A White House tete-a-tete for the TV networks
Ad budgets going against recessionary tide

Broadcasting
Dec 23
The newsweekly of broadcasting and allied arts

Dec. 23, 1974

ADDED SCHEDULING FOR apr
IN 1975...

...increases current 499 profit opportunities for APRADIO Member stations. They are—

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"WGN?...
Let me tell you...
when I listen to radio, I listen to WGN.
And when I watch TV, I watch WGN.
WGN is great."
In only twenty business days look who joined the club Monday through Friday.

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Check to see if your market is still available

DELIVERING A BRAND NEW AUDIENCE

Reuniting kids beginning January 20, 1975. So don't wait. Lead the club into your market. 30 minute programs.

For information contact: Stan Moger or George Hankoff, SFM Media Service Corporation, 6 East 43rd Street, New York, N.Y. 10017, (212) 682-0760.

Distributed exclusively for Walt Disney Productions and Buena Vista Distribution Company by SFM Media Service Corporation.
The thriving Providence ADI delivers a whopping $3,973,652,000 in retail sales. To obtain your fair share of sales in this market which includes Providence and among others the prosperous cities of New Bedford and Fall River, Mass. - use WTEV.

WTEV 6

Providence, Rhode Island - New Bedford-Fall River, Mass.
Vance L. Eckersley, Manager
Serving the Providence ADI
Radio for radio. Major campaign to promote radio as advertising tool specially suited to current economy has been authorized by Radio Advertising Bureau's board of directors, and widespread station support will be solicited in rare closed-circuit presentation on four radio networks. Discussion featuring heads of four network-operating organizations and two radio rep firms, with RAB President Miles David as moderator, is to be taped today (Dec. 23) for closed-circuiting to respective networks' affiliates next week. Participants: Harold L. Neal Jr., ABC Radio; Sam Cook Digges, CBS Radio; Jack G. Thayer, NBC Radio; Eugene Jackson, United Broadcasting Network Inc. (National Black Network); Thomas C. Harrison, Blair Radio, and Frank L. Boyle Jr., Robert E. Eastman Co.

Theme of campaign is "Radio: AdLion Fight," and its primary vehicle will be what's selling radio. Kits with suggested announcement copy for adaptation and use by local air personalities are being distributed by RAB to its member stations, and in interests of as nearly universal support as possible will also be made available to nonmembers.

Year-end retirement? Harold L. Kassens, assistant chief of FCC's Broadcast Bureau and veteran of three decades as FCC engineer, is pondering early retirement at 56 to take advantage of substantial benefits available this year. Prospects are he will join one of Washington's top consulting firms, specializing in broadcasting, as perhaps fourth in line of senior partners.

Mr. Kassens has reportedly been reluctant to leave FCC while Wallace E. Johnson, Broadcast Bureau chief is still in frail health after two sieges of surgery during year. Insiders figure perhaps dozen long-time FCC officials, including Review Board member, Dee W. Pincock, will elect to retire by Dec. 31 since benefits will bring retirement pay, including cost-of-living increases, above present salaries, which are frozen by executive order.

Rites of spring. For those wishing to plan ahead, 1975 conventions of TV networks' affiliates will be at same old stand — Century Plaza hotel in Los Angeles — and again in consecutive weeks in May. But rotational order will be different. CBS-TV will lead off May 13-14, followed by NBC-TV May 18-20 and ABC-TV May 28-30. Last time around it was ABC, CBS, NBC.

Staying put. No one will give odds at this point, but there is chance that House Communications and Power Subcommittee will be split down middle in reorganization of Commerce Committee for next session. If that happens, Subcommittee Chairman Torbert Macdonald (D-Mass.) has told colleagues he would prefer to head communications half. Representative Lionel Van Deerlin (D-Calif.), whose seniority on full committee could open some Commerce subcommittee chair to him, said last week he will stay with Communications Subcommittee no matter what. Representative Clarence Brown (R-Ohio), ranking Republican on Communications Subcommittee, is keeping options open.

It is expected Democrats will be favored 7 to 3 on Communications Subcommittee next year, compared to current 5 to 4. New members (see page 15) who have expressed interest in Democratic openings include Richard Ottinger (D-N.Y.), former Commerce Committee member who dropped out to run for Senate in 1970, lost and was re-elected to Congress last November; W.G. (Bill) Hefner (D-N.C.), broadcaster from Charlotte, N.C., and Philip Sharp (D-Ind.). Number and jurisdiction of subcommittees will be determined by majority vote of committee Democrats first week next session.

Done and done. FCC decision stripping Alabama Educational Television Commission of its authority to operate nine stations is expected to be issued this week. Commission last week is understood to have formalized decision, tentatively reached after oral argument in September, to revoke licenses of eight AETC stations and to deny initial license for ninth (Broadcasting, Sept. 23), on grounds of racial discrimination in programming and employment. However, action presumably would not bar Alabama from applying anew for frequencies involved. Vote last week was same as one taken in September — 4 to 2, with Commissioners Robert E. Lee and Charlotte Reid dissenting and Chairman Richard E. Wiley not participating.

Commission opinion, prepared under supervision of Commissioner Glenn O. Robinson, was to have been issued last week. However, release was held up for last-minute polishing and to await issuance of separate opinions by dissenting commissioners.

Word from the top. President Ford is expected to continue cultivating friendly relations with broadcast media as at luncheon he gave for network executives last week (see page 14). When members of Radio Television News Directors Association show up at White House on Jan. 17 for previously announced high-level briefing on domestic matters (Broadcasting, Dec. 16), President will put in appearance.

Bigs get bigger. Initial tabulations of third-quarter expenditures by some of local TV's top-spending categories show big gains from year-earlier levels. Preliminary figures compiled by Television Bureau of Advertising, based on monitoring by Broadcast Advertisers Reports, disclose gains of 9% by department and discount stores and 26% by food stores/supermarkets, traditionally among top-half-dozen local TV users. But restaurants and drive-ins, local TV's fastest rising category, increased outlays 48% for third quarter, 46% for first nine months, making it leading contender for local TV's biggest 1974 spender.

Looking around. Thirty pounds lighter and 20 months older, Irving Berlin Kahn is back in circulation after federal imprisonment. He's operating out of New York and Palm Beach, Fla., where he maintains homes and offices, in search of opportunities in some phase of broadband communications. Mr. Kahn was convicted of bribery and perjury in Johnstown, Pa., cable franchise scandal occurring while he was president of Teleprompter.

Presumably he has capital to invest. He sold most of his 400,000 Teleprompter shares at around $120. Stock later split four to one. Teleprompter was trading last Friday in 1½ range. Mr. Kahn reportedly has engaged Frank Thompson, one-time cable system owner, now consultant based in Denver, to scout new ventures.
"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 ______

What it's all about
FCC is about ready to drop its no-surprises newspaper-broadcast crossownership rule
FCC is expected to conclude work early in new year on crossownership rule that would bar newspapers in future from acquiring television or radio stations in same city and call for breakup of newspaper-TV and newspaper-radio combinations that constitute broadcast-media monopoly.
Rule would be in line with previous speculation, as well as with views that Chairman Richard E. Wiley expressed in speech to International Radio and Television Society three months ago (Broadcasting, Sept. 23).
Chairman had hoped to complete work on rule by end of year. But commission's failure to meet that deadline was of little practical consequence as result of death of congressional license renewal legislation that would have mandated action by Dec. 31.
Commission reportedly made considerable progress in working over heavy draft order embodying rule that had been prepared by staff. Chairman Wiley expects staff to prepare clean draft and resubmit for commission action by Jan. 8.
Commission has not taken even informal vote on staff document that was prepared in accord with its instructions, so officials cautioned against assuming final shape of rule. However, although some commissioners are reported to have expressed reservations about need for divestiture in case of newspaper-radio situations, no such opposition was expressed last week. Only substantive criticism said to have been voiced was by Glen O. Robinson, who favors strong divestiture rule, at least in case of television.
Divestiture provision of rule in present form would affect only small-market newspapers. Standards for determining monopoly virtually limit such situations to newspaper and broadcast property in same city. In case of television, monopoly is defined as one in which only newspaper owner has only television station putting city-grade service over community. And eight cities are said to be involved - Meridian, Miss.; Mason City, Iowa; Hickory, N.C.; An-niston, Ala.; Albany, Ga.; Watertown, N.Y.; Texarkana, Tex., and Bluefield, W. Va.
And in case of radio, presence of independent voices in community served by station owned by local newspaper would take that combination out of monopoly class. Some 14 communities may be involved in case of newspaper-radio monopoly, but officials say that figure is not certain.
Two other matters involving crossownership of media in same market remain to be settled once newspaper-broadcast question is finally resolved. In one, commission is expected to adopt rule barring prospective newspaper

Tundra TV. Eskimos and Indians at other Cold Foot, Living Good, Happy Valley, Sheep Creek and 14 other camps along Alaska oil pipeline will receive programs from all three commercial TV networks under plan announced Friday (Dec. 20) by CBS-TV. Translators are being installed, with FCC approval, at 18 campsites along pipeline - about 10 are already on air - and will receive video tapes of selected programs from ABC, CBS and NBC. These programs will be recorded off air as broadcast by networks' Anchorage or Fairbanks affiliates, flown to campsites and fed into translators' 10-w transmitters as part of regular program schedule. Translators were said to have been authorized on applications by Northern Television Inc. (KTVJ [TV] Anchorage and KTVF [TV] Fairbanks) and Midnight Sun Broadcasters Inc. (KENI-TV Anchorage, KFAR-TV Fairbanks and KINY-TV Juneau).
ownership of cable systems in same market, but without requiring divestiture of existing situations; in other, proposal getting most attention would be to grant all but seven of 50 requests for waiver of rule requiring breakup of crossownerships of co-located television stations and cable systems. Waivers would be denied only in cases where only cable system is owned by only television putting city-grade signal over community.

Commission rule would also give affected media owners five years to divest. But divestiture is not inevitable. As drafted, rule would provide for requests for waiver – among other things, on ground that newspaper could not survive without electronic counterpart. Rule would also provide for waiver of prospective ban in some cases.

Ad Council declares independence of politics and government

Robert P. Keim, president of Advertising Council, told congressional critics last week that council’s work “has been, is and will continue to be [on] a nonpartisan, nonpolitical basis whether extended to Presidents, government agencies or private organizations.” Council’s “ultimate ‘client’ has always been the American people,” Mr. Keim said in letter, made public Friday (Dec. 20), to Representative Benjamin Rosenthal (D-N.Y.) Mr. Rosenthal was leader of 30 members of Congress who had challenged council’s prospective role in anti-inflation campaign specifically and in government-related public service campaigns generally (Broadcasting, Dec. 2, 9).

Mr. Keim said anti-inflation campaign that group was talking about hadn’t come off and perhaps wouldn’t, but that council’s role in it would have been nonpartisan and nonpolitical. Of broader question raised by group, Mr. Keim said most council campaigns are for private organizations, not government. “However,” he said, “the campaigns that we do conduct for government agencies save taxpayers hundreds of millions of dollars each year that might otherwise go to advertising agencies and the media on a commercial basis, which is, incidentally, the case in Great Britain where the government pays both advertising agencies and the media commercially for its ‘public service’ advertising campaigns.”

Accommodation is predicted in network-FCC sex-and-violence brouhaha

Dec. 31, 1974, will pass without Congress receiving report it requested of FCC on actions it has taken or plans to take to “protect children from excessive programming of violence and obscenity.” But FCC Chairman Richard E. Wiley last week gave preview of what he thinks will be thrust of report when it is issued – problem will be solved “in the private sector.”

Chairman Wiley was expected to meet with commissioners today (Dec. 23) to decide whether they should file brief interim report with Senate and House Appropriations Committees, which requested report, or ask for extension of time. Chairman said talks with networks on his proposals regarding self-regulatory measures were going well.

Commission staff prepared notice of inquiry on question troubling Congress. But, Chairman Wiley said, “We don’t think that’s going to be necessary.”

Open sesame on lottery broadcasts

In closing hours late Friday (Dec. 20), Congress passed and sent to President lottery relief bill, major provision of which permits broadcaster in state operating lottery to broadcast advertising and information about own state’s lottery as well as those of adjacent states. Bill would also permit newspapers published in lottery states to carry lottery information through mails across state lines in their general areas of circulation. But mailing of tickets or other lottery materials would be limited to addresses within lottery state.

PTAR III hung up by dispute over movies and staff language

Prime-Time Access Rule III is now on FCC’s list of things to complete early in 1975. Commissioners on Friday held three hours of sometimes heated discussion on staff draft of final order, sent it back for revision and resubmission by mid-January. September 1975 is still planned as effective date of new rule.

Staff draft follows basic format of prime-time access rule now in effect – it would bar affiliates in top-50 markets from using more than three hours of network or off-network programing in prime time – but would include number of exemptions drawn from PTAR II, version that commission was directed by U.S. Court of Appeals in New York to review (Broadcasting, Nov. 18).

One major problem that cropped up Friday involved staff’s proposal that stations be allowed to show off-network feature films in access time two years after airing on networks. Question of how to deal with feature films – including made-for-TV films and movies never shown on networks – was not fully resolved. Definition of children’s programing also caused dispute. Commission is expected to refer to definition of children’s programing contained in its report on children’s television programing, issued in October (Broadcasting, Oct. 28).

Post-Newsweek rivals get hearing

FCC has set for hearing four competing applications for Jacksonville, Fla., channel 4, on which Post-Newsweek station group operates WJXT (TV). Issues include financial qualifications of two applicants: Trans-Florida Television Inc. and St. Johns Television Co. Also at issue are circumstances under which third, Florida Television Broadcasting Co., acquired WJXT program logs (Broadcasting, Oct. 14).

Principals in all three Post-Newsweek challengers are local businessmen with various real estate and investment interests, including Florida TV principal, George Champion Jr., former Nixon fund-raiser. Mr. Champion’s connection with former President, in addition to various links between

Two for the books. History was made twice in same moment last Thursday: Former New York Governor Nelson A. Rockefeller was sworn in as 41st Vice President, and 15-minute ceremony was televised from Senate chamber, first time TV cameras were permitted inside. All three commercial networks carried event live. Networks take turns handling pool coverage of Capitol Hill events. CBS did honor Thursday. These are CBS News photos.
other principals and Nixon people (Broadcasting, Jan. 8), had given rise to speculation about possible political motives behind attack on station associated with Washington Post, which broke Watergate story.

Challenge to another Post-Newsweek property, WPLG-TV Miami, filed at same time as WJXT applications, has been withdrawn (Broadcasting, Dec. 2).

New management takes over CCA
Reorganization plan aimed at helping CCA Electronics Corp. weather financial difficulties was announced last week by board of radio-TV equipment manufacturing firm based at Gloucester, N.J. Board said Bernard Wise, founder president, had agreed in principle to sell his controlling interest to "an investment group" and to resign, and that CCA's principal lenders had agreed in principle to provide "a limited amount of additional working capital," to defer interest payments for "number of months" and to waive certain existing loan defaults. Bruce Emonson and Jean-Paul Renoir were named co-chief executives. Sources said they had been associated with CCA in past, and that Jason Fox, specialist in finance and operations, had been brought in as financial adviser. Mr. Fox said company had developed "fairly serious cash-flow difficulty" during period of big growth.

Blockbursting. ABC gets one network telecast of "Sound of Music" next year in package purchase of 12 feature films from 20th Century-Fox, in reported $15 million deal. Among other films in group: "Cinderella Liberty," "Claudine" and "Paper Chase."

Us too. National Association of Broadcasters has petitioned FCC for refund of all annual license fees paid by its members. NAB, noting commission decision to begin refunding cable fees ("Closed Circuit," Nov. 25), requested equal treatment for broadcasters. To do otherwise would be "arbitrary and invidious discrimination," said NAB. Supreme Court struck down 1970 fee schedule because it was premised on 100% recovery of FCC's annual budget. That faulty premise, said NAB, applies both to broadcast and cable fees collected under 1970 schedule, though court decision was on appeal brought by National Cable Television Association.

High hopes. With tentative promise of low-cost loan from Ford Foundation, 80 representatives of colleges, publishing houses and public television agreed Friday (Dec. 20) in Denver to form nonprofit corporation to provide satellite communication services for distribution of education and other public services. Public Service Satellite Consortium is scheduled to be formally organized in February by 11-member steering committee headed by H. Rex Lee, former FCC member, as chairman, and Donald Quayle, vice president of Corporation for Public Broadcasting, as vice chairman.


Late Fates. Edmond C. "Bud" Dollard, senior VP and managing partner in Chicago office of Needham, Harper & Steers Advertising Inc., will retire from full-time service on Dec. 31, but will serve as consulting partner on half-time basis for two years...Harry E. Smith, director of technology, CBS Inc., New York, named VP-technology. He will coordinate research activities and long-range technical planning of all CBS groups, divisions and subsidiaries...

Anthony (Tony) Sylvester, director, news and information in RCA's Washington office, will leave at end of February when company eliminates his office in budget cutback. Raymond R. Schwartz, 51, VP-finance and planning, CBS/Records Group, died of pneumonia at his home in Upper Saddle River, N.J., Dec. 16. He joined company as controller of CBS Radio Division from 1958 to 1961, later was with Mobil Oil Corp. before return to CBS in 1972. Survivors include wife Margaret and 11 children. For earlier reports see "Fates & Fortunes," page 45.

