
- **Marathon, Fla., FM proceeding: WHOO Radio Inc. and Breeze 94, competing for 94.3 mHz (Dec. 1995-6).**
- **Midland, Mich., FM proceeding:**
  - Milwaukee Journal and WFMK-AM/FM Jackson, competing for 93.5 mHz (Dec. 1995-6).**

**Case assignments**
- **Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:**
  - Tallahassee, Fla., FM proceeding: Capital City FM, Phillips Radio and Amrad Corp., competing for 103.1 mHz (Doc. 18709).**
  - Monticello, N.Y., FM proceeding: Robert M. and Hilliard F. Zitzer and Dan Communications, competing for 98.3 mHz (Doc. 20543).**
  - Designated ALJ Jay A. Kyle to serve as presiding judge; scheduled hearing for Feb. 16, 1975. Action Nov. 27.

**Procedural rulings**
- **Milton, Fla., AM proceeding: Radio Santa Rosa, Aaron J. Wells, Jimmell H. Howell and Mapoles Broadcasting Co., competing for 1330 kw (Dec. 1982-9).**
- **Marathon, Fla., FM proceeding: WHOO Radio Inc. and Breeze 94, competing for 94.3 mHz (Dec. 1995-6).**
- **San Antonio, Texas, AM proceeding: KDKA-AM (AM) Pittsburgh and CBS-FC for new FM and competing application of WHOO Radio. Breeze 94 granted for new FM and competing application of WHOO Radio. Breeze 94 granted for new FM and competing application of WHOO Radio.**
- **Midland, Mich., FM proceeding:**
  - Milwaukee Journal and WFMK-AM/FM Jackson, competing for 93.5 mHz (Doc. 1995-6).**

**Other action**
- **KWHY-TV Los Angeles—FCC granted application of Coast Television Broadcasters Corp., licensing for authority to operate subscription television station on ch. 22. Action Nov. 27.**
- **Action on following application on FM allocations:**
  - Texas—Broadcast Bureau proposed changing channel assignments in several Texas communities. Action on the change, 2133. Action Dec. 22.

**Rulemaking**

**Complaint**
- **KDKA-AM (AM) Pittsburgh and CBS—FCC denied complaint of Mrs. Bradley for nonperformance of promise made by KDKA-AM (AM) Pittsburgh and CBS.**
- **WMUR-TV Manchester, N.H.—FCC ordered United Television Co. of New Hampshire, licensee of WMUR-CH-1, to forfeit $6000 for improper program logging, determining that United violated regulatory rules by improperly logging as "local," when in fact program was video-taped and produced without local participation. Action Nov. 27.**
- **KO7KE (AM) Nucla, Norwood County, Colo.—Broadcast Bureau ordered Ivory Broadcasting Co. to forfeit $5000 for various program log violations. Action Dec. 2.**
- **KPHX(AM) Phoenix, Ariz.—Broadcast Bureau notified Dorsey Eugene Newman that he has incurred an apparent liability of $4900 for leaving trans. unattended for up to one hour daily. Action Dec. 2.**

**Allocations**
- **Action on following FM allocations:**
  - Texas—Broadcast Bureau proposed changing channel assignments in several Texas communities. Action on the change, 2133. Action Dec. 22.

**Translators**
- **K96CW Healy, Uistbili and Suntrana Alaska—Broadcast Bureau granted CP for translator to change frequency from 9 to 7.**
- **K07KE rural area in southwest Baca county, Colo.—Broadcast Bureau granted CP to change frequency of translator from ch. 7 to ch. 3; change call letters to K07KE (BPPTV-5033). Action Nov. 26.**
- **WQZG Brant Lake and South Harbor, N.Y.—Broadcast Bureau granted CP for new translator on ch. 7, retransmitting WMHT-CH Schenectady, N.Y.; condition: (BPPTV-4986). Action Nov. 19.**
- **W075ZG Fairbank, Alaska—Commission granted CP, canceled and call letters deleted (BPPTV-4410). Ann. Doc. 2.**

**Cable**
- **Applications**
  - Following operators of cable TV systems requested...
Help Wanted Management

Pennsylvania Radio Station seeking young, aggressive, sales-oriented manager. Must have sales or station management experience. Two station market. Ownership available. $30,000 to $35,000 range, plus percentage of OAM. Must handle accounts. Box N-74, BROADCASTING.