Robert W. Chambers was named chairman of Cox Broadcasting Corp., and Garner Anthony chairman of executive committee of that company in top management realignment announced last week (see box page 46).

James R. Killian Jr., "the father of public broadcasting," has resigned as board chairman of Corporation for Public Broadcasting. He is succeeded by Vice Chairman Robert S. Benjamin. Dr. Killian, former president and chairman of Massachusetts Institute of Technology, was chairman of Carnegie Commission that led to passage of Public Broadcasting Act of 1967. Mr. Benjamin is chairman of finance committee of United Artists Corp. and director of Transamerica Corp. Dr. Killian has been elected honorary chairman, will retain board seat until successor is confirmed by Senate.

Michael Peacock, executive VP-programs, Warner Bros. Television, named executive VP-network television, effective Jan. 1, 1975. Mr. Peacock was appointed to his program post last July; previously he was managing director of Warner Bros. Television Ltd. in London. He is former programming chief of BBC-1 and BBC-2, as well as first managing director of London Weekend Television Ltd. Appointment to new post results from move by Gerald Leider from president of Warner Bros. TV to executive VP in charge of foreign production for Warner Bros. Inc.

James M. King, director of broadcast operations for McClatchy Newspapers, named to new post of VP and general manager of Corinthian Broadcasting's KHOU-TV Houston, effective Jan. 1. James C. Richdale Jr., now president and general manager, will continue as president. Mr. King is former VP and general manager of Westinghouse Broadcasting's KDKA-TV Pittsburgh and executive VP of its Television Advertising Representatives (TVAR), station rep firm.

Be sure you’re right, then go ahead into retailer advertising

Retailers are very lucky. It’s the manufacturers that really have the big problems.

When a manufacturer embarks on a marketing campaign, it not only has to create consumer demand—which is a minor feat in itself—but it also has to get the merchandise into the stores and up on the shelves. And that’s even harder.

But the worst part for the manufacturer is that it usually takes from six months to a year for it to be able to determine if its advertising is doing the job.

A retailer, however, knows very quickly if its advertising is successful. If people come into the stores and buy, then the advertising is working. If they don’t, then the advertising is a failure.

But that doesn’t mean it’s all easy street for retailer advertising. A retailer has to make sure it doesn’t send out the wrong message and that it doesn’t create a negative image for the store or its products and services.

Here’s how Lafayette Radio and DKG Inc. sidestepped those retailer-advertising pitfalls:

Lafayette Radio is a chain of about 90 stores in 25 markets. It has been in business for over 50 years, selling consumer-electronic products. Its advertising, when DKG started working with it, consisted primarily of the usual retailer newspaper advertising, featuring sale items. From time to time, Lafayette would try the same type advertising on radio, but not too successfully. So it hired us.

Taking on a retailer was an exciting prospect. We handle such major manufacturers as Corning Glass, Getty Oil and Remington shavers, but this was a retail account—we would be able to see the results of our advertising campaign almost immediately. Lafayette told us that if we could come up with radio advertising that would pay out, we would have the account. And by pay out, Lafayette meant at the cash register. What the Lafayette people didn’t want were people who just walked around saying, “Boy, is that terrific advertising”—but didn’t buy anything.

Now our agency knows that there is a certain amount of trial and error that goes into the creation of advertising. But we also know that there are a lot of things that can be done up front, before committing big dollars, to maximize the chances of success.

First, we talked to Lafayette management, read all of the sales literature, visited the Lafayette stores and the competition’s stores, talked to sales personnel and talked to customers. And we did some consumer-attitude research.

From this background work we developed six possible positions from which to sell Lafayette. They were: (1) Lafayette sales people are audio experts, (2) Lafayette guarantees the lowest prices, (3) it has a broad selection of products, (4) Lafayette brands are of the highest quality, (5) satisfaction is guaranteed and (6)

Lafayette carries only the latest in equipment. When we presented these six alternatives to the Lafayette people, they said they were just what they wanted—all of them. And they were ready to go with them. But we weren’t.

While all six of those positions are valid sales points, one or two of them are really important and should receive the greatest attention. But the question was—which ones?

We then prepared a prototype commercial on each of the six points. Here’s the one on "experienced sales people":

"When you walk into a Lafayette store and tell the salesman you’re looking for a stereo, don’t expect his first question to be, ‘How much are you willing to spend?’ Expect him to ask, ‘How thick are your drapes? How big is your room? Do you have area rugs or wall-to-wall?’ Because the first thing a Lafayette salesman considers are your needs. The second thing he considers are your ears. He’ll take you into a special listening room and see if you can tell the difference between a $20 speaker and a $100 speaker without looking at the price tag. Next he’ll ask you what kind of music you like. If you’re a rock freak, he won’t push you toward equipment that totally eliminates tonal coloration. If you dig solos, he will. Only after he knows all this will a Lafayette salesman ask about price. And that’s when our vast collection and his vast knowledge come in. Because he can custom design a system for you. Knowing which of our 20 turntables, 25 amplifiers and 56 speakers are best for you. Lafayette. Listen to us. You can’t go wrong."

When we played all of the prototypes for the client, there was a heated discussion about which point should be stressed in advertising. Fortunately, we didn’t have to rely on subjective opinions. At DKG, we have developed our own research technique that helps us find the right answers.

The beauty of our method is that it’s fast and accurate and, happily, not too expensive. We call it DKG’s Ad Lab. We conduct interviews and feed them into our computers. And within one day we get a print-out of the scores telling us which is the most important sales message. The results of our Ad Lab tests for Lafayette were that "price guarantee" and "Lafayette sales people are audio experts" were the most meaningful messages for potential customers. So that’s what we combined in the final commercial:

"If you walk into a Lafayette Radio store and tell one of our salesmen you’re looking for a stereo, he’ll probably ask you, ‘How big is your room?’ and ‘How thick are your drapes?’ Because first a Lafayette salesman considers your needs. Next, he considers your ears. He’ll see if you can tell the difference between a $20 speaker and a $100 speaker without looking at the price tag. Then he’ll ask you what kind of music you like. Are you a rock freak or do you dig piano solos? Only after this can a Lafayette salesman design a system he knows you’ll be happy with. What’s more, Lafayette guarantees you can’t buy that system anywhere else for less. Because if you do see it for less, return it within 30 days after purchase and we’ll return your money. And that goes for Panasonic, Sony, Grundig and just about every other name manufacturer. Lafayette. Listen to us. You can’t go wrong."

Lafayette management loved it. But, like most retailers, they said, ‘Yeah, it sounds terrific, but how will it prove out at the cash registers?’

So we did another test. We picked two cities in which to run the radio copy and selected eight control markets. We analyzed sales trends, fed them into the computer in order to predict what the sales should be in the control markets and in the test markets if we hadn’t run the radio campaign. If there was a boost in sales in the test markets, we would have to attribute it to radio advertising.

The eight control markets were right on the nose of our predictions, and the sales in the test markets shot up over 296%. Naturally we were delighted. And for DKG, there was an extra reward. Not only did we get an account that was terrific, we also got direct proof right at the cash register that Ad Lab was great at predicting what would be a great sales message.

The last point that I wish to make is that retailers really could learn from this that research is not to be feared. It shouldn’t be cloaked in mystery. It doesn’t have to take forever. And it doesn’t have to cost a lot of money.

And when the marketing department and the creative department and the research department of an agency work together, then the advertising really works. And it pays out, too.
Alloy technology: One of the strengths that make us the new steel company.

There are times when nothing less than an alloy steel will give you the strength-to-weight ratio, longer life, or toughness required for a particular job. That's when it's time to call Republic, the country's leading producer of alloy steels. Whether it's a steel for aerospace, nuclear, anti-pollution, antiseptic or esthetic applications, or a long wearing gear or bearing steel, there's probably no alloy steel we have not already made or could not make. And that includes steels with as little as 70 percent iron or with more than 99 percent iron.

Canton, Ohio, is the birthplace of alloy steels. And nowhere in the world is there a bigger or better combination of facilities for electric furnace melting, vacuum processing, and strand casting of steels than in Republic's Central Alloy District. When a job calls for a steel with superior performance, you probably need an alloy steel. And if more than ordinary skill in production is a must, think of Republic. Nobody knows more about alloy steels, or has produced more of them, than we have. It's one of the strengths that make us the new steel company.

Alloy gear steels
Republic makes more gear steels than any other company in the United States. This gear is made from one of Republic's triple alloy steels, a family of steels designed for best performance and economics, whatever the job.

Alloy forgings
Republic has been instrumental in expanding the use of alloy steels for hot, warm, and cold forgings. This forged idler bearing replaced a casting at an annual savings of $15,000 and gave the customer freedom from porosity and surface defects, dimensional uniformity, and improved appearance.

We do more than just make steel.

Tom Perry, Chief Metallurgist, Republic Steel:
"Large-scale commercial production of alloy steels was started in this country in 1907 by one of the companies that is now a part of Republic Steel. We've been in the alloy business for a long time, and we welcome your inquiries about alloy steels. Write to T. E. Perry, Republic Steel Corporation, Cleveland OH 44101."
Coige of vantage
Editor: National Association of Broadcasters President Vincent Wasilewski, at the Arizona Broadcasters meeting [Broadcasting, Dec. 9], concluded that cable aimed at a nationwide interconnected pay channel, I must congratulate him on perceiving a future development to which technology, creative art, public interest and common sense so clearly point the way. It only remains for the broadcasting establishment to lock on to its real interest in this future, which in my opinion, would be to seek a participative rather than an adversary role in the unfolding of a major economic and social initiative. Mr. Wasilewski, in such an event, could be his industry's benefactor.—Robert E. Button, director, satellite development, Teleprompter, New York.

Vegetarian
Editor: I read with interest your Dec. 9 “Profile” on George Wilson of Barrall Media.

Mr. Wilson is to be commended on rebuilding his life and career from the dregs of alcoholism to its present prestigious state. However, it concerns me greatly when I read of a respected individual such as Mr. Wilson making the statement “My disk jockeys are pieces of meat, and if they don't like it they're free to go to work for somebody else.” This attitude on the part of programers has done more to separate creativity and talent from radio than anything else.

When presently employing two ex-Barrall “pieces of meat” — Robert Walker, our assistant program director and afternoon drive personality, and Don Cox, our 10 p.m. - 2 a.m. talent. Take heed, young broadcasters, and remember: Just because George Wilson said it in Broadcasting, it ain’t necessarily so.
—Bill Tanner, program director, WHHY (FM) Miami-Fort Lauderdale.

Throwing out the owl
Editor: This is in reply to the Dec. 2 letter from WFOR’s Ron Harvey that de- plored the extravaganza of the Woody Owl campaign.

I agree with his observation that the Forestry Service brochure is “beautiful.” I disagree with his contention that it is “wasteful.” Any advertising and/or promotional campaign, whether formulated by the federal government or private enterprise, must be presented in as attractive a package as possible if it’s to command attention and be utilized and effective. The fact that Mr. Harvey plans to use the material would appear to undermine its effectiveness.

I would like to suggest to Mr. Harvey as well as other station managers that they never throw away brochures or other material in the wastebasket. We have been saving this material as well as all wire-service copy and turning it over to a recycling center.—Barry Ritenour, operations manager, WROE(FM) Neenah-Menasha, Wis.

Vocal for local
Editor: In your Dec. 9 issue you quote Representative Benjamin Rosenthal (D.N.Y.) to the effect that in some cases the Ad Council has a “virtual monopoly on PSA time.”

We think this is a gross exaggeration. The statement is certainly not true of our station. Our first consideration is toward local organizations that need the help right here at home. The Ad Council does an excellent job, and we mean to take no deserved credit away from it. But the local outfit that needs help with its project right here in this community comes first. I think this would be true with the majority of broadcasters.

Neither can we agree with Mr. Rosenthal’s classifying the WIN campaign as controversial and therefore subject to the fairness doctrine. There may be controversy as to the extent to which the conservative measures recommended by WIN will be effective, but there can be no question that the practice of such measures will be anything but beneficial.
—Walter M. Windsor, general manager, WPTV(TV) Orlando, Fla.

The Jacobs study
Editor: I read your Dec. 2 article about my study with great interest. I noticed, however, one statistical error that is of importance. Actually, 64% of the respondents were unfavorable toward college students and only 2.9% expressed favorable attitudes. Aside from that, the article was well-written and statistically accurate. I was quite impressed with your balanced stance toward this controversial topic.—Fred Jacobs, instructor, department of television and radio, Michigan State University, East Lansing.

(ERROR) (The article mistakenly stated the respective figures as 30.3% and 16.5%).

Editor: Your article concerning the survey of station managers has been well received. I made a copy and gave one to each DJ and staff person. The article stresses that the majority of managers surveyed felt it important to have experience in college radio before entering the job market. For our DJs, who do not get paid, they see that all their work is not in vain.—Dave Callaway, general manager, WWOE(FM), West Carrollton College, Carrollton, Ga.

Editor: The course on the “Business of Radio” offered to undergraduates at St.
John's University is specifically designed to avoid the Unrealistic preparation for the real world of broadcasting found at many schools by the recent Michigan State University survey (Broadcasting, Dec. 2). By the use of field trips to stations, rep firms, networks and agencies, guest lectures by industry leaders and frank career counseling, the students come face to face with some hard truths about the working world of radio long before graduation.—Rick Sklar, adjunct professor, Communication Arts Department, St. John's University, New York.

Editor: The point [the Jacobs study] brought out that schools often inflate students' desires without giving them realistic pictures of what to expect is an important message. For one who knows how true this is, I took a one-year radio course and all I ever heard was how nice it is to work in a major market. They rarely mentioned that it takes about five years to get there.—Glenn F. Cunningham, Bangor, Me.

Editor: I also agree that education has some way to go in teaching the realities of commercial broadcasting. However, I thank my professors at Penn State for teaching me ethics. I do not think the ethics of the whole industry only some of those it comprises stink. Those who are afraid—or incapable of—teaching a newcomer the ropes create this stench.

You general managers do not have to cut rates, make deals or trades to stay alive. Just establish an open rapport with your personnel, and pick up the pieces where the colleges left off.—Ed Dunn, Glenwood Springs, Colo.
Ford breaks bread and ice with network chiefs and news executives

Luncheon meeting produces little in the way of substance, but lots in the way of good feelings

President Gerald Ford keeps making the point there is a new administration in Washington where the press is concerned. Where relations between the news media, particularly the networks, and the White House were at best strained when Richard Nixon was President, President Ford last week had network executives—ranging in rank from chairmen of the board to producers of the nightly news shows—in for lunch, and an exchange of compliments.

The network officials and White House aides who sat in on the luncheon Wednesday both described it as "pleasant," if unexciting in the way of developments.

White House aides said the purpose was to enable the executives and the President to get to know each other better; Mr. Ford had met most of the network officials last year when he was Vice President. And the meeting appeared to have been helpful in establishing a friendly relationship.

The network officials are said to have expressed the view that they are getting more cooperation in connection with their news coverage of the White House than ever before, and to have talked of the "openness" and "candor" of the Ford administration.

For his part, President Ford—in marked contrast to the thunderboliets that used to issue from the White House in the direction of a Dan Rather—reportedly said he "enjoyed" the reporters who worked at the White House on a daily basis, and said he had no complaints.

The network officials apparently were at their ease. Although NBC Chairman Julian Goodman expressed the networks' interest in cooperating with the White House in putting the President on the air, he and others demurred when the President asked how he could best get his views across to the American people. That, they suggested politely, was his problem. CBS President Arthur Taylor, in the midst of discussion on formats the President might use on the air (the network people seemed to feel the real Gerry Ford came through best in a news conference setting), suggested that, more important than the how is the what of a presidential appearance—a remark some White House aides interpreted as, "Don't go on TV unless you have something to say."

That may have been a reference to the flap that developed when White House News Secretary Ronald Nessen leaned on the networks to obtain live coverage of the President's address to the Future Farmers of America in Kansas City—an event the network news executives had thought unworthy of live coverage. Mr. Nessen, who is reported to have written CBS's Mr. Taylor that he would not again make such a request for coverage, was at the luncheon. And he referred to the Kansas City incident, saying, "I learned a lesson."

Probably the knottiest problem discussed was how televised news conferences could be spared the bedlam created when reporters jump up and shout to get the President's attention. No one had an answer, and the White House aides who work with the media promised to study the problem.

The President indicated he was pre-
pared to discuss more than the networks' news operations. At one point he is said to have asked whether the network officials wanted to discuss "corporate" matters—which could have been an opening for a conversation on such subjects as the Justice Department's refiled antitrust suits against the networks (BROADCASTING, Dec. 16). However, no one mentioned that or anything else. Mr. Goodman is said to have indicated the luncheon might not be an appropriate format for the discussion of corporate matters.

The luncheon reportedly grew out of a suggestion from a White House aide and former CBS producer, Robert Mead, that the President meet the men who produce the nightly news shows and thus have a major impact on what the public sees and hears every night. The President thought the guest list should be expanded to include the network chairmen and presidents and top news executives.

So besides Mr. Taylor and Mr. Goodman, the guest list included William Paley, chairman of CBS: Elton Rule, president of ABC; William Sheehan, president of ABC News: Ernest Leiser, producer of the ABC Evening News; Richard Saban, president of CBS News; Paul Greenberg, producer of the CBS Evening News: Herbert Schlosser, president of NBC; Richard Wald, president of NBC News, and Ernest Crystal, producer of the NBC Nightly News. Leonard Goldenson, chairman of ABC, was unable to attend because of a prior commitment.

The meeting may not be the last of its kind. The President told his guests at one point, "I think we ought to do this again."

The luncheon was scheduled to last about an hour and a half. But the network officials were in the White House longer than that. White House Chief of Staff Donald Rumsfeld was briefing the press that afternoon on the reorganization of the White House staff, and Mr. Nessen invited the officials—from chairman of the board on down—to experience, live, a White House news briefing. And they did.

Bar committee deadlocks on public access as alternative to fairness rules

It falls one vote shy of supporting Jacklin 'open media' proposals

Members of the Federal Communications Bar Association and the American Bar Association do not seem likely supporters of any proposal advanced by Philip Jacklin of the San Jose, Calif.-based Committee for Open Media. Yet a committee drawn from those bars has come within one vote of recommending the submission of a petition to the FCC for a rulemaking modeled, in broad outline, after one Mr. Jacklin is urging. The vote was a 6-to-6 tie.

The proposal at issue looks to the adoption of a rule that would permit broadcasters, on a voluntary basis, to grant the public access to their stations' facilities in the event of a complaint of meeting their fairness-doctrine obligations.

The Jacklin Committee, which submitted its petition for rulemaking on the subject four months ago (BROADCASTING, Aug. 8), cited an active campaign on the West Coast to open up stations' facilities to the public. The Free Speech Messages that stations there and elsewhere in the country are carrying were a Jacklin idea. And some stations in California are the targets of Open Media petitions to deny that allegations that they have not provided adequate access to the public.

The FCBA-ABA committee was appointed by the two bars to work with the FCC on its re-regulation program. And the public-access programming idea was advanced in a committee meeting as a means of achieving the objectives of re-regulation in a substantive field, according to a draft of the proposed rulemaking that was under consideration. It would, the draft added, make it easier for stations to meet their fairness-doctrine obligations and assure that their programming would be responsive to local requests for time, while, at the same time, eliminating the need for commission adjudication of the substantive merits of a large number of fairness complaints on a day-to-day basis, thus avoiding the danger of the FCC's intrusion "in First Amendment rights."

The proposal was originally discussed at a meeting of the committee on Nov. 12. "Almost all of those present were in favor" of submitting the draft to the FCBA executive committee for its consideration as a proposal to the commission, according to a memorandum written on Oct. 28 by Mr. Naftalin, of the Washington law firm of Kotzen & Burt. However, because of the "limited number" of persons attending the meeting—he said last week it was "four or five"—the group agreed that the proposal could be acted on by all members of the committee and that a "reasonable time for objection" be made available.

"Significant objections developed even before I could recirculate the draft," Mr. Naftalin added in his memo. As a result, a second meeting was held on the matter, this one on Dec. 10. And, as a result of the ensuing tie vote, Mr. Naftalin decided against submitting the draft to the FCBA executive committee. And he agreed last week the proposal apparently is dead, as far as the FCBA-ABA re-regulation committee is concerned.

Mr. Naftalin, who was reluctant to discuss the committee's action—"it's an internal matter"—said he had thought the idea worth considering. But he said there was concern within the committee that, if a rule were adopted permitting public-access programs as a substitute for the fairness doctrine, the commission in time might make such programs mandatory. And some broadcasters, he said, "don't want to be common carriers."

Another who was present at the meeting said some committee members also felt that it would be inappropriate for a committee created to suggest a means of easing regulatory burdens to propose a rule that, in view of the "slippery slope" danger, could result in additional burdens. Then, too, some committee members felt that the proposal, if adopted, might remain as an unwanted vestige of the fairness doctrine if what seems to be a trend in Congress and the courts to eliminate the doctrine continues to a conclusion.

Mr. Naftalin declined to indicate the line-up on the issue. However, it was learned that he, with Gene A. Bechtel and Peter Tannenwald, two members of the Areni, Fox, Kintner, Plotkin & Kahn firm, joined with three "public interest" lawyers—Frank Lloyd and Curtis White, both of Citizens Communications Center, and Sheila Mahony, of the Cable Television Information Center—in voting for the proposal. The negative votes were cast by Jonathan D. Blake of Cowan & Burling: John P. Cole Jr. of Cole, Zylstra & Raywid; Mark W. Johnson of CBS; Richard Wycoff of the National Association of Broadcasters; Warren C. Zwicky of Storer Broadcasting Co.; and James A. Gammion.

House Commerce gets 30% change in membership

After election sweep, Democrats assigned 2-to-1-plus-1 majority

The House Commerce Committee next session will be joined by 13 new members, 11 Democrats and two Republicans. The new Democrats, selected by the Democratic Steering and Policy Committee, in order of rank on the committee are: James H. Scheuer (N.Y.), Richard L. Ottinger (N.Y.), Henry A. Waxman (Calif.), Robert (Bob) Krueger (Tex.), Timothy E. Wirth (Colo.), Philip R. Sharp (Ind.), William M. Brodhead (Mich.), W. G. (Bill) Hefner (N.C.), James J. Florio (N.J.), Anthony T. Moffett (Conn.), Jim Santini (Nev.).

The new Republicans, named last Wednesday by the executive committee of the Republican Committee on Committees in the House, are Representatives Carlos Moorhead (Calif.) and Matthew Rinaldo (N.J.). Their names are subject to approval of the full Committee on Committees, but Representative Samuel Devine (R-Ohio), member of the executive committee, said the Republican on the Commerce Committee, said their confirmation is almost certain.

Total membership on the committee will be 43, down one from this year, with 29 Democrats and 14 Republicans. That is a ratio of two Democrats to every Republican plus one Democrat, as prescribed by the House Democratic caucus (BROADCASTING, Dec. 9).
fection of the over-all House membership proportion. Altogether the Democrats gained four seats on the Commerce Committee, while the Republicans lost five from this year's make-up.

Four of the now-filled Democratic vacancies were due to election casualties; another three were caused by members moving to other committees—Representatives Henry Helstoski (N.J.) and J. J. Pickle (Tex.) to Ways and Means and Representative John Breckinridge (Ky.) to Agriculture.

On the Republican side of the committee, five members lost elections, one retired and one, Representative Barry Goldwater (Calif.), the only member of the Communications Subcommittee to leave so far, moved to the Public Works Committee.

The following is a complete list of the House Commerce Committee membership as it will look next year (with names in descending order of seniority in both parties):

Majority: Commerce Committee Chairman Harley Staggers (W.Va.), Torbert Macdonald (Mass.), John Jamman (Okla.), John Moss (Calif.), John Dingell (Mich.), Paul Rogers (Fla.), Lionel Van Deerlin (Calif.), Fred Rooney (Pa.), John Murphy (N.Y.), David Satterfield (Va.), Brock Adams (Wash.), W. S. (Bill) Stuckey Jr. (Ga.), Bob Eckhardt (Tex.), Richardson Preyer (N.C.), James Symington (Mo.), Charles Caney (Ohio), Ralph Metcalfe (Ill.), Goodloe Bryan (Mad.), Scheuer (N.Y.), Ottinger (N.Y.), Waxman (Calif.), Krueger (Tex.), Wirth (Colo.), Sharp (Ind.), Brobhead (Mich.), Hefner (N.C.), Florio (N.J.), Moffett (Conn.), Santini (Nev.).


NAB board slate to be set first week of new year

TV and radio board nominees to be selected by mail ballots, and they are due Dec. 30

Nominees for the National Association of Broadcasters board of directors will be known late next week, with all nominating forms due back from NAB members next Monday (Dec. 30). At stake are 13 radio board and six TV board seats.

This year, the elections for both boards are being conducted simultaneously by mail, a first for the TV board, whose members used to be selected during the annual NAB convention. Final ballots will be mailed to members Jan. 15, to be returned Feb. 6. Results will be announced Feb. 7.

Incumbents in 11 of the 19 available seats will be running for re-election. The remaining eight, having served two consecutive two-year terms, the maximum allowed under the rules, are ineligible for re-election.

On the radio board, the balloting will be for all odd-numbered district seats as well as one each in the four at-large market class. Final radio ballots will list the two top nominees for each seat. The final TV board ballot, on the other hand, will list the 12 top nominees to fill the six available seats, provided all 12 receive at least 25 nominations. The slots opening this year account for half of the elective TV board.

Incumbents on the radio board running for re-election include: Donald A. Thurston, WMNR-AM-FM North Adams, Mass., district one; Victor C. Diehm, WAZL (AM) Hazleton, Pa., district three; Clyde W. Price, WACT-AM-FM Tuscaloosa, Ala., district five; George L. Brooks, KCUE-AM-FM Red Wing, Minn., district 11; Stan Wilson, KEFZ (AM) Fort Worth, Tex., district 13; Wally N. Nelson, KXII-AM-FM Seattle, district 17; Virginia Pate Wetter, WSAO (AM) Havre de Grace, Md., class A market at-large; Edward D. Allen Jr., WDOR-AM-FM Sturgeon Bay, Wis., class D market at-large.

Radio board members not running for re-election include: Allan Land WHIZ-AM-FM Zanesville, Ohio, district seven; Richard D. Dudley, WSAU (AM) Wausau, Wis., district nine; William D. Shaw, formerly of KSFQ (AM) San Francisco, now of Major Market Radio Inc., San Francisco, district 15; Daniel W. Kops, WAVZ (AM) New Haven, Conn., class B at-large. TV board incumbents running for re-election are: Robert M. Bennett, WCVB-
Starr’s victory may be prelude to harder war

In offering winner of new format for WQIV: closer look at its finances by losers, FCC; renewal challenges

Starr Broadcasting last month was finally able to fight its way free of legal problems and switch the format of WCNR-FM (New York) from classical to rock - and the call letters to WQIV (broadcasting, Nov. 11). But Starr’s operations, as a result, are facing intense scrutiny, by opponents of the switch as well as by the FCC, as they test the validity of the reasons given for the controversial format change.

The commission staff has granted attorney’s for the WCNR Listeners Guild, which was established two months after the format change and had succeeded in blocking it temporarily, permission to examine the financial reports for Starr’s 15 broadcast properties for 1973, the year Starr purchased the New York FM from the National Science Foundation.

The action came over the objections of Starr - which had objected to the disclosure of WQIV’s financial report — and the FCC will probably be appealed to the commission. However, FCC Deputy Executive Director Stanley McKinley, in a letter to the Guild’s attorneys, said their request for permission to examine all of the Starr stations’ financial reports, at least for 1973, was justified on the basis of the financial representations Starr had made to support the format change.

Starr had not only said the station involved was losing money. It said the station had borne its proper share of the parent company’s general overhead expenses or any portion of the salaries of the Starr headquarters and affiliate personnel who were said to have been pressed into service in an effort in the FCC to make WCNR a viable operation.

Accordingly, Mr. McKinley wrote, “we believe that financial data contained in the forms filed by Starr for its broadcast subsidiaries for 1973 (the year in which the transfer occurred) are relevant to the issues in this proceeding.” However, he said no showing of relevancy had been shown to support disclosure of financial reports for other years.

Meanwhile, commission staff investigators are thought to have traveled to New York and to New Orleans, where Starr headquarters are located, to check into Starr’s contentions as to why the format change was necessary and to follow leads contained in charges filed with the commission by the Listeners Guild.

The citizen group, which petitioned the commission either to revoke the WCNR license or to order Starr to file an early-renewal application for the station (New York stations file renewal applications on Feb. 1, 1975), allegedly to show Starr’s program proposals when it acquired the station - that Starr had always intended.
to transform the station into a rock outlet. Starr has denied the charge. The group also claims that a "Save wncn" plan—designed to find a noncommercial FM that would adopt the wncn format and take over the station's music library—constituted a "fraud or deceit" on the public, another charge Starr has denied.

Starr's problems may become even more complicated in the next few months. The Listeners Guild has been publicizing the fact that Starr's renewal application for the FM frequency is to be filed Feb. 1, and will be subject to petitions to deny and to oppositions by those wishing to take over operation of the channel. The Listeners Guild plans to refile its charges in a petition to deny.

**Pressure lessens on Cox in Oakland**

KTVU's disclosure of its plans to public interest listeners to file a petition to hold up on prepared petition to deny

The dialogue route that the FCC has urged broadcasters and citizen groups to follow as a means of avoiding conflicts the commission must resolve has worked for Cox Broadcasting's KTVU-(tv) Oakland, Calif., and two local community groups. What's more, there is no formal agreement between the station and the groups of the kind that, in other cases, has prompted the commis-sioners to feel the broadcasters are surrendering responsibility to citizen groups.

The negotiations principally involved KTVU and Oakland Media, a public-interest group concerned with the manner in which the city's media cover Oak-land. But the Committee for La Raza Media Coalition and the Listeners Guild were also represented.

And, as a result of the talks, Oakland Media agreed to withhold a petition to deny that it had prepared, and the coalition dismissed a court appeal it had taken from the commission's grant without a hearing of KTVU's 1971 renewal application.

Oakland Media had complained to the station, among other things, about alleged deficiencies in KTVU's news coverage of the city and discrimination in the employment of news personnel on the basis of sex and race, but it dropped its plans to file a petition, it said in a letter to the commission, as a result of program proposals made by KTVU in its 1974 renewal application and their implementa-tion, and representations the station had made to it in a letter.

Oakland Media cited the station's free speech messages, and said the station has given notice that its new Sunday evening public-affairs program will deal primarily with minority issues and concerns, and added: "These and other representations have encouraged members of the public to believe that it is not necessary to turn to the commission for relief, at this time."

The letter to which Oakland Media referred was written by William A. Schwartz, KTVU vice president and general manager, and said that the station recognizes its obligation to serve the needs of the community and that the reporting of newsworthy events is con-sidered one of those needs. But the only change in prospect is in the manner in which the city would be covered.

As a means of improving that coverage, Mr. Schwartz said, the station would "experiment" with the use of "beats" in covering Oakland's "governmental and related civic matters." He said the station had principally employed "the general assignment method" of reporting in the city.

The dialogue route, for Oakland Media's concern about input in the news operation of "third world persons and women," Mr. Sch-wartz said such people are already em-ployed in responsible jobs in the newsroom—as reporters, writers, anchormen and cameramen. And, by "the very nature of their functions," he said, they do make a contribution and have an impact on the station's news operation.

Frank Lloyd, of Citizens Communications Center, who represents both Oak-land Media and La Raza Media Coalition, told the commission on behalf of Oakland Media that the group intended to continue its dialogue with the station "to see that these commitments are car-ried out in the public interest, and to seek redress from the commission if they are not."

And, in behalf of the coalition, he informed the commission in a separate let-ter that the appeal had been dismissed on the basis of the negotiations between KTVU and Oakland Media. "While not a formal agreement," he said it reflects an effort to avoid lengthy litigation before the commission and the courts.

However, KTVU's renewal troubles are not over. Still pending at the commission is a petition to deny filed in November by the Community Coalition for Media Change, which alleges discrimination against blacks in employment (Broad-casting, Nov. 4).

**Another adversary confronts Allbritton**

Group for balance in news media to file against Star transfers

For months, Washington Star Com-munications Inc. and Texas banker Joe L. Allbritton have been looking back over their left shoulders in uneasy anticipation of a petition to deny their application for the transfer of the Star's broadcast properties in Washington. Last week, it appeared an objection will come from the right.

The commission last week received a letter from the counsel for a group of Concerned Citizens for Balance in News Media asking for a 30-day extension of time, to Feb. 8, 1975, in which to file a petition to deny the application for the transfer of the com-pany.

The group includes upwards of 25 members and is growing rapidly in num-ber, according to its counsel, Jay Baraff. He said the members generally are con-servatively oriented and are concerned about perpetuation of "concentration of control of media" in Washington. The group feels the proposal to dispose of the stations offers an opportunity to assure greater diversity of media ownership in Washington, he said. The chairman of the committee is Donald Morency, a re-tired Navy officer.

The transfer involves WMAL-AM-FM-TV Washington, as well as the Evening Star-News, Washington's only evening newspa-per, and stations in Lynchburg, Va. (WLVA-AM-TV) and Charleston, S.C. (WLBB-AM). Mr. Allbritton already took control of the newspaper.

Until last week, the most likely source...
of a petition to deny the transfer application was three citizen groups in Washington D.C. The groups were the Panax Corp., owner of a string of 48 Midwestern newspapers, and who wanted to buy the Star-News without the broadcast properties, has been denying that he will seek to block the transfer. Mr. McGoff is represented by the same firm with which Mr. Baraff is associated, Stambler and Shinsky, and Mr. Baraff has been doing legal work for him in connection with the Star-News matter. Mr. Baraff said he would confer with Mr. McGoff to determine whether there is a "mutuality of interests" between him and the Concerned Citizens Committee.

In requesting the 30-day extension of the deadline for opposing the transfer, Mr. Baraff cited the "sheer volume" of the application which requires review. He also noted the "magnitude of importance of this matter requires that sufficient time be given to interested groups such as Concerned Citizens to make known to the commission their views concerning the negative public interest factors which would be involved in the perpetuation of media control in the Washington area."