Group owned AM in single station Missouri market seeks top rated chief who will be sales, program and sound oriented. Salary based on experience and ability. Must have experience in doing everything including short board shift. Resume and references will be checked. Box N-100, BROADCASTING.

Looking for medium sized market radio station manager. Salary open, part ownership available to right individual. Box N-106, BROADCASTING.

Experienced aggressive young account executive wanted by full time top rated AM station in Northern California. Station is part of a young and aggressive four station chain with all stations market leaders. Excellent salary and track record required with first response. Salary commensurate with experience. Send resume to KOBO Radio, 463 Palora Avenue, Yuba City, CA 95991. Attention: Monty Ivey.

Help Wanted Sales

WXKY Sarasota seeking salesperson preferably experienced in contemporary sales and production. Resume, sales record, references first letter. WXKY, Box 2500, Sarasota, FL 33578.

Salesperson wanted. Salary plus commission. Resume to Manager, WNTC Radio, P.O. Box 896, Greenville, NC 27834.

Help Wanted Annunciators

Announcer-Program Director, must be experienced Top 40 format. Northeast. Box M-233, BROADCASTING.

Special opportunity for experienced announcer opening for first phone announcer with programming ability. Must have a car. Box N-13, BROADCASTING.

Mountain West good living. Top station in city of 50,000 seeking MOR DJ! Interested in stable job, experience, 1st Class necessary. EOE. Send resume, salary requirements to Box N-94, BROADCASTING.

Are You Creative? Award winning Texas CW, Topped in small market, needs a driven voice that's heavy on production. I'll groom you into Air Personality. Light music listening desire okay. Send informal letter to Box N-97, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Many openings preferred. First ticket required. If interested contact program director, Art Brooks, KPWQ, Box 988, Powell, WY 82435. An Equal Opportunity Employer. Preferred: Morning person for Country music station in Southwest. No "Howdy friends and neighbors" type. Type in by appointment. Send resume and tape to Dick Houser, KRZK, P.O. Box 3280, Albuquerque 87110.

Mature, experienced person for news and DJ combination, MOR format. Apply to George Taylor, WALE, Fall River, MA 02722. EOE.

Help Wanted Technical

Top quality Beautiful Music AM and FM radio station in southern Florida seeks Engineer familiar with automation equipment. $1,000 a month—many fringe benefits. Box N-83, BROADCASTING.

Chief Engineer, Group owner, major market radio chief engineer, AM & FM. Strong, well organized administrator. Resume and references with first contact. Box N-96, BROADCASTING.

Chief Engineer for small market in beautiful resort/or recreation area. Experienced in FCC regs, maintenance, etc. Opportunity to construct new FM. Group owned. If able to show board shift you're worse off than me. Resume and references to Box N-99, BROADCASTING.

Excellent semi-retirement or part-time opportunity for top rated chief who desires to relax and enjoy beautiful Ozarks or pursue a second career. Group owned AM needs engineer to run a good shop. Also familiar with FM. Job is in a good area with good weather. Good shop area will be provided. Interested? Let's talk and we might work out more. Box N-101, BROADCASTING.

Help Wanted Technical Continued

WNH and WMYS, New Bedford, MA seeks 1st class chief. Good equipment, working conditions, benefits. Salary $10,000 + U. Creative sales oriented. Resume or write P.O. Box 551, Norwich, CT. Other tech. opportunities exist in group.

Chief Engineer, Midwest 250 and 1 K non-direct. Full responsibility for operations and maintenance. Send resume or call WHBY, Appleton, Wisconsin 414-733-6269 and ask for General Manager.

Help Wanted News

News director. Midwest background only. Very strong local news, B.O.D. wanted. Submit requirement first letter. Box N-10, BROADCASTING.

Help Wanted Programing, Production, Others

We're looking for a young person who wants to advance to automation, can write copy that sells and benefits. Consider yourself a top talent must want to grow personally everyday. Call Nicklay at KCKH, Cedar Falls, IA, 319-277-1918.

Sarasota, Florida. Copy writer for contemporary radio commercial production. Send samples and resume. WXKY, Box 2500, Sarasota, FL 33578.

Situations Wanted Management

Extremely competitive, 32 family man, seeks CM manager position. Creative sales oriented with strong fiscal management, responsible program manager, community minded. Honesty of high concern. You show benefits and potential and I will pay relocation expenses. Box N-73, BROADCASTING.

Christian broadcaster. Wants ministry in management. Have good job experience, experienced all departments. Box N-81, BROADCASTING.

Mature dedicated proven broadcaster is seeking management responsibility in SW Texas, N.M., Arizona or non-metropolitan California community. 907-287-2916, Box 1183, Casper, WY 82601.

Situations Wanted Annunciators

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

First phone, authoritative news, employed, enjoys, salary, 15’s. Box 99, BROADCASTING.

Happy, seeking light rock MOR or country in Southwest. Call Box N-53, BROADCASTING.

D.J. Play by play, news, management. 17 years experience. Major or regional market. Box N-67, BROADCASTING.

Looking! Oversight personality, experienced! Total presentation. Box N-72, BROADCASTING.

Young D.J. trying for "first break," non-experienced but good attitude and aggressive. Totally not endorsed, but couldn't I work under a provision like to work behind the scene. It would be a shame to let my talents rot. Please help. Box N-76, BROADCASTING.

First phone, medium market, 4 years experience, will relocate, play by play. Box N-77, BROADCASTING.

Experienced first phone, aggressive announcer, good news, light board, production, MOR, will relocate. Prefer New England or Southwest. Box N-89, BROADCASTING.

Announcer, 3rd endorsed, three months experience. Will relocate if willing to work. Midwest. Call Steve 312-639-7882.

Young, aggressive 1st phone, 1 yr. TV board operator. Seeks break into FM format. Go anywhere. Call Karl, c/o Great Lakes Broadcasting, P.O. Box 1234.

Looking for Contemporary MOR or Top 40. Up tempo, conversational approach. Enjoy mornings, eight years experience, good production, first. Dick House, 3421 Fifth Avenue, Fort Myers, FL 33901.

Situations Wanted Annunciators Continued

Do you want me to make money for your station? I'll do it by using my commercial announcing ability as well as my play by play ability. 3rd endorsed. Will relocate. Prefer North Eastern states including New England. Richard Goodman, 7145 East 8th Street, Brooklyn, NY 11233, 212-645-6468.

Keep me insall Mike Benson's the name, top 40s the game. Ready now! 617-947-7135 or 16363 Har- den Circle, Southfield, MI 48076.


Third, four years experience, Black, CSB grud, heavy production. Employed automated. Isaiah, 800-947-1234.


Situations Wanted Technical

Sportscaster, 8 years experience, including play-by-play of pro baseball, plus college basketball, football, baseball, I also have TV experience. I am looking for a permanent position for a station that wants a professional broadcaster. Write Box N-86, BROADCASTING.

Sports Director P.B. All sports-high school, college, pro level. Strong sales background. Phone 516-725-2145.

Hard-working, experienced newsmans, P.B. sports, 1st phone, degree, married, will relocate. Phone 415-776-2221.


Situations Wanted Programing, Production, Others

Program director with record of top ratings, both as PD and morning man. I've got the experience and ability to make your station a winner. If you want a take charge, winning PD, answer this ad before your competition does. It'll make a winner. Box N-104, BROADCASTING.

Experienced broadcast director/studio operator, wants and needs work in television. Contact Bruce Vincent, 216 Waverly Place, Brooklyn, NY 11207.


TELEVISION

Help Wanted Management

Director of Finance, State PTV system. MBA, accounting experience essential. Familiarity with educational TV, state budgeting, federal funding required. Knowledge construction costs helpful. Application deadline: January 3, 1975. Box N-65, BROADCASTING.

On-air Promotion Manager for Top 10/4 TV station. Must have 1 yr. on-air/TV work exp. Salary open. EOY. Send resume to Box N-76, BROADCASTING.

Help Wanted Technical

Chief engineer, top market! VHF in South Mid-Atlantic states. Strong management background neces- sary. Chance for number two man to move up. Group ownership, Excellent working conditions. Box N-43, BROADCASTING.
Help Wanted Technical Continued

Chief Engineer, TV, strong on motivating technical crew and maintenance of excellent facilities. Equal opportunity employer. Box N-80, BROADCASTING.