**CBS 3, First Delaware 0**

The FCC Review Board has enlarged the issues against First Delaware Valley Citizens Television Inc., competing applicant for the facilities of WCAG-TV Philadelphia, and most of the Review Board denied the inclusion of additional issues against CBS Inc., the licensee of WCAG-TV.

First Delaware had requested that the issues be expanded to determine if CBS had misrepresented facts regarding its investigation of First Delaware's ascertainment survey. According to First Delaware, CBS used trickery to obtain affidavits designed to support its contention that First Delaware's ascertainment survey was faulty (Broadcasting, Aug. 5).

In denying the request, the board said, "inference and innuendo" would not support enlargement of issues, in the absence of specific facts.

The board said CBS's petition to the extent of adding issues to determine if First Delaware has reasonable assurance of the availability of its proposed transmitter site. Noting that CBS had "unequivocally" refused to lease its site to First Delaware, the board questioned whether First Delaware's plans to use the WCAG-TV transmitter site were valid.

The Review Board also excluded the financial issue directed at First Delaware, to include whether First Delaware has a $4-million bank loan commitment available. Though First Delaware received a firm commitment for the loan, the board noted that the loan would violate statutory limitations governing the amount a bank may lend. Banks are only permitted to loan a certain percentage of their capital and the $4 million figure was allowed if the maximum percentage the bank involved could lend.) The board concluded that First Delaware, as an applicant, must make a further showing of the availability of the loan.

**FCC errors claimed in Hernreich denial**

KAIT-TV counsel says role of ABC in alleged bribery wasn't considered, contends inconsistencies in decision

Attorneys for George T. Hernreich, whose application for renewal of KAIT-TV Jonesboro, Ark., was denied last summer, have charged the FCC on the ground that he bribed an ABC employee to obtain favorable changes in his affiliation contract, say the commission should consider ABC's role in the matter. Attorney Arthur Stambler, in a pleading filed with the commission, says ABC's proceeding was defective in a number of respects, including the commission's failure "to adequately justify, much less take any actions, respecting the role in these matters of ABC itself, which let its official (Thomas Sullivan) loose to prey upon these small and vulnerable affiliates in a manner raising the most basic regulatory questions as to others than Hernreich.

Mr. Hernreich was one of several licenses charged with bribery in connection with ABC affiliation agreements, and the only one of three who thus far went through a complete hearing to lose his license.

Mr. Hernreich claims he was the innocent victim of extortion and that he had brought the matter to ABC's attention through a consultant who was a former ABC official.

Mr. Stambler, who is associated in the case with former FCC Commissioner Covino, N. Minow and former FCC Commissioner Thomas Houser, filed the pleading as part of an effort to persuade the commission to direct its Office of Opinions and Review to order a unique formal hearing conference—to explore the "unusual, if not extraordinary, circumstances," surrounding the case. The pleading contends, among other things, that denial of the KAIT-TV license is "grossly inconsistent" with commission actions in "ABC-incident decisions involving KUPY-TV Dubuque, Iowa, and WJY-TV Jackson- ville, Ill., that the commission will not invoke the "death penalty" when, as occurred in the KAIT-TV proceeding, only four of the present seven commissioners heard oral argument, that the proceeding involves a "potentially embarrassing and/or explosive aspect to other parties, in- cluding the commission, beyond Hernreich—i.e., the ABC position—which never has been properly justified," and that results of the commission's rulings in the Hernreich proceeding have been inconsistent—a 3-to-2 vote to deny renewal of KAIT-TV a 5-to-0 vote to grant Mr. Hernreich a license to cover a construction permit for KFPW-TV Fort Smith, Ark.

Procedural errors are claimed, too, in connection with the commission's failure both to allow Mr. Hernreich access to a confidential inquiry into the episode and to permit him at the renewal hearing to show his public service activities to minority groups and his community, "notwithstanding that there are countless cases in which much more extensive and proved unlawful conduct" have not prevented "defendants" from showing their character and public-service record in mitigation.

Besides the request for a formal hearing conference, Mr. Hernreich has filed a petition for consideration of the KAIT-TV decision (Broadcasting, Aug. 26).

Mr. Stambler last week followed up the pleading for the formal hearing conference with a further request for permission to inspect the record in the confidential inquiry, this time on the basis of the recently adopted amendments to the Freedom of Information Act. Mr. Stambler contends that the amendments "make it clear" that Mr. Hernreich is entitled to the inspection he has thus far been denied. The act does not become effective until Feb. 19, but Mr. Stambler said that "technicality" should not be used as a reason for refusing Mr. Hernreich's request.

**Cottone faces hearing**

FCC to have outside judge preside at inquiry into misconduct charges

The FCC has ordered a hearing into charges of disruptive, disobedient, disrespectful and offensive conduct, which it referred last March against a Washington communications attorney, Benedict P. Cottone. The FCC also instructed its executive director to obtain the services of a federal or state judge, active or retired, to conduct the disciplinary hearing to be scheduled at a later date.

The charges stem from a 1972 hearing involving KAYE(AM), now KUPY(AM) Puyallup, Wash. Mr. Cottone was counsel for KAYE Broadcasters Inc., which at that time was seeking renewal of its license for KAYE. During the renewal proceeding, Mr. Cottone was excluded from participation in the hearing by FCC Administrative Law Judge Ernest Nash for allegedly disruptive conduct. The judge subsequently dismissed the KAYE proceeding for failure to prosecute the case in appropriate fashion (Broadcasting, Dec. 11, 1972).

The FCC's March show cause order cited seven counts of what it termed "unbecoming, unprofessional and unethi-
NOW seeks ammunition for '75 campaign

Women's organization goes to Pa. stations' files to check against last renewal promises

Three hundred Pennsylvania members of the National Organization for Women surveyed radio and television outlets in that state on Friday, Dec. 13, to determine station hiring and programming practices as Pennsylvania broadcasters enter their 1975 license renewal period.

Three-quarters of the state's stations were visited, according to NOW estimates. Volunteers wearing buttons reading "Liberate the Media NOW 12-13-74" checked station public records for affirmative-action commitments and percentages of minority-oriented programming, and compared this information with each station's promises in those areas in its previous license-renewal application.

Kathy Bonk, NOW's national media task force director, emphasized that stations that have previously made commitments to change hiring practices and improve women's programming and subsequently have not kept those commitments will be prime targets. Ms. Bonk asserted that many stations have promised improvements in renewal applications but, once a license has been granted, then they feel they really don't have to do anything.

NOW's goal of increased leverage on women's issues with broadcasters also led the group to expand its research into the results of the Pennsylvania survey. Information on exactness of logs, particularly verification of time devoted to public affairs and total spot time, was collected to add ammunition to potential NOW complaints. Denying that the procedure was excessive or unwarranted, Ms. Bonk stated that most stations that fail to meet commitments on minority issues are also falling down elsewhere. "Ultimately, one [violation] is somehow related to another," she claimed.

Action on the information collected should begin with a NOW Pennsylvania conference next month. A similar campaign is being organized in New Jersey, to begin around Feb. 1. Ranking of stations' performance and "some actions" are anticipated. NOW also is encouraging its members in states not facing renewal deadlines to begin examining their stations' files at once, with the goal of making such investigations an ongoing, and not simply a renewal period, process.

Clock runs out on Hill broadcast plan

A resolution (S. Res. 447) to authorize a one-year experiment with continuous radio and TV coverage of Senate floor proceedings is dead in this year's Senate despite sponsorship of such leadership heavyweights as Senate Majority Whip Robert Byrd (D-W.Va.) and Minority Leader Hugh Scott (R-Pa.).

Introduced two weeks ago by Senator Lee Metcalf (D-Mont.), the measure would have made some of the recommendations of the Joint Committee on Government Operations (BROADCASTING, Oct. 14) for continuous video and audio feeds of all regular floor proceedings, for use by both commercial and public radio and TV stations. It would bar the Senate from influencing the selection of materials for broadcast.

In remarks on the Senate floor, Senator Metcalf said the purpose of the bill is to encourage more broadcast coverage of Congress, which is currently being overshadowed by coverage afforded the President, and to give citizens an opportunity to see the legislature at work. There was no parallel legislation pending in the House.

Meanwhile, the Public Broadcasting Service's programming committee, meeting in San Francisco, urged that PBS sign on with Congress to help implement the test system if and when either or both houses adopt the plan. The Joint Committee on Government Operations, in its report, had recommended that PBS be invited to lend its expertise to the project. The PBS programming committee's recommendation still needs PBS executive committee approval.
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Edith Oliver in *The New Yorker* February 15, 1969

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Changing Hands

Announced
The following broadcast station sale was reported last week, subject to FCC approval:

- **KUHL-TV** Joplin, Mo.: Preliminary agreement reached for sale of 80% of common stock of Mid-America Broadcasting Inc., licensee, to Kansas State Network Inc. Terms were not announced. KSN hopes to acquire other 20% from remaining stockholders. Mid-America's principals, including Burl M. Garvin (11.64%), Virginia S. Hickey (8.23%), Jean F. Eberle Sr. (8%) and Dr. Albert Upsher (8%), are among those who have agreed to sell. Principals in buyer, G. M. Brown and Charles L. Brown families, own KARD-FM-TV Wichita, KCET-TV Great Bend and KGDL-TV Garden City, all Kansas, and KOMC-FM-TV McCook, Neb.-Oberlin, Kan. KSN also has interests in seven CATV systems in Kansas, Nebraska and Oklahoma and operates refrigerated warehouses in several Midwestern states. KUHL-TV is CBS affiliate, on ch. 16 with 2,040 kw visual, 410 kw audio and antenna 1,960 feet above average terrain.

- **WGKA(AM)** Atlanta: Sold by GGC Communications of Atlanta Inc. to WGKA Inc. for $250,000. Sellers, Alexander M. Tanger (100% common stock) and General Cinema Corp. (100% preferred stock), own WIP(FM) Philadelphia, KBKE(FM) Houston, WCCG(FM) Clear- land, WEF(M) Chicago and WGZC(FM) Atlanta. General Cinema, publicly traded company based in Boston, also has 85% interest in WCIX-TV Miami, along with diversified interests in theater chains and a bottling concern. Principal in buyer is Eathel Holley (100%) who owns WNEA(AM) Newnan, Ga. WGKA is daytimer on 1190 kzh with 1 kw.

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

- **KBOI-AM-FM** Boise, Idaho: Sold by Boise Valley Broadcasters Inc. to Kboi Inc. for $85,000. Seller (Robert W. Howell, 10.9%; H. Westerman Whillock, 5.3%; Mrs. Stanley King, 9.9%, others) will retain KBOI-AM Boise. Principals in buyer are J. Hobart Wilson (50%) and his son, Charles H. Wilson (24.3%). Buyer also owns KPNW-AM-FM Eugene, Ore., and 86% of KPAY-AM-FM Chico, Calif. J. Hobart Wilson has 5.9% interest in KZET-TV Eugene and KUSO-TV Salem, Ore., along with interests in several cable TV systems. KBOI is on 670 kzh with 50 kw day and 25 kw night; KBOI-FM is on 97.9 mhz with 17.5 kw and antenna 2,510 feet above average terrain.

A new way
The FCC has revised its procedures for amending the FM and television tables of assignment. The changes require that petitioners seeking to amend the tables must send copies of their proposals to all licensees and permittees that would be affected by the proposed change. The revisions also authorize submission of a draft notice of proposed rulemaking with the petition. Copies of comments addressing any such rulemaking must also be sent to the original petitioner and reply comments must be sent to those who have filed related preliminary comments. Additionally, the commission noted that counterproposals must be submitted in comments rather than later, in the reply-comment stage.

Lloyd prods FCC on KTTV renewal
CCC head says station’s concession to NABB are right and proper
With an eye on recent FCC actions regarding children’s television, Frank Lloyd, director of the Citizens Communications Center, last week expressed puzzlement, in a letter to FCC Chairman Richard E. Wiley, over the commission’s hesitancy to grant the renewal of KTTV(TV) Los Angeles’ license because the renewal application incorporates a commitment to National Association for Better Broadcasting to bar from its air certain programs on the ground they are unduly violent. Citizens has been representing NABB in connection with the agreement with KTTV.

Mr. Lloyd noted that the commission’s report on children’s television issued last month recognized the need for positive licensee response to the special needs of children. And he cited the meetings Chairman Wiley and members of the commission’s staff are having with network officials on protecting children from televised violence (Broadcasting, Nov. 25, et seq.). Both actions, he said, seem inconsistent with the commission’s apparent reluctance to renew KTTV’s license because of the agreement with NABB.

The commission’s concern in connection with the KTTV-NABB agreement has been over whether the station has surrendered any of its authority to make program judgments. Mr. Lloyd said KTTV, in the negotiations with NABB, had objected to including some programs on the banned list, and they were not included.

In any event, he said, “it should be at least as legitimate—and even healthier—for the laudable goals shared by you and the NABB to be achieved through community dialogue and individual licensee response to local needs,” Mr. Lloyd wrote. “Surely that process is less of a threat to the proper exercise of licensee discretion and First Amendment principles than direct national pressure from the head of a federal agency with the power to withhold broadcast licenses.”

Mr. Lloyd also said approval of the agreement would be an appropriate matter to include in the report the commission has been directed by the Senate and House Appropriations Committees to

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submit to Congress by Dec. 31 on what has been done to protect children from televised violence.

Reporting such an action to Congress, Mr. Lloyd said, "will do as much to show the commission's commitment to progress in this area as demonstrating how heavy-handed government 'suggestions' in negotiations with network executives have led to 'voluntary' reform."

**Media Briefs**

Mississippi memorabilia. Mississippi Broadcasters Association has launched drive for items relating to early radio in state. Materials—photos, logs, clippings and other mementos—will become part of radio-TV museum in old capitol at Jackson. Among items already collected is first (1924) radio transmitter in state at 10-watt KFNG(AM). Coldwater, donated by family of late Hoyt Wooten. Bob McRaney Sr., WROB building, West Point, Miss. 39773; (601) 494-1450.

**One less form.** Broadcasters and cable operators are no longer required to submit political broadcasting/cablecasing reports (form 322) to FCC. Commission action came as result of 1971 Federal Election Campaign Act and 1974 Federal Election Campaign Act Amendment, which assign collecting of such information to other government branches.

Tardiness charged. Storer Broadcasting Co., licensee of KGGS-AM-FM, Los Angeles, has petitioned FCC to dismiss petition to deny filed by Los Angeles Women's Coalition for Better Broadcasting as untimely. "Thirteenth hour effort," argued Storer, came after public announcement of license grant and over month after Nov. 1 deadline for California period to deny. Petition alleged sex bias in employment.

A look at FM's. Close to one-third (32.5%) of FM stations responding to biennial survey of National Association of FM Broadcasters said they stress their "uncluttered" image by promoting commercial-less program periods. Over-all, respondents averaged 10 spots totaling eight commercial minutes per hour. These are among findings in 32-page report and directory currently being circulated to NAFMB members. Survey also found that beautiful music/easy listening had replaced middle of road as most widely used FM format (Broadcasting, Oct. 7). Report is available to NAFMB nonmembers at $10 per copy from NAFMB, 420 Madison Avenue, New York 10017.

**We, too.** Metromedia Inc. and Rust Craft Broadcasting Co., both group broadcast owners, have requested FCC to refund fees they paid under 1970 fee schedule, since struck down by Supreme Court. Noting FCC decision to refund cable fees, broadcasters saw no reason why refund policy should not extend to them. Metromedia sought $691,101.78 in annual, license and transfer assignment fees it paid since adoption of 1970 fee schedule. Rust Craft also sought "full recovery" plus 6% annual interest. If some fees can be shown to be in accord with court decision, Rust Craft submitted, it would seek refunds amounting to all fees paid minus those portions held legal.

**Belt-tightening at BBC.** Rising costs have prompted the BBC to announce a reduction in television and radio programming in 1975 that will save about $2.31 million. A BBC spokesman in New York said that in addition to cutting back on programming, the organization may have to dismiss some employees because of a growing deficit that could amount to $46 million by next March. He noted that the BBC has asked the government for permission to increase set-licensing fees, which now amount to $17 a year for black-and-white receivers and $28 for color, by about $4.31. There were more than 17 million license holders in Britain at the end of 1973.

**Unity in public TV; Killian drops bomb**

Resignation announcement surprises joint meeting in which CPB, PBS take steps to eliminate differences

Cordiality and cooperation marked a Dec. 16 meeting of the board of the Corporation for Public Broadcasting and the board of governors of the Public Broadcasting Service. With the reported tensions between the two groups notably absent, emphasis was placed on partnership and improved communications between the boards.

Among the decisions reached was agreement on an $18-million-target funding level for the second station program cooperative (SPC II). CPB will allocate $5 million to the project, up from its earlier commitment of $3.8 million. That figure is expected to be matched by a Ford Foundation grant, with the balance to come from public television licensees.

While no other major questions were resolved at the meeting, a commitment to a mechanism for ongoing solutions to all joint problems apparently was made, with agreement that a joint partnership committee will review and clarify each organization's responsibilities, and will coordinate work between committees of both groups on joint projects.

The surprise of the session was the announcement that CPB Board Chairman James R. Killian Jr. has resigned, effective Friday, Dec. 20, and is being replaced by Vice Chairman Robert S. Benjam in (see "Headliners," page 9).