Wanted experienced video tape maintenance and field engineers for large Miami, Florida facility. Please send resumes and salary requirements to Box N-93, BROADCASTING.

Bicycle to work and enjoy it when you arrive. Large university town, small Florida town needs closed circuit color engineer. Box N-103, BROADCASTING.

Transmitter Supervisor needed for small VHF Station in Colorado resort city. Contact David Ballof, KREX-TV, Box 789, Grand Junction, CO phone 303-242-5600.

Engineer needed immediately for University Broadcast CCTV system. Applicants should be experienced in all phases of color studio operation including video tape recording and editing, first Class Radio-telephone License plus minimum of two years Broadcast TV/TV experience. Outstanding benefits including paid health and life insurance. Starting salary $1100. Apply to Chief Engineer, Western State University, Dayton, OH 45431.

Chief Engineer, VHF, and AM, NBC affiliate, require first phone, 5 years experience. Some Alliance experience a must. Write chief engineer, Box 1501, Yuma, AZ or call 602-782-3881.

Help Wanted News

Versatile TV personality. Strong in weathercasting, but capable in sports, newsmag, anchor work. Excellent opportunity for experienced personality in small or medium market to move up. Send resume to Box M-218, BROADCASTING.

Assistant/producer/Writer for one of nation's top news operations. Top fifty market in Midwest. Looking for a journalist who comes across on tape reel. Send resume and picture immediately, will contact you by phone for VTR. Box N-46, BROADCASTING.

Wanted—News director/Anchorperson in Rocky Mountain Region. Excellent opportunity for experienced self starter who can lead as well as perform. Send resume to Box N-105, BROADCASTING.

News director for eye-witness format. TV experience a must. Both salary and sales requirement. Equal Opportunity Employer. Box N-114, BROADCASTING.

Weather/Announcer/eye-witness and general announcing duties. Send resume, pic and salary requirements to Equal Opportunity Employer. Box N-117, BROADCASTING.

Anchorperson/news director. Must have voice and looks, camera and writing experience, plus the ability to survive and thrive in salary in one of the most pleasing single-station markets in the Midwest. Send tape and resume to Box 2466, Fargo, ND.

Help Wanted Programming, Production, Others

Cinematographer and set designer for major Eastern public television network. Excellent opportunity. Send resume to Box N-47, BROADCASTING.

News/public affairs person, top 40 market, NBC affiliate, to host and produce daily program plus generate news package. Replies confidential. Equal opportunity employer. Box N-48, BROADCASTING.

Director of programming and operations. State TV system. MA or Colorado experience desirable. Equal opportunity required. Background in public and commercial broadcasting essential. Onset or equivalent experience required. Application deadline: January 3, 1975. Box N-64, BROADCASTING.


Graphic Artist wanted for new advertising department. Must have knowledge of layout and design as well as experience. Are interested, write to Box N-87, BROADCASTING.

Wanted, Male Richmond Boom. With or without pedestal. Any condition. Double price. Box N-116, BROADCASTING.

Microwave. RCA type TTV-6 with audio sub-carrier for 7 GHz band. Interested only in first class equipment capable of meeting FCC requirements. Advise with best asking price and availability. Chief Engineer, WAVE-TV, 3441 S. Whipple St., Minneapolis, MN 55402.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 115th St., Laredo, TX 78040.

FOR SALE EQUIPMENT

For sale: 1 Benco 1 Watt Translator (tube type), Chief, Ch 2 in, Channel 8 in, 2 Sitco Antennas, $750; 1 Adir UST 105, 100 Watt Transmitter, $5,000; 2 Adir UST 20, 20 Watt Transmitter, $2,500 each; 3 Adir RA2, 100 Watt Amps, $1,500 each; 10 Adir Universal Antennas, with mic, $600. RCA Transmitters Channel 78, 79 or 80 out. Please contact Mr. Iturbide, 1155 E. Morrison St., XERO, Incorporated, Broadcast House, 3rd and Broadway, Minneapolis, MN 55404 or call 512-883-6511, 1-800-575.