**CBS pumps $1 million into public TV**

Network specifies that PTV outlets in cities where it has O&O's are to get $750,000; CPB will get rest

CBS Inc. is giving $1 million to the Corporation for Public Broadcasting to be divided among the public TV stations in the five cities where CBS owns and operates TV stations: New York (WNET-TV); Philadelphia (WHYY-TV); Chicago (WTTW); St. Louis (KETC); and Los Angeles (KCET). Each station will receive $150,000 over a three-year period. CPB itself will receive $250,000 over the same period for audience research and for a "study of means for attracting additional individual support" for the system, a CBS spokesman said. Announcing the grant last Wednesday (Dec. 18), William S. Paley, CBS chairman, said it actually represents a far greater income because government matching funds could be obtained.

The grant is CBS's second to CPB; the first, also for $1 million, was in 1968. Mr. Paley said the second contribution "symbolizes CBS's recognition of the vital role public television continues to play in assuring the pluralism of U.S. communications and in further-
ing the development of the art of broadcasting." In fact, Mr. Paley said that CBS's total contribution to CPB in funds and equipment represent "some $5 million."

"From the outset," the CBS chairman said, "CBS has felt that greater resources would enable public television to exercise more effectively and encourage more opportunities for the development of new talents and help advance the capabilities of all broadcasting."

Acknowledging the CBS grant, CPB's chairman, James R. Killian, said he hoped it would "launch a new chapter of public support through individual contributions" and added that "we now look forward to a new public awareness of both the need and the opportunity" to expand contributions and support to public television.

Montgomery tosses in towel

Representative G. V. Montgomery (D-Miss.), who attempted to force House Commerce Committee Chairman Harley Staggers's (D-W.Va.) hand on the license-renewal bill two weeks ago, backed down last week, saying he hoped the "majority will prevail in the next Congress."

Mr. Montgomery had hoped that his last-minute power play would prompt Mr. Staggers to appoint conferees on the renewal bill, thereby setting the stage for its passage (BROADCASTING, Dec. 16). But last week he freed the bill he was in effect holding hostage, a bill dealing with arthritis research, saying he supported the arthritis bill and realized that time had run out on the renewal bill.

Meanwhile, Grover Cobb, senior executive vice president of the National Association of Broadcasters wrote NAB members in NAB's weekly newsletter that the renewal bill fight had been lost this year, but would continue next year. "Despite every legitimate effort by NAB," Mr. Cobb said, "the House conference committee was not appointed." He noted that "the vast majority of Congress was persuaded that license-renewal legislation was needed," and exhorted NAB members to write their congressmen urging that the bill be given first priority next year.

Agency reform comes to halt

With both houses of Congress set to adjourn last Friday, countless "nonsensical" pieces of legislation were withering and dying, among them the proposals for a new national commission to study ways to streamline and cut down on the inflation-sustaining activities of the independent regulatory agencies, of which the FCC and the Federal Trade Commission are two (BROADCASTING, Nov. 25).

While none of the bills and resolutions for a commission on regulatory reform ever got out of committee, one related measure, to "restore the independence of certain regulatory agencies" at least made it to the Senate president's table, but was never debated or passed. The bill, sponsored by Senator Lee Metcalf (D-Mont.), would have "restored independence" by requiring seven regulatory agencies, the FCC and FTC among them, to submit their budget estimates and legislative suggestions directly to Congress, with copies to the Office of Management and Budget. As it is now all such transmissions must be passed on by OMB before being sent to Capitol Hill. It would also have permitted the seven commissions to go to civil court in their own name with their own lawyers, something the FCC can do now.

Trouble in Tucson

Walton Broadcasting Inc.'s application for the renewal of KIKX(AM) Tucson, Ariz., has been designated for hearing to allow the FCC to study the station's broadcast of a "kidnapping" as part of a promotion. The commission also told Walton that if a denial of the renewal application is not warranted, a determination would be made regarding other alleged rule violations, with possible forfeiture of up to $10,000.

The hoax broadcast was part of a KIKX publicity contest, in which false newscasts concerning the kidnapping of a "missing" KIKX disk jockey were aired, the FCC charged.

Aside from that, the FCC set for hearing other issues including alleged violations of program-logging and sponsorship-identification rules, and whether adequate

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Geller wants tighter lid

The FCC's former general counsel and constant correspondent, Henry Geller, has urged the commission to prohibit off-record contacts in all rulemaking proceedings that involve "resolution of conflicting private claims to a valuable privilege." Rulemakings dealing with prime-time access and pay cable would be specifically included under his proposal. Mr. Geller, who is now with the Rand Corp. but who submitted his petition to the commission in his former name, said the rationale that applies is same as that stated by the U.S. Court of Appeals in Washington in 1959 in the Sangamon case, in which the FCC was directed to ban off-record contacts in rulemakings involving television-channel allocations among communities. "Basic fairness" requires the ban, Mr. Geller said, adding that his argument is based not only on law but on policy considerations; the Sangamon application would prevent a "last minute flurry of frenzied lobbying by the interested industry representatives when word of the incipient commission action is 'leaked.'"

Mogul blows bugle for AM

The formation of an AM broadcasters' association and increased compensation rates for agencies and station representatives were advocated last week by Emil Mogul, executive vice president of Screen Gems Radio Stations Inc.,as means of boosting radio's revenues.

He told radio executives attending his annual yearend luncheon in New York last Wednesday (Dec. 18) that an AM association is vitally needed. He said the NAB does not adequately attend to the problems of radio since it concentrates heavily on TV.

Mr. Mogul argued for increasing the compensation rate to agencies from 15% to 20% "as a means of overcoming the agency contention that handling radio is too costly." Similarly, he proposed that compensation rates for reps be raised in return for developing new business.

He questioned the claims of representatives and agencies that there is not sufficient radio research. But he went on to suggest that the Radio Advertising Bureau develop a plan for establishing a continuous rating service funded by the industry and "sold to agencies, advertisers and stations to make it as profitable a venture as possible for ARB." Mr. Mogul praised RAB for its efforts in promoting the values of radio advertising.

**Tradition is defied as ad budgets stay uncut in recession**

**Experts predict more gains for TV and movement in national radio as advertisers try to beef up sales and protect their shares of market**

Television is closing out 1974 with its business strong and its prospects for further gains in 1975 rated excellent, despite the recession.

Several grounds for optimism were apparent last week. Among them:

- First-quarter buying on the TV networks will hold steady ("Closed Circuit," Dec. 16), putting to rest any fears that the market might soften at the outset of network TV's second season.

- Agency officials confirmed network sources' reports of continuing heavy buying for the first quarter of 1975 and said network rates not only were holding up in some cases may be slightly higher than last fall.

- Spot TV leaders and agency executives agreed that spot sales, building since midyear after a desultory first half, remain strong and will carry spot TV's 1974 billings, like network revenues, to record highs.

- Advertisers were resisting the urge to trim their budgets under recessionary pressures.

It had been noted before that advertisers were tending to keep their budgets intact, or at least had not ordered the cuts they traditionally had made when times got tight (Broadcasting, Nov. 25).

But the phenomenon was cited repeatedly last week by long-time observers who said they had never witnessed it on this scale before.

Dr. David Blank, economics and research vice president, CBS/Broadcast Group, told a seminar for Wall Street analysts that "as recently as the mini-recession of 1967, companies were grabbing dollars [away from their advertising budgets] to protect their profit positions, but that this time even the car manufacturers, suffering as much as anyone, have not diverted advertising money on any significant scale.

He also said the period for cancellations of first-quarter network contracts had passed with no "perceptible cancellations."

Charles A. Batson, president of the Cosmos Broadcasting group, speaking at the same seminar, said "in our experience, advertising budgets have not been disturbed the way they have been in the past" by what he called "treasurer's syndrome." He wasn't saying broadcasting would be "unscathed," he said, but that perhaps it would suffer less than some other media.

Donald E. Evanson, vice president and media supervisor at J. Walter Thompson Co., told the same seminar that thus far "clients have said we must cut advertising." He indicated that in fact the advertising budgets in most cases are locked in. Carl Spielvogel, vice chairman of the Interpublic Group of Companies, offered substantially the same assurance at an earlier session.

All were careful to knock wood, however. As Dr. Blank put it, "I can't guarantee tomorrow, but today it's still true."

To the extent that anyone attempted to explain why advertisers have not succumbed to the temptation to cut, the rationale centered on such factors as maintenance of brand shares of market and unwillingness to risk giving a competitor an advantage.

JWT's Mr. Evanson suggested that a "critical" time for further advertiser de- cisions may be next or July, but that there will be a further testing of the market when the TV networks start selling their 1975-76 schedules in March or April. If agencies and advertisers think the market is soft at that time, he said, they will commit only a small portion of their new-season budgets but hold the rest in hopes of getting substantially lower rates as September's opening of the new season approaches.

He thought that advertiser commitment for the fall market would measure "a fair amount of stability" for the networks at least through the first half of 1975, although he thought prices on any unsold inventory might weaken.

The seminar, sponsored by the Wall Street brokerage firm of Auerbach, Pollak & Richardson, also heard forecasts that unanimously anticipated further sales gains for TV in 1975.

Dr. Blank, who thought it "a reasonable expectation" that the economy should begin more normal by the recession by next summer, anticipated a 5%-6% gain for network revenues in 1975, a 4%-6% gain for spot and 8%-10% gain for local. These would be substantially lower gains than those he estimated as having occurred in 1974-9% or 9%-plus for network, around 10% for spot, 13%-15% for local — but nevertheless would represent "positive growth," Dr. Blank said.

He said TV has performed "quite superbly" in 1974, considering that the economy has been declining all year, and that the "tone" of TV's three markets — network, spot, local — remains strong, showing "no perceptible, significant reduction in demand."

The Cosmos group's Mr. Batson was also bullish. He said John Blair & Co., station rep firm, is predicting a 5.3% rise in spot sales for 1975 on top of an estimated 10% gain in 1974.

The most detailed analysis, however — and the most bullish for broadcasting — came from Robert J. Coen, a McCann-Erickson vice president and long-time advertising forecaster.

He told the Auerbach seminar that in
terms of national advertising, TV in 1974 did better than he had predicted a year ago, with network TV gaining 10%; spot TV 6%, newspapers and magazines 5% each, and wire radio holding even with 1973 levels. Local advertising in total gained about 5%, he estimated, with local TV advancing at double that rate.

Mr. Coen analyzed the advertising behavior of major product categories during two prior recessions and found them almost uniformly favoring TV, usually more so than print media.

In the 1960-61 recession, for instance, food advertisers boosted their major media advertising by 6% in 1960 and added another nine percentage points in 1961 and three more in 1962. In the same period, localities advertising rose equally sharply in 1960 and 1961 and even more steeply in 1962, with the increases "principally due to larger spot and network television budgets." Drugs and remedies advertising went through similar boosts during the same recession, and "their over-all increase resulted from a 50% gain in network television expenditure and a 40% gain in local advertising. The increase in network expenditure didn't rise much, but "most of the upward movement was due to increased expenditures for spot television advertising" by beers and wines.

In the 1969-70 recession, Mr. Coen found similar trends in spending by three of the four categories, but food advertising fluctuated—for reasons that Mr. Coen said he does not expect to recur.

"The explanation of the foods trend [in 1969-70 recession] lies in the changes in television spending. By 1968 television had grown in importance and accounted for about three-quarters of the budget for these advertisers. As a result of the slow down in the economy and the declining profit margins, the food advertisers began to hold back on the purchase of print advertising space and also for spot television time, but [their] network television expenditures continued to increase until 1971. The balance between the supply and demand for television time was abnormally distorted in 1970 and 1971 because of the ruling against cigarette advertising after December 1970. This combined with the poor profit conditions for many major product categories, and I believe that it was quite unique and it is not likely to occur in 1975."

Mr. Coen thought the current recession would keep 1975 advertising growth to "modest" proportions of about 6.1%, and "reductively" offered projections for individual media. Among them:

"I believe that national advertising expenditures in the broadcast media will be up by 8%. Network television and spot television should both show increases of approximately this magnitude or higher. National radio advertising appears to be moving upward from the plateau levels of the past two years, but the rate of increase will probably be quite a bit lower than the over-all average.

"The trend for broadcast advertising appears to be much better than it was a year ago when the indicators suggested that spot television and radio would experience a slowdown in demand and a softening of prices. This year the current momentum is upwards and present indicators suggest that demand will be maintained with prices rising or at least stabilizing.

"I believe that national budgets in magazines and newspapers — national print — will be up 6%.

"Local advertisers' expenditures for radio and television schedules are expected to continue their upward trend although the rate of increase may slacken . . . on balance local advertising spending [in all media] will probably not show quite as much gain [estimated 5%] as national [estimated 6%] . . .

"Most media will post revenue gains that fall behind the rate of increase in inflation. Television is the only medium that will probably show advertising revenue gains in line with the dollar increases being forecast for most segments of the economy.

"If the economic news improves significantly in the near future there could be a sharp upturn in advertising in the fourth quarter of 1975 and a revised, more optimistic outlook might emerge. Otherwise we will have to wait for the 1976 bicentennial presidential election year for the next sizable expansion in advertising budgets."

A plan to sell more spot TV in smaller markets

Oklahoma telecaster setting up One-O-One Network that will utilize some entirely different concepts

A new sales network, to specialize in selling national spot advertising on TV stations below the top 100, is being developed by Bill Hoover, president of KTEN-TV, Ada, Okla.

He said the group would be called the One-O-One Network and that it would seek to correct the current situation wherein markets from number 101 on down represent approximately 18% of the country's TV homes but receive only 9% of national spot business.

In going after the extra 9%—which, he said, in itself represents $120 million a year—Mr. Hoover said the One-O-One in essence will sell television markets, rather than stations, and will sell advertising delivered on average costs for average audiences in designated dayparts, rather than specific spot location.

This approach involves several departures from conventional spot sales practices.

For one thing, stations will agree to accept payment on the basis of average audience in the daypart in which spots are ordered, but will schedule the spots in the highest rated availability within the daypart.

The cost to the advertiser will be the same (per thousand, per rating point or whatever) as the average that the advertiser obtained in the top-100 markets in the same campaign.

There will be no make-goods; if a station fails to run spots within the period ordered, the advertiser will not be charged and the station will not be paid. Agencies will receive a 10% "service fee" in lieu of the conventional 15% agency commission.

Advertisers will be required to buy at least 20 markets.

Affiliation will be nonexclusive within a market. One-O-One will undertake to divide orders for a given market as equitably as it can among its affiliates in that market, but the network's word will be final. One-O-One will not, however, place business on stations not affiliated with it.

Sixty percent of spot sales revenues will go to the stations. The network's 40%, Mr. Hoover said, will include the 10% to be paid to agencies, as well as costs, expenses, advertising, taxes and other expenses.

Mr. Hoover said the arrangements between the networks and buyers would
make buying these smaller markets easy and at the same time assure the buyers that they are getting as good value, dollar for dollar, as in the top markets.

He said that thus far stations in 15 markets had been signed as affiliates and that selling to advertisers would begin as soon as 75 markets are set, which he hopes will be by next March. The affiliation contract also envisages that One-O-One may from time to time provide program material to its affiliates, but apparently the network’s first emphasis will be on sales.

Mr. Hoover said David Hunt, who has been identified with distribution of the Jimmy Dean syndicated TV series, has been named South and Southwest regional sales manager for One-O-One, and that Robert J. Walton and Frank Mangun of Walton Broadcasting Sales have been named North Central regional sales managers. Mr. Hoover plans to handle sales in the mid-Central region, including the St. Louis market, from his office at Ada.

Iowa studies curbs on utility advertising

Nicholas Johnson, chairman of the National Citizens Committee for Broadcasting, last week urged the Iowa Commerce Commission to adopt a proposal by its staff that would require public utilities to reveal in their advertising how much of its costs are paid by utility users.

Mr. Johnson, in an appearance before the state commission in Des Moines on behalf of several consumer groups, also advocated a rule requiring utility advertisers to buy equal time or space for nonprofit groups to use for the presentation of contrary points of view. Mr. Johnson is a former FCC commissioner.

CHEVRON, CROWN ADS LABELED BY FTC AS ‘MISLEADING’

Commission overturns ALJ’s finding in Chevron case, says commercials for both gasolines were exaggerated but does not order corrective advertising

Standard Oil of California, maker of Chevron gasoline, and Crown Central Petroleum Corp., Baltimore, maker of Crown gasoline, have falsely advertised that additives in their gasolines will produce pollution-free exhaust, the Federal Trade Commission ruled last week. The FTC ordered the firms to cease making such claims in their advertising, much of which has been in broadcasting.

In both cases, the commission found evidence that the additives are effective to “some degree,” but that the advertisers made claims that far exceed even the most favorable interpretation of the evidence. It said in both decisions, “the development of a product with laudable characteristics does not grant a license to exaggerate its effectiveness.”

The commission in the Chevron case was reversing an earlier administrative law judge decision in favor of the advertiser.

At issue in the Chevron case were five television commercials and “numerous related radio and print ads” for the additive F-310 that were disseminated in 1970. Each of the TV commercials, using before-and-after comparison tests, claimed that just six tanks of Chevron gas produced the dramatic contrasts depicted. In two of them, for example, the “before” sequences showed transparent bags filling with black exhaust smoke. Then, after six tanks of the Chevron gas, the same test was repeated, and in this after sequence the smoke, like the bag, was transparent.

But, said the commission, the elimination of black smoke did not mean that other pollutants such as unburned hydrocarbons and carbon monoxide were eliminated by virtually 100%, as Standard of California implied. “In fact,” the commission said, “the automobile pollution problem where it exists is, at best, only partly relieved by F-310, and implications that a 100% or near 100% remedy can be achieved are greatly exaggerated and materially misleading.”

The commission continued, “The challenged F-310 advertisements are examples of the type of advertising which focuses on serious anxieties of consumers resulting from heated public discussion of issues such as environmental protection. . . . In our opinion, it is incumbent upon advertisers who seek to advance their own interest in even partial reliance on such serious consumer concerns to exercise an extra measure of caution in order to be certain that their representations to consumers will not deceive or mislead.”

But the commission balked at ordering corrective advertising, saying, “the evidence is inconclusive on the residual effects of the advertising in the minds of consumers. And the state of the record fails to justify entry of a corrective advertising order.” Nor did it order corrective ads by Crown Central to remedy the claims it made in 1971 about its additive, “CA-101.”

In a reply to the FTC ruling, Standard of California’s advertising agency, BBDO, said the decision will be appealed in the courts. BBDO said, “the record in this proceeding simply does not support the commission’s interpretation that SOCAL and BBDO attempted in any way to ‘create in the consumer the ads in question had the capacity to deceive.’”

The record shows, BBDO said, that the Chevron ads never claimed the additive would produce pollution-free gas. What was said, as in the case of one commercial, was that Chevron-F-310 is “a significant step in the reduction of exhaust emissions from dirty engines.”

The record further shows, BBDO said, that Standard of California and an independent laboratory conducted extensive tests which verified that F-310 is “effective in preventing and removing internal engine deposits and reducing exhaust emissions.”

(In 1970, a fairness-doctrine complaint was filed against five television stations that carried Chevron F-310 spots. The complaint was on the grounds that the ads were misleading and deceptive. After five years of proceedings in the FCC and the courts, a unanimous three-judge panel ruled last July that the case involved the narrow issue of the efficacy of F-310, and that in itself was not of controversial public importance and subject to the doctrine [Broadcasting, July 1].)
NARB wraps up case against Sperry-Rand
Shaver maker agrees not to use ads directed at competitor Schick

The National Advertising Review Board announced last week that a complaint against the Remington Electric Shaver Division of Sperry Rand Corp., Bridgeport, Conn., had been dismissed after the company pledged not to use in the future disputed comparative advertising directed at a shaver product of Schick Inc., Los Angeles.

The review of the Remington advertising was begun by the National Advertising Division of the Council of Better Business Bureaus, the investigative arm of NARB, in the fall of 1973. NAD asked Sperry Rand for data to support its claims made in TV and print advertising that the Remington Mark III "took off an average of 15% more hair than Schick" (Schick's Flexomatic 400). At that time Remington declined to submit additional data to NAD to establish the truthfulness of its advertising or to agree to desist from making the challenged claims.

NAD appealed the matter to NARB for adjudication last July and Sperry Rand refused to appear before a five-man panel of the board (BROADCASTING, July 15). Subsequent to the appeal, Sperry Rand assured NAD it has discontinued the disputed advertising and would make no further use of it. At the recommendation of NAD, the NARB panel dismissed the complaint. (NARB noted that Sperry Rand declined to appear before the panel because it has brought suit against Schick, and Schick has sued Sperry Rand in cases involving comparative advertising.)

It's been a long time. For the first time in 20 years, Sid Caesar and Carl Reiner are working together. They will appear in a series of TV commercials for Simmons Co., New York (Maxipedic mattress) that will begin in 15 major markets in February 1975. They last teamed up on NBC-TV's Your Show of Shows in 1954. In the two 30-second TV commercials, Mr. Caesar plays his "mad professor" character from the old variety series while Mr. Reiner portrays a mattress salesman. The team created the scripts themselves after being supplied with guidelines by the J. Walter Thompson Co., New York. Retail outlets will use 60-second radio spots and TV materials on a co-op basis.

NAB-RAB unit wants bigger cut for radio

Members of the National Association of Broadcasters-Radio Advertising Bureau liaison committee agreed they should "vigorously" pursue ways of eliminating what they see as discrimination against radio in some cooperative advertising. Such practices, they said, frequently result in noncompetitive situations among local retailers and deprive large segments of the general public of valuable product information.

At the meeting in Washington last week, RAB President Miles David and Executive Vice President Robert Alter reported progress on a planned cooperative information exchange among radio stations designed to help combat the problem.

The NAB reported that committee members were "extremely critical" of the U.S. Postal Service's lack of action on its earlier promises to include radio in postal advertising campaigns and they questioned the "good faith" of the Postal Service's representations. They directed that the matter be "drawn forcefully" to the Postal Service's attention at the highest levels.

The committee will also continue trying to secure military-recruitment advertising for radio with an education campaign directed toward the Armed Services committees of Congress.

FTC's Rosch admits difficulties in making nutritional disclosure

Consumer Protection Bureau head also tells Washington gathering that he backs stronger staff report

Presentation of an advertised food's nutrients, to the extent the Federal Trade Commission has proposed, can be accomplished in a 30-second broadcast commercial, but in a 10-second commercial, "I'm not sure it can be done." That was the opinion voiced last week by the director of the FTC's Consumer Protection Bureau, J. Thomas Rosch.

Answering questions at a gathering in Washington of advertising executives and members of the Food and Drug Law Institute, Mr. Rosch suggested that advertisers simply should not volunteer nutritional claims about their products in 10-second ads. The proposed rulemaking the FTC unveiled last month (BROADCASTING, Nov. 11) would require that food advertisers back up all nutrition claims with standard nutritional data.

At the same time the proposed rule was released, the commission released another set of recommendations by the FTC staff, not endorsed by the commissioners (although that is possible), but aired for the sake of public comment. The FTC staff report recommended that "affirmative disclosure" of nutrient data be required in virtually all food ads even if the advertiser only wants to say his food tastes good.

Mr. Rosch said that he personally subscribes to the stronger staff report, although he said he cannot go along with the staff's recommended form of disclosure. "One of the things I feel certain about," he added, "is that a very respectable argument can be made that the commission has the authority to require

BAR reports television-network sales as of Dec. 8

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<tr>
<th>Day parts</th>
<th>Total minutes week ended Dec. 8</th>
<th>Total dollars week ended Dec. 8</th>
<th>1974 total minutes</th>
<th>1974 total dollars</th>
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<tr>
<td>Monday-Friday</td>
<td>Sign-on-10 a.m. 110</td>
<td>$629,500</td>
<td>3,639</td>
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<td>10 a.m.-6 p.m. 1,010</td>
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<td>Sign-on-6 p.m. 312</td>
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<td>3,005,700</td>
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<td>6 p.m.-7:30 p.m. 15</td>
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<td>654</td>
<td>10,057,000</td>
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<td>99,373</td>
<td>$2,095,244,100</td>
<td>$1,907,682,300</td>
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</table>

Source: Broadcast Advertisers Reports

Broadcasting Dec 23 1974
this exceptionally affirmative information."

An example of the type of disclosure recommended by the FCC staff is the following directive for foods making nutrition claims on their labels: in a TV commercial lasting 30 seconds or less, the video portion must show for at least six seconds the identities and amounts of four standard nutrients present in a single serving of the food in amounts of 10% or more of the U.S. Recommended Daily Allowance and the number of calories per serving. Or, alternatively, the video portion should show for a minimum of 15 seconds the nutrition information required to appear on the food's label. If the food does not contain at least one nutrient in the amount of 10% of the U.S. RDA per serving, then the ad should state visually and verbally that the food does not contain any vitamin, mineral or protein in the amount of 10% of the RDA.

The same directives would hold true in commercials longer than 30 seconds, except that in the first alternative, the video would have to show eight nutrients in the amount of 10% or more and hold that disclosure for 12 seconds. In either alternative, the audio portion would have to disclose the names and amounts of four nutrients present in 10% or more and the number of calories per serving.

Mr. Rosch said hearings on the commission's proposed nutritional advertising rule and staff report will take place in May or June of 1975. The final date for filing comments is Feb. 5, 1975.

QUALITY TALKS FOR KGMC
Englewood, Colorado

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

Business Briefs


Bic message. Bic Pen Corp., Milford, Conn., has named Wells, Rich, Greene, New York, as agency for all of its domestic consumer advertising, effective Jan. 1. WRG has been handling Bic Banana line of porous-point marker pens and Bic Butane disposable lighters, which account for about two-thirds of company's domestic advertising budget of approximately $9 million, virtually all in TV. WRG replaces N. W. Ayer, New York, on Bic's ball point pens and on Bic pantyhose, which is being tested in two markets.

Warning up to Ogilvy. Ogilvy & Mather, New York, has been named agency for Prestone antifreeze of Consumer Products Division of Union Carbide Corp., New York, replacing William Esty Co., New York. Account has been billing slightly more than $3 million, of which about $2.8 million is in TV.

Message from Garcia. In its first use of television, Garcia Corp., Teaneck, N.J. (sports equipment manufacturer), will launch 90-market, 26-week spot TV campaign in mid-January. On behalf of its fishing equipment, Garcia will co-sponsor half-hour syndicated series, The Sportsman's Friend, with Harold Hensley as host. Agency is Bariekan Advertis- ing, Kansas City, Mo.

Resolved. National Advertising Division of Council of Better Business Bureaus resolved 17 challenges to national advertising during November, including six involving TV and one radio. NAD reported substantiation of claims made in TV commercials for American Express Co. (credit cards), John H. Breck Co. (Breck Hair Color) and Gillette Co. (White Rain shampoo and hairspray) and one on radio for Jimmy Dean Meat Co. (Jimmy Dean sausages). TV commercials that were discontinued were for Coleclo Industries Inc. (cotton candy maker), Ronco Teleproducts Inc. (Don Kirshner's Rock Power record) and Drackett Co. (Behold furniture polish).

National exposure. Burroughs Wellcome Co., Research Triangle Park, N.C., (pharmaceuticals), will sponsor on barter basis half-hour TV series on medicine and health, Medix, which has been on KNXT(TV) Los Angeles for past two years. Syndicate Services Inc., New York, is handling distribution and reports it has placed show in 40 markets. Series is produced by Dave Bell Associates, Los Angeles, in cooperation with Los Angeles Medical Society. Agency for Burroughs is Rolf Werner Rosenthal, New York.

FCC looks likely to step in where parties can't agree on poles

Cable, telephone company sides of long-lived negotiations convince Wiley ball must be fielded in FCC's court

The FCC appears to be back almost to where it was in August 1973, when it was threatening to assert jurisdiction over pole attachment and conduit agreements between cable television systems and utility companies. The commission then said it would act if the affected parties were not able to reach an agreement within 90 days (Broadcasting, Aug. 6, 1973).

Last Tuesday (Dec. 17), 17 months after that 90-day ultimatum was issued, FCC Chairman Richard E. Wiley called in representatives of the National Cable Television Association and AT&T to determine whether any hope remained that the parties could finally resolve their differences. "Two and a half hours of bruising discussion" later he emerged all but convinced the differences between the two sides are "irreconcilable."

The chairman said he had not completely given up hope that some settlement could be reached, but he was not optimistic. "The commission," he said, "will have to consider its regulatory alternatives."

When the FCC issued its 90-day ultimatum in August 1973, it said it had instructed its staff to prepare documents asserting jurisdiction. These have been completed. However, the commission presumably would be required to issue a notice of rulemaking to implement its assertion of jurisdiction. That decision could come early in January.

The commission was drawn into the pole attachment and conduit matter as a result of escalating costs for use of the utility companies facilities. Members of the commission made it clear, in an oral argument on the matter, they were concerned about those costs.

But they also appeared reluctant to be drawn into the morass of problems that assertion of jurisdiction would involve. A not insignificant one is whether the commission has primary jurisdiction, particularly over electric power companies, which are regulated by the Federal Power Commission.

The cable interests were represented in the meeting with Chairman Wiley by Amos B. Hostetter, of the NCTA's pole attachment committee, and the immediate past chairman of the association, and Jay Ricks, its counsel. AT&T was represented by John Pettit, former general counsel of the FCC who is now practicing law in Washington, and by Tom Hester and Charles Stanford, of the Bell system's staff.

Over the past 17 months, the two
sides have come close to agreement on several occasions. Once agreement seemed almost to have been reached when objections raised by Teleprompter Corp. caused NCTA to draw back.

The sticking point in efforts to settle the dispute between cable and the telephone company is the formula that would be used in determining the price to be charged the cable system. NCTA has one view of the costs to be factored into the formula; the telephone company, another. AT&T is also said to have argued that before it is saddled with any formula, the question of the commission's jurisdiction should be resolved.

Still friends: NCTA and OTP

Foster and Eger meet over agency director's letter on association's stance on copyright; they agree enough has been said

A rift between the White House Office of Telecommunications Policy and the National Cable Television Association over pending copyright legislation has apparently been closed.

David Foster, NCTA president, said that a Dec. 1 meeting between him and John Eger, acting OTP director, was a "meeting of the minds" and that they had agreed that no formal reply was necessary to Mr. Eger's letter to Mr. Foster earlier in the month (SN, Dec. 9) warning him that the association's modified position on copyright might make the easing of cable regulations more difficult.

Last week OTP spokesman John Lofts said that the letter had been a reflection of "concern about reported attempts [by NCTA] to kill" the Senate-passed copyright legislation (S. 1361), and that OTP was satisfied that "in seeking clarification NCTA would do nothing to endanger passage" of the bill.

At its mid-November board meeting, the NCTA voted to attempt to get several changes in the bill. Mr. Foster said that the association would try to have these changes made on the floor of the Senate when the bill is re-introduced at the beginning of the new session of Congress next month.

Assuming passage of the bill there, the association will "start fresh," in Mr. Foster's words, when a House Judiciary subcommittee under Representative Robert W. Kastenmeier (D-Wis.) begins to hold hearings on the bill. Harold Fuchs, counsel to the subcommittee, said last week that April was the earliest the hearings could be held.

Where to carry on

The FCC has amended its rules for cable television franchises, to more specifically spell out the subscriber-complaint procedures in the present regulations. The commission noted that while many franchises now have made full statements of their obligations to resolve subscriber complaints, there is no mention of the franchiser's or municipality's methods of compliance. As a result, the commission said, many of the complaint letters and phone calls it receives (estimated at between 120-160 monthly) could be more appropriately handled by local authorities.

The rules, as amended, would require all franchise agreements to contain a statement indicating the existence of local complaint procedures, designation of a specific official or office responsible for the implementation of complaint procedures and a directive that both be made known to all subscribers who contract for cable service. (Designation of the responsible authority need only mention the official title, such as "city treasurer," to be in accordance with the rules, and not the name of the individual concerned.)

The commission noted that local programs such as this one dealing with complaint mechanisms, could be adequately financed within the present allowable franchise fee—now set at 3% of gross subscriber revenues.

The adopted rule amendments will be applicable to CATV systems with franchises granted after Aug. 1, 1975.

Little flap in Big Flats

The New York Commission on Cable Television has ordered Teleprompter Corp. to explain why the company should not be prohibited from abandoning some of its Big Flats, N.Y., facilities and reducing repair services to subscribers.

The commission noted that Teleprompter's intentions apparently were the result of its attempt last June to achieve rate hikes in the 12 towns of its Elmira-area system. Increases from $5.50 per month to $5.75 were granted by all towns except Big Flats, but the increase by the town of Elmira itself was conditioned on the basis that the new rate was equal to the lowest rate charged to any other community in the Elmira system and receiving equal service.

Teleprompter has confirmed to the
board that it is curtailting repair service on evenings, weekends and holidays. It has been granted an extension to Dec. 16 by the commission to show cause.

State agency will regulate cable rates in Massachusetts

The Massachusetts Cable Television Commission last week announced that it is assuming ultimate jurisdiction over the regulation of cable rates in the state.

In announcing the decision, Chairman Morton H. Aronson said the commission's new rule will still require that communities set initial rates when they sign franchise agreements with cable operators. Later, if cable operators want rate increases, they must first request the hikes from the communities. If the request is rejected, it may then be appealed to the state commission.

Mr. Aronson said the action was taken after public hearings and studies had shown there to be a number of "problem areas" such as cable operators that were receiving "more than was warranted" and some that were not receiving adequate revenues. In the latter case, he said, there have been several instances in the past year when cable operators applied for rate increases and were turned down by local officials because such decisions would have been "unpopular" in the communities.

Robert Clark, president of the New England CATV Association, said the decision by the Massachusetts commission "sounds like a logical interim solution, but it's hard to tell about long-term effects." Mr. Clark said he could not comment further on the decision until he had had a chance to study the rule and accompanying commission statement.

Mr. Aronson said the commission would issue certificates of verification for approved rate hikes and that he hoped the process would be done expeditiously. Further, the existing state-imposed maximum cable charge of $7 per month would be no longer applicable. "We found," he said, "that where there is such a maximum, it quickly becomes the fee."

Next month, he added, the commission—the first state regulatory agency for cable—will hold hearings on a uniform system of accounts for cable operators so that the commission will be in a better position to judge requests for rate hikes.