New Background music receivers, latest design. $90.00 each. WAMDR, Box 461, Moline, IL 61265.

RCA/BUA-35 transmitter parts available. Tell us what you need. Contact Chief Engineer, WQWQ, Waterbury, CT 203-753-2121.

We have a few competitively priced used Revox A77 decks available. These have been in excellent condition by Revox, are virtually indistinguishable from new models. Have the following: $750 plus warranty for rebuild machines. Satisfaction guaranteed. One example is an A77 Deck for $475 plus shipping.

Please write stating your requirements to EBSI, Box 854, Hicksville, NY 11802. 212-895-9257.


FM Antennas. New circularly polarized Class A FM antenna, tuned to your frequency, with mounting hardware. $400.00. DEC, Box 571, Terre Haute, Indiana. 317-233-3080.


Gates BC252 5kw AM Transmitter, new in '65, 35,000 actual hours, available 60 days, $7,000.00. 1-205-591-4800.

Helixa-styrelax. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23572, Oakland, CA 94628.

5 KW FM Transmitter, RCA 815-B. In continuous operation 7 years. Excellent condition. New feed tube. Mar. 74, $4,500 FOB, Fresno, CA 93705.


COMEDY

Deejays: New, sure-fire comedy! 11,000 classified ad exposure. $5,000. Edgington Dr., 7286-8 West Roberts, Fresno, CA 93705.

Jack shirt! Best service available! Current Issue $2. Sample free. Broadcast Library, 5084 West Twining, Dallas, TX 75227.

Library, 304 short old-time comedy one liners by over famous comedians. Farce, farce, farce. True Pennies per day. Demo, information, Hayden Hudson Productions, Inc. 350 Shenandoah Building, Roanoke, VA 24011, 750-342-3170.
Help Wanted Sales Continued

Two Sales Representatives

We're looking for two sales representatives to live and work in our Southeast and Southwestern territories. We prefer people living in these areas. We are seeking self-starters, capable of working independently and aggressively. We provide the nation's largest selection of top-quality syndicated radio features and programs available. Excellent opportunity for earnings of $15,000 to $20,000 plus per year, also a per diem expense plan. Requires 4-5 days travel per week. Must have car. Broadcast sales experience preferred. Send complete resume to President, Box N-89, BROADCASTING.

Help Wanted Sales

Traffic and Business Systems for Broadcasting Installation Specialists

Our firm is the leading supplier of computer-based traffic, accounting, billing and payroll systems for the broadcasting industry. Now we are adding to our staff once again, as we have in each quarter of 1974.

The person we are seeking will have extensive experience in broadcasting traffic, or accounting, or computer operations. Reporting to our Vice-President, Field Operations, the candidates selected will travel extensively, typically 15 days of the month. Each of our present persons is a college graduate, each is high in initiative and willing to put in long hours of hard work. Each can command the respect of our customer stations' management. Each is based in his or her home area.

If you quickly visualize systematic procedures to solve problems, are interested in a growth opportunity with excellent compensation, full travel reimbursement, and enjoy hard, challenging work, send your resume and a complete letter explaining your interest. No phone calls.

Paperwork Systems, Inc.
P.O. Box 38, Bellingham, WA 98225

Situations Wanted Announcers

AVAILBE FIRST OF YEAR

Broadcast school graduates with 50 to 100 hours control room experience. Must have first ticket and all have been taught complete fundamentals of programing, news, ratings, and sales. Some presently capable of doing medium market work. All know the importance of attitude and are willing to work. If you would like to interview one of these people or for an aircheck, you may call collect 615-546-1717 or write: Professional Academy of Broadcasting, P.O. Box 2411, Knoxville, TN 37901.

Announcer-PD modern country or top 40 formats seeks employment. 15 years experience, heavy production and promotion. Contact Box 23094, Phoenix, AZ 85083. Ph. 602-934-8639.
A VERY BIG TV STATION IS LOOKING FOR A DYNAMITE PROMOTION MANAGER.

We're not looking for juniors. The salary's too good ($200,000) and the job's too big: merchandising, sales promotion and advertising direction responsibilities for both TV and radio in one of the top five markets in the United States.

Candidates must have an Account Management background with merchandising and promotion experience. Writing ability is preferable, but secondary to the ability to initiate and manage the kind of promotions that make people sit up, watch and listen.