At the news conference announcing the decision, the commission also released a report on the condition of the cable industry in the state. Mr. Aronson said the purpose of the study was to clear up a "lot of misunderstanding about cable in Massachusetts which grew up because of Boston's decision not to allow cable in."

He said that 91 of the state's 351 communities had granted cable licenses and that 145,000 subscribers have been signed up. The "classic" cable systems are doing well, he said, but if cable is to continue to grow in Massachusetts, operators are going to have to offer more services, such as pay cable, digital computer interconnections and public service activities.

Cable Briefs

Carolina changes. Teleprompter Corp.'s Lowlands Cablevision, Charleston county, S.C., has been sold to Carolina Cable Video, North Charleston. Vernon R. Gill, president of Carolina Cable, said Carolina expects to bring service to over 8,000 homes upon completion of microwave relay from company's main studio in North Charleston. Two other South Carolina systems, in Union and Gaffney, have been purchased by Crown Communications. Abram Patlove, president, from Communications Unlimited of Richmond, Virginia. Systems presently have 2,200 subscribers.

Further reading. Cable's financial and regulatory troubles are analyzed by Anne W. Branscomb in article "The Cable Fable: Will It Come True?" in upcoming (winter) issue of Annenberg School's Journal of Communications. Taking Teleprompter's overextension as paradigm of industry's overselling its immediate prospects to investors, article also criticizes FCC rules that inhibit investment through crossownership, nonduplication and exclusivity rules that are "so stringent that a careful calculation of the permitted signals in the top-100 markets discloses that there are only 17 markets in which the importation will create attractive marketing potential." Also cited is "overloading" of industry with responsibilities for local origination.
Back for another go-around in court: ‘Pensions’

Appeals court had cleared NBC of violating fairness doctrine in documentary, but AIM group wins rehearing with full bench

The cheers of broadcast journalists and their supporters in the press when the FCC was overruled last September (Broadcast Journalism, Sept. 30) in the fairness doctrine case involving NBC-TV’s *Pensions: The Broken Promise* may have been premature. The U.S. Court of Appeals in Washington last week agreed to rehear the case en banc—by the full nine-judge bench.

The decision, in a brief, unsigned order, was a surprise. Not only does the court grant requests for rehearing only infrequently; its action in the *Pensions* case came on a petition by the intervenor, Accuracy in Media, which filed the original complaint on which the commission had acted.

The commission itself had decided that a request for rehearing would not be productive. Its lawyers were looking past the appeals court to a possible appeal to the Supreme Court, although sentiment within the commission seemed to be running against an appeal there, too, on the ground that the *Pensions* decision did not reach beyond that case. Now, presumably, the commission will join AIM, a conservatively oriented media watchdog, in urging the nine-judge court to reverse the decision that a three-judge panel had reached on a 2-to-1 vote.

The case was described by broadcast journalists as crucial to their freedom to do investigative documentaries. They contended that they would not likely do such programming if they felt that a program, say, on police corruption, would require them to present material attesting to the honesty of most policemen.

NBC, in its controversial documentary, examined a number of pension plans and found they had not kept the promises they had made to those who counted on them for retirement income. Although the program contained comments as to the honesty and value of most plans, the FCC agreed with AIM that the program was unbalanced, and asked NBC how it intended to provide contrasting views. Informally, NBC was informed that an appearance on the *Today* show by a supporter of the nation’s pension plans would satisfy the commission.

But NBC chose to make an issue of the case by appealing the decision. And Judge Robert H. Miller in writing a 63-page opinion for the court, held that the commission had erred. He said that the commission has regularly held that broadcasters’ judgments in fairness cases should be left undisturbed if they are reasonable. And the record in the case, he added, showed that the documentary was concerned with an exposure of abuses that appeared in the private pension industry, and that was a general report on the state of the industry.

However, AIM, in its motion for rehearing, argued that the FCC had made factual and legal errors that required review by the full nine-judge bench.

Reed Irvine, chairman of AIM, said in commenting on the court’s decision to grant rehearing, “We thought that the Leventhal opinion, while lengthy, was factually inaccurate. We thought, contrary to what the FCC thought [in deciding against seeking rehearing] that the full court would back us up, and we are confident that it will.

“As for NBC, it, too, continues to express confidence in the rightness of its cause. "NBC appealed the FCC decision in the *Pensions* case in order to protect and advance the public’s right to information in matters of public concern," Herbert Schlosser, NBC president, said in a statement. "The court decision that reversed the FCC underscored the importance of that right and the particular ability of broadcast journalism to increase public awareness. We will urge the full court to reverse its decision.”

A final decision by the court probably will not be issued before next summer, at the earliest. The first round of briefs by the parties is due Jan. 22, but the argument itself will not be held until April 2. In the meantime, the panel’s decision is vacated. But the stay of the commission decision remains in effect.

FCC draws a line

Commission says there is limit to fairness in denying PCI complaint

Although the FCC’s fairness doctrine requires stations to devote a reasonable amount of time to controversial issues of public importance—as well as to treat them fairly—the commission says not all issues are of such critical importance that a licensee would be clearly wrong in not devoting time to them. The point was made by the FCC in its decision to deny PCI Communications Inc. of Los Angeles for review of a commission staff ruling that denied the public interest law firm’s fairness doctrine complaint against three television networks and five Los Angeles television stations.

PCI had complained that the networks and their owned stations, KABC-TV, KNXT and KNBC, as well as KTTV and KTLA had violated the fairness doctrine by failing to provide news coverage of the congressional debate over license-renewal legislation. The FCC staff held that PCI had failed to demonstrate how the issue was “so critical or of such great public importance” that the licensees involved violated the fairness doctrine by not devoting time to covering it.

The commission, in rejecting the request for review, said the distinction must be drawn between issues that are “so critical” that it would be unreasonable for the licensee to ignore them, and other issues that, while controversial, are “sufficiently controversial and important that they require contrasting viewpoints

Hand-held in Paris. ABC News and NBC News crewed took portable video cameras overseas for the first time to cover President Ford’s meeting with French President Valery Girard d’Estaing. CBS packed minicams along for a third time, having used them in coverage of President Ford’s Japan-Visit last month and for former President Nixon’s Moscow trip last June. All three networks took Ikegami portable cameras and used them to tape for regular nightly newscasts and for live coverage.

once the licensee makes the decision to cover them.

The commission noted that in its fairness doctrine report it said these “critical” issues were a rare exception and that it had no intention of becoming involved in the selection of issues to be discussed. Nor, the commission said, does it expect the broadcaster to cover every important issue that may arise in his community.

Journalism Briefs

APR grows. Associated Press Radio adds three daily programs Dec. 30: two sports shows at 10:30 a.m. (EST) and at 1:30 p.m. (EST), and supplementary *Ag-Report*, farm and consumer news special, for three and one-half hours at 6:25 a.m. (EST). APR’s *Business Barometer* program, at 5:15 p.m. (EST) is expanded from 60 seconds to three and one-half minutes. Audio news service, which began Oct. 1, will also provide increased regional feeds, with two or three geographical regions will be expanded three minutes.

Media awards. To recognize reporting efforts in behalf of higher education, American College Public Relations Association Mason-Dixon District, offers awards in press, radio and television categories. Nominations should be submitted by Jan. 15 to Graham Jones, assistant director of information services, North Carolina State University, Raleigh, N.C. 27607 (press entries); Lillian Brown, director of radio and television programming, American University, Washington 20016 (radio); and Harry Durham, director of Communications Center, Clemson University, Clemson, S.C. 29631 (television).

Odd coupling. KABC-TV Los Angeles has signed competitive news commentator George Putnam and liberal commentator Mort Sahl for *Both Sides Now*—prime-time, live, one-hour, Monday- Friday, audience-participation show scheduled to begin Jan. 6. Show will be produced by KCOP and syndicated by parent Chris-Craft Television Division.

Amicus curiae. Richard Warner, president of WFNL(AM) North Augusta, S.C., had some success in campaign to focus attention on discrimination against use of broadcast to announce grand jury presentations in Augusta. Presentations are published in Augusta newspapers at “political advertisement” rates, paid for
out of taxes. Amount totaled "$3,309.46 for one grand jury session alone," Mr. Warner reported. "We of the electronic media," he asserts, "would be delighted to announce the presentiments of these fees.

Judge who is to empanel next grand jury has promised to reconsider publication practice.

Denied again. FCC has rejected Community Coalition for Media Change's request for review of Broadcast Bureau ruling that dismissed its personal-attack complaint against KGO-TV San Francisco. Complaint charged that Representative Ronald Dellums (D-Calif.) was not afforded opportunity to respond to derogatory comment made by his daughter in news piece on arrest of congressman's son. CCMC said KGO-TV practiced racial discrimination in its news coverage by continued negative portrayal of black citizens, claiming Dellums news piece was example. Commission upheld Broadcast Bureau's conclusion that there was no evidence to show licensee had distorted or fabricated news, and noted personal attack rule is not applicable to genuine newscasts or news interviews. Commissioner Benjamin Hooks, in concurring statement, said petitioners did present prima facie case, but since Mr. Dellums did not pursue matter, he would concur.

Those Nixon tapes

Networks start evaluating problems connected with eventual broadcast

News specials on the Watergate cover-up tapes are planned by the networks, but sources there pointed out that only preliminary work has been done. They also noted that Richard Nixon's attorneys may appeal the decision issued earlier this month by U.S. District Court Judge Gerhard Gesell allowing the tapes to be aired.

The networks will submit reports on the best way to duplicate the tapes to Judge Gesell by Jan. 3 and, the sources said, a decision on the actual release date of the tapes should come shortly thereafter, provided that the trial of Watergate Five is over.

Don Meany, head of NBC News's Washington bureau, noted that because "the quality of the tapes ranges from a little better than poor to just about zero" NBC has ruled out the radio broadcast of all 20-plus hours of the tapes.

Russ Bensley, CBS's news executive in charge of the eventual tapes broadcast, said any TV news specials on CBS would probably include super of the text as the tapes are being played and stills to identify the voice of the speaker.

As for the various obscenities, Bill Sheehan, president of ABC News, said the time of the broadcast would be an important factor, since the network would be more lenient at 11:30 p.m. than at, say, 8 p.m.

Mr. Meany said that the context would be the key to whether or not NBC would air particular obscenities, although "certain words are totally unacceptable for broadcast.

Time, distance no worry for KMOX-TV newsmen

Sophisticated equipment in mobile units allows new emphasis on live; station, abandoning film, is prototype for all CBS O&Os

KMOX-TV St. Louis, the CBS-owned outlet in that city, is in the vanguard of the "minicam revolution": It lays claim to being the first major-market television station to switch to a completely electronic newsgathering system. The station has abandoned news film in favor of live transmission and/or video tape for all local news coverage.

The keys to the new system are three mobile units equipped with Ikegami portable color-television cameras, microwave equipment, portable video-tape recorders, and two-way communications equipment. Information received by these units on location can be transmitted through the microwave unit back to the KMOX-TV studios for immediate broadcast or recording, or recorded on video tape on the scene.

The new system has also resulted in a restructuring of the KMOX-TV newsroom. Fred Burrows of the station has been named executive news coordinator, a new position, with responsibility for handling reports from all three units, deciding what is important enough for immediate airing, and acting as general assignment editor for the crews. Stories not broadcast at once are recorded on video tape at the studio, and edited for later use with the help of a miniaturized computer system.

The system provides KMOX-TV with an immediacy in its reporting not possible with newsfilm that had to be brought back to the studio for processing before broadcast. KMOX-TV is now broadcasting an average of five live on-the-scene news stories each week. Crews not under pressure to return to the studio in time to process film for evening broadcasts can now cover and transmit stories right up to news time. Picture quality has also been upgraded since the changeover to tape, and the station has found that the cost of covering and broadcasting each story is significantly less than with film.

CBS plans eventually to convert all of the news operations at its owned-and-operated stations to all tape, and KMOX-TV is serving as a proving ground for those stations. CBS's initial investment was approximately $400,000, and savings projections on film, film processing, and additional technicians needed for the old system, show that the network should make its money back within seven years. Each of the other CBS outlets is currently using one remote electronic newsgathering unit, with a goal of total electronic newsgathering within three years according to a CBS spokesman.

1. First step in KMOX-TV's electronic news-gathering system is portable Ikegami color camera, weighing less than 15 pounds.

2. Stories can be transmitted to studio via microwave for Immediate broadcast, or recorded on video tape within mobile unit.

3. Reports from three mobile units are handled by Fred Burrows, executive news coordinator, shown with reporter Betsey Bruce.

4. Editing of stories recorded in studio is done with computer. Reporter identifies scenes by time-code numbers in each one.

Broadcasting Dec 23 1974
Programing

Violence down, victims up

NIMH-commissioned study that was ordered by Senate finds that while the number of violent episodes on TV has dropped, the number of people hurt or killed has risen.

Television viewers are getting the message—highly overstated—that life is dangerous. So indicates a report issued last week by George Gerbner and Larry Gross, professors at the University of Pennsylvania's Annenberg School of Communications. The report finds that although over-all violence on prime-time television has declined in the past seven years, the number of violence victims has increased.

The report also finds evidence of a "television generation," the under-30 age group that is the first generation to grow up with television.

The report is the third in a series of annual "Violence Profiles," commissioned this year by the National Institute of Mental Health in response to a request in April 1972 from Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and Senate Communications Subcommittee Chairman John Pastore (D-R.I.) for an assessment of the effects of television on viewers.

It focuses on one week of adult prime-time and Saturday morning children's programing during the 1973 fall season.

Using a measure based on such factors as percentage of shows containing violence, number of violent episodes per show and percentage of leading characters involved in violence, the researchers found that prime-time violence has dropped since 1967, when the profiles began, and that in 1973, while violence occurred in 73% of total programing (and in almost all cartoons), it was found in only 54% of adult prime-time shows.

Violence has throughout the past seven years ranked in the top-five adult programing themes, according to the report. In the same period it has remained the top-ranked theme in cartoons.

But most significant this year, the study says, is that the ratio of violence victims to perpetrators is the highest ever. For every 10 persons portrayed as violent in the 1973 monitoring, there were 14 victims. Single women were shown in the worst killer-to-killed ratio, while lower class women were the most victimized generally, with nonwhite and old women next in order.

The result of TV violence, according to the report, is that heavy viewers tend to overestimate the possibility of encountering violence in everyday life. As part of the study, some viewers were asked to estimate the proportion of crimes that are violent and the number of people who were violent in their work. According to the report, heavy viewers (four or more hours a day) gave substantially more "TV answers" than did light viewers (two hours a day or less), tending to greatly overestimate the true figures.

The difference between heavy and light viewer outlooks, called "cultural differential" in the report, showed up strongly in those under 30, who showed significantly greater cultivation effects than did members of the last pre-television generation. According to the report, women—especially young women—are especially vulnerable to television's views of life.

People with college educations tended not to give "TV answers," the study says, but not in the women who watch television heavily. "Age and sex roles on television and in life combine to make young women the most impressionable and the least able to benefit from alternative cultural influences that affect other groups," the researchers said.

Newspaper reading, too, was shown to cut into the television view of reality, but again, primarily for light TV viewers. Where light and heavy viewers tended to read newspapers equally, heavy viewers saw the danger of violence in a more exaggerated form than light viewers.

The report just released will be one of several ingredients to a TV violence profile NIMH plans to begin assembling in the summer of 1975. By that time, Dr. Gerbner will have submitted another report. Whereas this one focused on fall TV programing, the next is to follow up with a look at spring programing, to see, among other things, if there is a difference between the violence between fall and spring shows.

Another group, the Social Research Council in New York, has also been commissioned to contribute to NIMH's violence profile. The council has assembled a team of researchers under the direction of Steven Withe of the University of Michigan's Institute for Social Research to study TV programing and pioneer research methods for assessing short and long-term effects of TV violence. Its report is due in March 1975.

Abel claims plagiarism in ABC missile special

Former NBC newsmen says material was lifted from his 1966 book

Elie Abel, dean of the Columbia University School of Journalism, said he plans to sue Viacom Enterprises and ABC-TV claiming the telecast last Wednesday (Dec. 18) of The Missiles of October (8-11 p.m.) drew substantially from material in his 1966 book and constituted an infringement of the copyright laws.

The action is to be filed shortly, probably in the U.S. Southern District Court of New York, by Mr. Abel's attorney, Gerald Dickler. Mr. Dickler said the copyright suit will seek to prove plagiarism of material from Mr. Abel's book, "The Missile Crisis." To prove plagiarism, he explained, evidence must be shown there has been both quantitative and qualitative use of the author's work. He said: "We are prepared to do this." ABC-TV decided to proceed with the telecast after being assured by Viacom, which produced the program, that the material was not an infringement of copyright. Viacom said that the writer of the program, Stanley Greenberg, had made use of material from many sources, including Mr. Abel's book, in fashioning his script on the Cuban missile crisis in 1962.

ABC-TV said it is indemnified against a suit for copyright infringement by a standard clause in contracts with outside producers. Viacom said it is insured against such a suit by the Fireman's Fund American Insurance Cos., San Francisco.

Mr. Abel, a former NBC News correspondent, told Broadcasting he had not sought an injunction to halt the telecast because "it wouldn't be appropriate for a professional journalist to file a suit for prior restraint."