If we're talking about you, talk to us with a letter and resume today.

Box N-115, BROADCASTING
BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered ___. Payment for the full amount is enclosed.

Name ____________________________
Address ____________________________________________
City ______ State ______ Zip ______

For Sale Stations Continued

Fulltime AM in medium southeast market. Excellent growth area. $1,000,000 cash for property, real estate, $100,000 pure cash flow and 15%-20% annual growth.

Box N-113, BROADCASTING

Radio Station for sale—AM and FM—in growing South Jersey area. Tremendous opportunity. Call or write Ventresca Co., Realtors, 2432 Route 38, Cherry Hill, New Jersey, 08034. Telephone 609-687-0222.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

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

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

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

No telephone copy accepted.

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

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

Rates, classified listings ads:

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

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

Add $2.00 for Box Number per issue.

Situations Wanted (Personal ads) $25.00 per inch.

All other $45.00 per inch.

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

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

Legal Notices: Billed at run-of-book rate regardless of size or number of words.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip Code or phone number including area code counts as one word. Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, C0D, PD, QM, etc. count as one word. Hyphenated words count as two words.
The job makes Dick Shiben; Dick Shiben makes the job

In appearance, Richard Shiben, the FCC's new chief of the Renewal and Transfer Division, does not seem the kind of man who would have much patience for reflection or weighing of new ideas. Tall and pencil thin, with coal-black eyes and a face that looks as if it had been whacked out of shape by someone working under deadline pressure, Mr. Shiben, at 37, gives the impression of, well, hardness, of inflexibility. And the West Virginia drawl with which he speaks would seem to confirm for liberals and intellectuals (who sometimes have such hang-ups) that he is not one to whom they could easily relate.

But Mr. Shiben, who makes no bones about his own conservative ideology ("If I could figure out a way to get government out of programming entirely and abolish my job, I would...if you want to screw it up, let government do it.") has been developing a reputation that does not quite square with the image he projects. Where members of the liberal element among the commission staff once judged him harshly ("small minded"). said one now departed lawyer), there are now those in that shrinking element who speak of him as open minded, as willing to listen to all sides. Even the citizen group movement, which generally regards the commission as an instrument of the industry's rather than the public's interest, views him with some warmth. "We don't expect him to be an advocate for the citizen groups," says Frank Lloyd, director of the Citizens Communications Center, "but we do expect him to be fair. And he is."

Mr. Shiben's rise through the commission staff ranks has also been something of an eye-opening experience to those who have observed it. A graduate of St. Vincent College in Latrobe, Pa., and the West Virginia University College of Law, Mr. Shiben, who joined the commission staff in 1962, is not, a colleague observed, regarded as "profound." (Few at the commission are.)

But he has always worked hard and mastered the details of his job, and it shows. At the FCC regional meetings in Atlanta and Chicago, for instance, he impressed Chairman Richard E. Wiley with the candor and the articulation with which he fielded questions from citizens as well as broadcasters; his answers came through in those West Virginia accents as informed and unvarnished.

To some who have known him over the years, the "new Dick Shiben" is a function of his rise up the Broadcast Bureau ladder—from assistant renewal branch chief in 1970 to chief of the division in September 1974—at a time when the citizen group movement was beginning to build and petitions to deny license renewals were flooding into the commission, raising serious questions, not only of how the heavy workload was to be handled, but also of policy.

"He's in a different stance today from the one he was in as assistant chief of the renewal branch," says one associate. "Since he was simply carrying out policy then, he was defending the status quo. As he gained new responsibililty and began helping to shape policy, his perspectives broadened. He realizes there is more than one side. He's a little less definite in his views."

As the associate noted, Mr. Shiben is being exposed not only to broadcasters and their points of view but to citizen groups. For as broadcasters' attorneys do, citizen group representatives prowler the commission's corridors. And the National Citizens Committee for Broadcasting's new magazine, Access, said in a generally sympathetic article on Mr. Shiben, he is "accessible."

But he is still something less than a pushover for a petition to deny. Since Mr. Shiben has had anything to do with renewals, some 60 petitions have been rejected, only a few target renewal applications have been designated for hearing—including, however, those for Alabama's educational network of nine stations, which are to be stripped of their licenses (BROADCASTING, Sept. 23). Of course, the commission sets the tone and policy in such matters. But there is no known case in which the commission overrode the staff's judgment in granting a renewal application that was the object of a petition to deny.

Are the petitions that citizen groups file simply lacking in merit or specificity? "Yes," he says. "Otherwise we wouldn't have denied them...We try to judge them on their merits."

Thus far, at least, the U.S. Court of Appeals in Washington, which takes appeals from most commission actions, agrees. It has upheld the commission in the five decisions it has rendered on appeals by groups against renewal grants.

However, with the backlog of petition-to-deny cases growing at an alarming pace, the time and material for a change in pattern is now here. Indeed, the backlog of renewal cases resulting from petitions to deny represents Mr. Shiben's biggest headache (as well as opportunity; it was because of his expertise in renewal matters, gained as chief of the renewal branch, that Mr. Shiben came to mind when Chairman Wiley and Broadcast Bureau Chief Wallace Johnson were looking for a division chief to tack the backlog problem).

The renewals of some 280 stations are on the deferred list as a result of 180 petitions. The petitions filed against 62 stations in Texas and California alone represent a year's work for the renewal branch—or did before its staff of 10 lawyers was beefed up recently with a six-lawyer task force drawn from other sections of the bureau. And Mr. Shiben sees the flood of petitions continuing for the foreseeable future.

However, he also sees at least some hope for cutting down on the number of petitions containing complaints about alleged discrimination in employment. The commission is preparing guidelines designed to help broadcasters comply with its equal employment opportunity rules. "If we have a good statement that is specific as to what we expect in the way of EEO policy," he says, "the industry will react forcefully to increase their minority and female employment."

Then, too, broadcaster-citizen group agreements could head off some petitions to deny, but they represent a tough issue at the commission these days. Some commissioners are fearful that stations may surrender large chunks of their responsibility for their own operations by accepting a petition to deny. Mr. Shiben is aware of that danger and says broadcasters must retain responsibility for their stations' operations. But he notes that the commission as a matter of policy encourages dialogues between stations and groups. "And," he says, "you have to assume that agreements are the logical outcome of discussions."

The backlog caused by the petitions to deny is not Mr. Shiben's only problem. Most policies in broadcasting that the commission adopts impact on the division. The division is, of course, responsible also for processing the applications for assignment and transfer of licenses that flow in at the rate of between 80 and 90 each month; but the transfer branch has begun moving paper at such a rate that the prospect of giving service between 90 and 120 days is close at hand.

Besides the workload, there are the pressures. As Mr. Shiben says, in the Renewal and Transfer Division, "you're always subject to criticism—by the industry if you get it; by the public, and you get it; by the commission, and you get it; by Congress, and you get it."

But, he says, "I like it. This is where the action is." And he allows himself a rare smile. Dick Shiben, the man from West Virginia, is making it.

Profile

Richard Joseph Shiben-chief, Renewal and Transfer Division, FCC; b. June 7, 1937, New Martinsville, W.Va.; BS, St. Vincent College, Latrobe, Pa., 1959; LL.B. West Virginia University College of Law, 1962; general counsel's office, FCC, 1962-67; Complaints and Compliance Division, FCC, 1967-70; assistant chief, renewal branch, Renewal and Transfer Division, 1970-72; chief, renewal branch, 1972-74; present position, September 1974; m. Carolyn Spaisberg, March 1, 1962; children—Tom, 17, and David, 16 (by wife's previous marriage); Tanya, 12, and Armand Jean, 10.

Broadcasting Dec 16 1974
Try, try again
The 93d Congress is about to disappear, some would say not a moment too soon. With it disappears the broadcasters' hope for legislative rescues from the present perils of license renewal. Separate bills adopted by Senate and House will die for lack of a conference. For reasons known only to himself, Harley O. Staggers, the West Virginia Democrat who owns and operates the House Commerce Committee, is going to the end without naming conferees.

It would be easy to say that renewal relief was lost to a seniority system that indulges the perverse whims of 67-year-old committee chairmen. In retrospect, it becomes evident that the causes were more complex.

To begin with, there were disagreements among broadcasters about the objectives to be sought and the likelihood of their attainment. What started out to be a relatively uncomplicated bill that would eliminate the aberrant WHDH case as a precedent in renewal challenges turned into a veritable torrent of bills of increasing and frequently conflicting complexities. Not the least of the broadcasters' problems, it is now apparent, was the insistence that the National Association of Broadcasters concentrate its lobbying on the extension of license terms from three years to five. That proved to be a fatally divisive issue on the Hill.

The broadcasters who demanded longer license terms as the principal objective of legislation foresaw a decrease in legal expense and administrative work load. That prospect was probably illusory. The natural response of the FCC to a lengthening of license periods would be a shortening of intervals between other reports. The agency is already demanding annual financial statements from radio and television stations and annual program reports from television. Furthermore, it could be assumed with near certainty that the FCC would demand for five-year renewals a proportionate increase in information over that required now for three-year renewals. The five-year term would cause hardly a skip in the meters running on lawyers' desks in Washington.

There must be another attempt to get renewal relief from the Hill, and broadcasters would be wise to concentrate on the big issue — a prohibition against the ad hoc restructuring of radio and television through attacks on individual licensees whose ownership interests conform to FCC rules. Meanwhile attention must be directed to the FCC which will be trying to dig its own way out of WHDH with some sort of policy statement that will withstand the court appeals that its 1970 statement failed.

All in all, not a very happy ending.

Regulatory inflation
If the President is genuinely looking for ways to reduce the federal budget, he could make a good start in the antitrust division of the Department of Justice. As reported elsewhere in this issue, Justice has refiled yellowing antitrust suits aimed at television network practices that were discontinued long ago under FCC regulation.

The original versions of the suits, filed in 1972, were in themselves obsolete. They had obviously been drafted at some earlier date before conditions that Justice was attacking had been corrected by FCC rules. The networks concluded that the suits were dusted off by the Nixon administration in reprisal against television news coverage.

It may be that Justice has refiled the suits if only to prove that they were nonpolitical. Whatever the reasons for their resubmission, the suits have in no way improved with age. If anything, FCC restrictions on networking have been tightened.

In times like these wasteful duplication of government regulation is worse than irresponsible. It is wanton.

Firetrap
Broadcasters who complain about a bad press can in no small measure blame themselves. The print media, understandably, have a built-in competitive compulsion to put down radio and television.

Why broadcasters bad mouth themselves has to be ascribed to sloppy reporting or blind use of whatever is fed them.

Last week there were newspaper headlines reading substantially: "196,000 Fires in Homes Blamed on TV Sets." The news story leads played up "defective television sets" as having ignited that number of "residential fires" during the 12-month period ending in April. The figure came from a report released by the U.S. Consumer Product Safety Commission.

Both radio and television coverage of the government release carried the same inaccurate thrust — as if TV were the principal culprit.

What did the report really show? There were 5.5 million household and personal-property fires, nearly 3.5 million of them caused by appliances. So television sets, in fact, were responsible for 3.6% of the total and 5.6% of the appliance ignitions. As a matter of fact, electric stoves started 855,000 as against only 196,000 attributed to TV sets.

Cigarettes, which aren't advertised on radio or TV any more, ignited 365,000 fires. There's no figure on the number started by drunks, but television can't be blamed either because there's no liquor advertised on the air.

It is unfortunate of course that even a single fire was started by a plugged-in TV set. But it is clear that appliances of all kinds can spark fires as long as there are defects or deficiencies in wiring or circuitry.

We are hopeful that the regulations that may emerge from the studies of the Safety Commission will reduce fire hazards to the point of their elimination. But let's not blame TV as the leading cause when it is a minimal hazard but just happens to be more glamorous.

Drawn for Broadcasting by Jack Schmidt
"... It's the ultimate in automation..."
Major Market Radio, Inc. proudly announces
KOGO RADIO 60
San Diego
has joined Major Market's select list of Personality/MOR* radio stations

APC Los Angeles  KSFO San Francisco  KEX Portland  KVI Seattle  WBEN Buffalo  WHAS Louisville
And now KOGO San Diego  The dominant* station in a whale of a market.

*ded first for brand recall—W.R. Simmons
3 April-May, 1974
Opportunity and recognition.

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

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

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