Blue Hens fans were as mad as wet hens

Delaware sports fans rose up against a Philadelphia television station over what they thought was a bad call in the station's programing. They were counting on ABC-affiliated WPVI-TV Philadelphia to air the Dec. 14 Camellia Bowl which pitted the University of Delaware against Central Michigan University, but the station had plans to delay transmission of the football game in deference to a local high school championship match. Delaware has no commercial TV stations.

A number of outraged fans called Senator William Roth (R-Del.) the week before the game. Senator Roth went straight to the top, protesting to FCC Chairman Richard Wiley, Senator Howard Baker (R-Tenn.), ranking Republican on the Senate Communications Subcommittee, ABC's Washington Vice President (Pete) Caumon and Daniel Burke, president of Capital Cities Communications Inc., which owns the Philadelphia station.

Within hours, a solution was reached, according to an aide to Senator Roth. The local high schools agreed to have their game rescheduled. Meanwhile, Delaware saw the Camellia Bowl live even though its Blue Hens went down in defeat.

Senator Roth's aide said that in appealing for the program change, the senator argued that Delaware was being denied short shrift, as too frequently happens in the programing decisions of out-of-state stations whose signals serve Delaware.

Rejected producer sues

An independent film producer has sued the three networks and Metromedia Inc., charging them with conspiracy in refusing to distribute a TV documentary he produced on Robert Vesco, the fugitive financier.

The civil antitrust suit was filed as a class action on behalf of all independent producers in the U.S. Southern District Court of New York by Mr. Vesco's and Mr. Dickler's aide, Thomas P. Duchscherer of Hollywood. He claimed the defendants refused to negotiate with him in pur
suance of the combination and conspiracy."

Spokesmen for the three networks said the suit had no merit. They also pointed out that the general policy TV networks do not accept documentary programs from outside sources since they want to be responsible for their contents. A spokesman for Metromedia said Mr. Duchscherer had conferred with news officials of the company's WWJ-TV New York, but said they decided against the program because they felt it required a considerable amount of authentication.

**WWJ-TV now holds those baseball Tigers**

A revamping of TV for the Detroit Tigers baseball club has been announced. In it, WWJ-TV Detroit has acquired exclusive rights under a five-year multimillion-dollar contract that commences in 1975.

In addition, WWJ-TV said it will handle all sales. Under the former contract with WJBR-TV Detroit for the past 10 years, the American League East club had retained TV rights.

At least 46 games will be telecast in 1975, including 12 to 15 night games, all Saturday home games and six Sunday games. In past years, Sunday games have not been televised.

WWJ-TV said that a regional Tigers network will again be set up. Six TV affiliates were in the line-up last season (BROADCASTING, Feb. 25).

One thing stays the same: George Kell, former Tiger third-baseman who has been handling the team's play-by-play since the early 1960's will be back in the booth next spring.

**San Diego order stands**

The FCC has dismissed a petition for reconsideration and request for stay of an order it issued last summer against Time Sales Inc., a San Diego program producer. In it, Time Sales was told to show cause why it should not be ordered to cease and desist from its practice of producing program material in San Diego and delivering it to XHIS(AM) and XHERS(AM) both Tijuana, Mexico, whose signals are picked up in the U.S. (BROADCASTING, Nov. 23).

FCC rules prohibit the use of either a broadcast studio or a production facility in this country for the marketing of programs that a foreign radio station will broadcast to the U.S., unless a permit to do so is granted.

In its petition, Time Sales sought reconsideration on the grounds that the Communications Act does not give commission jurisdiction over origination or programing that is delivered physically, rather than via wire or radio, to foreign broadcast stations. (In 1937, the U.S. Court of Appeals for the Fifth Circuit held that the recording of speeches in Texas, which were shipped across the border for play on Mexican stations heard in the U.S., did not violate FCC regulations.)

The commission responded that the question was not one of jurisdiction over the subject matter, but rather one of statutory interpretation and application of the rules to the facts in the Time Sales case. The FCC added, that the purpose of the hearing was to determine whether or not the facts warranted the issuance of a cease-and-desist order.

In dismissing the request for reconsideration, the commission noted that such requests are limited only to final actions or an adverse ruling, which affects the petitioner's participation in the proceeding. Since the Time Sales case is in an interlocutory posture, the FCC concluded the request must be dismissed.

**Tax break on film investments**

Internal Revenue Service offices have suspended review of cases in which investment credit is claimed for motion picture or television films or tapes. The suspension order will remain in effect pending clarification by the courts or IRS-Treasury Department, of the issues involved. The action, which affects reviews sought under laws in effect between 1962 and 1969 and since 1971, results from a court victory won by Walt Disney Productions Inc. in challenging the IRS position that Disney's 1962 films were not entitled to investment credit provided for in the 1962 law. Several court cases brought under the 1962-69 law are still pending, and IRS is awaiting the outcome before resuimng reviews of pre-1970 cases in its offices. And although a joint congressional committee on internal revenue taxation, in approving the 1971 legislation, issued a report expressing agreement with the Disney decision, the IRS has informed its offices that it is considering a number of questions in formulating regulations for their guidance in post-1970 cases. Questions include such matters as tangibility, investment credit base, useful life when income-forecast depreciation is used and predominant foreign use, among them.

**Syracuse infighting**

Another proposed format change is being challenged at the FCC, and the challenger is a broadcaster. Sentry Communications Inc., licensee of WSEN-AM-FM Baldwinsville, N.Y., has petitioned the FCC to deny the sale of nearby WDDS-FM Syracuse, N.Y., on the ground that the proposed ownership change would result in the loss of a "unique" programing format in the Syracuse market.

The proposed sale of WDDS-FM is from Amalgamated Music Enterprises to Signal Broadcasting Co., licensee of WNDR-AM Syracuse (BROADCASTING, Nov. 4).

Sentry asserts that grant of the assignment would result in two format changes that would deprive Syracuse of WDDS-FM's "blended music" format. Signal has indicated it would drop that format from WDDS-FM and insert a standard contemporay format similar to WNDR's present programing. Then Sentry would switch WNDR to country and western.

WSN-AM-FM now programs country
and westerns. The net result if the sale is granted, said Senty, would be the elimination of a unique format that the community has demonstrated support for and the addition of a format that already exists.

Program Briefs

Suing. Arthur M. Frankel, president of Four Star International since July (after resigning as production chief of Columbia Pictures Television), has filed $3-million contract suit against Four Star and its chairman and chief executive officer, David B. Charney. Mr. Frankel claims he was fired Dec. 4 by Mr. Charnay and still has 32 months remaining under his contract. Four Star earlier this month named M. J. (Bud) Rikfin as president of Four Star Entertain Corp., subsidiary of Four Star International (BROADCASTING, Dec. 9).

ABC's King. Billie Jean King has signed exclusive contract with ABC Sports to be regular sports commentator on ABC-TV. Ms. King, four-time winner of U.S. Open Tennis championship, will report on variety of sports events for ABC Wide World of Sports weekend program and will participate in sports specials and assignments and will host ABC-TV's Women Sports Special in September 1975.

Bank run. CBS-TV has paid reported $50,000 for TV rights to next spring's mile run at Houston Astrodome. Top professional milers under contract to International Track Association (among them Kip Keino, Jim Ryun and Ben Jipcho) are expected to come up with $60,000 first-place money. Exact date is still to be determined but late May or early June is current best guess. CBS sources say it could go on live in prime time.

Alfalfa to zucchini. The National Farm Digest, syndicated farm program, will be offered next month, according to WGN Continental Productions Co., Chicago, which produces and syndicates half-hour TV series in association with Fenton McHugh Productions. Host will be Orin Samuelson, farm service director of WGN-TV Chicago. Planned for Digest: national news of importance to farmer, reports on farm equipment and techniques; commodity-corner segment on market trends and other special features. If desired, two-minute open segment for localized farm news will be available to TV stations. Sponsors already signed: Massey-Ferguson Corp., Des Moines, Iowa (through Marstedar Inc., Chicago); Ciba-Geigy Corp., Ardsley, N.Y. (Kennon & McLaughlin, New York) and Funk Seeds International, Bloomington, Ill. (Jim Roe & Associates, Chicago). Executive producer is Bradley R. Eidmann, Fenton McHugh is producer and Dale Juhlin will direct.

Chip shot. Chip Clark Productions, Los Angeles, has filed $2.3-million lawsuit against Sonny Bono and ABC claiming that ideas submitted by Mr. Clark to producers last September were used on Sonny Comedy Revue (since canceled) without payment or credit. According to documents filed in Los Angeles Superior Court, Mr. Clark submitted idea and video tape of kit used on show. John Irvin, Los Angeles lawyer for producer, Byle-Bearde Productions Inc., said he feels there is no substance to law suit; producers have been unable to unearth any communications with Mr. Clark.

Acquitted. For while series of skid row murders in Los Angeles were believed by police to be work of murderer following script of TV program shown last month, but review of program (Police Story episode on NBC) by homicide detectives convinced them that only similarity was that current victims are all derelicts. Since Nov. 26, three down-and-outers have been murdered by having throats slashed, fourth was beaten about head, is still in hospital in coma.

Chapter and verse. The Rev. Robert E. Harris of Asheville, N.C., reports The Quiz Pastor is being carried on 42 radio stations as part of new commercial religion program. Mr. Harris conducts 55-minute telephone talk show Sunday nights, answering questions from callers with scripture quotations. Program is offered with no obligation, other than return of tapes. P.O. Box 67, Ashe

Grimm outlook. MGM Television has chosen 1963 theatrical movie "The Wonderful World of the Brothers Grimm" as its second Family Network feature of 1974-75 season, to be syndicated nationally Sunday, Feb. 16, in two-hour time slot.

Short termer. Carroll O'Connor, who plays Archie Bunker in All in the Family and who was elected to board of Screen Actors Guild only last month, has re-examined from SAG post because of conflict of interests. Mr. O'Connor's Ugo Productions, which up to recently was umbrella corporation for O'Connor's personal production, has signed production contract with CBS. SAG by-laws prohibit member of SAG board from representing production firm.

Go for script. Columbia Pictures Television, Los Angeles, reports that NBC has authorized six Police Story scripts for 1975-76 season. Order is for three 60-minute and three 90-minute scripts. Negotiations on production costs and number of episodes for series, now in its second year on network, are continuing. Police Story is based on Joseph Wambaugh's writings and is produced by David Gerber Productions in association with CPT.

Gay noshes. CBS-TV was congratulated by National Gay Task Force for treating "the subject of homosexuality with sensitivity, humor and rare good sense" on Dec. 5 episode of Maude. Letter also singled out episodes of All in the Family, Medical Center, M*A*S*H and The Mary Tyler Moore Show for presenting "accurate and positive images of our lives."
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<th>Rank by det</th>
<th>Artist/Album</th>
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<td>1</td>
<td>Kung Fu Fighting (3:18)</td>
<td>Carl Douglas—20th Century</td>
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<td>When Will I See You Again (5:28)</td>
<td>Three Degrees—Philadelphia In!</td>
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<td>Billy Joel—54 Monument</td>
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<td>You're the First, the Last, My Everything (3:25)</td>
<td>Neil Sedaka—Rock &amp; Roll</td>
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<td>In the Sky with Diamonds (5:58)</td>
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<td>Ringo Starr—Apple</td>
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<td>12</td>
<td>She Loves (Make Me Happy) (2:56)</td>
<td>Al Green (2:56)</td>
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<td>Mandolin Bell (3:5:15)</td>
<td>Carl Perkins—Bell</td>
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<td>You Ain't Seen Nothing Yet (3:2)</td>
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<td>Bungle in the Jungle (2:20)</td>
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<td>Never Can Say Goodbye (2:25)</td>
<td>Gloria Gaynor—MGM</td>
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<td>Doctor's Orders (2:56)</td>
<td>Carol Douglas—RCA</td>
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<td>Chicago—Chicagoland</td>
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<td>I've Got the Music in Me (3:40)</td>
<td>Kiki Dee—RCA</td>
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<td>Life Is a Rock (But the Radio Rolled Me) (5:54)</td>
<td>Al Green—RCA</td>
<td>21</td>
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<td>22</td>
<td>Best of My Love (2:35)</td>
<td>Eagles—Asylum</td>
<td>22</td>
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<td>23</td>
<td>Disco Tex &amp; the Sex O'Letters—Cheslea Girls—(2:48)</td>
<td>Gladys Knight &amp; the Pips—Buddah</td>
<td>23</td>
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<td>24</td>
<td>Some Kind of Wonderful (1:15)</td>
<td>Grand Funk—Columbia</td>
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<tr>
<td>25</td>
<td>Love Me for a Reason (3:45)</td>
<td>Osmond—MGM</td>
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<td>26</td>
<td>Jazz Man (3:43)</td>
<td>Carole King—Ode</td>
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<td>27</td>
<td>Back Home Again (4:42)</td>
<td>Johnny Denver—RCA</td>
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<td>28</td>
<td>Lady (2:58)</td>
<td>Styx—Comin' Through</td>
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<td>29</td>
<td>You're No Good (3:35)</td>
<td>Linda Ronstadt—Capitol</td>
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<td>Must of Got Lost (2:53)</td>
<td>J. Geils Band—Atlantic</td>
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<td>31</td>
<td>Ain't Too Proud to Beg (3:29)</td>
<td>Rolling Stones—(Make Me Happy) (19)</td>
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<td>Mountain (3:25)</td>
<td>Springsteen—Atlantic</td>
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<td>33</td>
<td>Doney &amp; Marie Osmond—MGM</td>
<td>Lenny Welch—RCA</td>
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<td>34</td>
<td>Free Bird (4:41)</td>
<td>Lynyrd Skynyrd—MCA</td>
<td>34</td>
<td>34</td>
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Alphabetical list (with this week's over-all rank): Afro-Blue (3:11), Airplane (3:09), Any Time of the Night (3:52), Boogie On Reggae Woman (8:17), Colt .45 (5:28), Country Music Thump (5:19), Dark Horse (3:52), Down Home Blues (5:01), Dust my Broom (4:18), Eat That Other Bird (2:35), Electric Light Orchestra—United Artists (5:30), Endless Summer (5:30), Every Beat of My Heart (5:40), Farmer John (3:30), Fine Bedtime (3:45), Flight of the Bumblebee (3:05), Forbes (3:50), Frankie and Johnny (3:45), Funtastic Time (3:25), Goin' Home (2:50), Green Onions (3:06), Heart (3:29), Here Comes the Sun (3:56), High Noon (3:05), Hot Time in the Old Town Tonight (3:25), Imagination (3:58), Isn't She Lovely (3:18), It's Only a Paper Moon (3:20), Just to See You Again (2:56), Keep on the Sunny Side (3:03), Keep On Truckin' (3:35), Let It Be (3:59), Lovers and Friends (3:25), Make You Feel My Love (3:03), Man of War (3:30), Mountain (3:25), My Old Kentucky Home (3:08), My Girl (3:20), Na Na Na Na Na Na Na Na Na (3:07), New Orleans (3:39), Night Train (3:52), Over the Rainbow (4:30), Proud Mary (5:43), Runnin' Down a Dream (3:33), Sadie Blue (3:02), Space Oddity (3:40), State Fair (3:23), Steppin' Out (3:41), Street Fighting Man (3:50), That's a Plenty (3:19), The First Time (3:06), The Last Summer (3:08), This Is Love (3:17), Tico Tico (3:17), This Winter's Love (3:06), There Goes My Baby (3:01), To Make You Mine (3:06), Try to Remember (3:25), Up on the Roof (3:16), Viva La Vida (3:04), Walk in the Park (3:06), What You Won't Do for Love (3:09), When I Was Your Man (3:29), Where Can I Go to Find Somewhere (3:27), Who'll Stop the Rain (3:54), Why Does My Heart (3:16), Why Do Fools Fall in Love (3:19), You Are So Beautiful (3:07), You Can't Live Without My Love (3:19), You Don't Have to Be a Jew (3:07), You're So Fine (3:19), You're My Best Friend (3:30), You Won't Know What Hit You (3:05), Zanzibar (3:18).

Tracking the ‘Playlist’. The top-four rankings remain unchanged from last week as only Four Tops’ Foot Fighting continues to be the most heavily played single for the third consecutive week. Making the strongest gains within the top 10 are releases from Barry White, Elton John and the B.T. Express, but the week’s most impressive jumps show up farther down the list. Neil Sedaka’s Laughter in the Rain, the Carpenters’ Please Mr. Postman, Rufus’s You Got the Love, and Stevie Wonder’s Boogie On Reggae Woman make strong moves in the second 10. A group of relatively new singles are moving quickly through the chart, led by Gloria Gaynor’s ‘Never Can Say Goodbye’, bolted at 24. Carol Douglas’s Doctor’s Orders is also booted, moving up 12 places to 25. The Eagles’ ‘Best of My Love’ is already its greatest success in some time, making the week’s largest jump to 29. Grand Funk’s Some Kind of Wonderful, bolted at 32, continues to gain, providing program directors with a balance of heavier sounds not available from many other new releases. Linda Ronstadt’s You’re No Good apparently is about to become her greatest solo success, as it moves up strongly to 37. The Doobie Brothers have already surpassed the limited success of Nobody: their Black Water picked up a number of stations last week, and is bolted at 52. Billy Joel’s ‘The Entertainer’ has already matched his Travellin’ Prayer in airplay, and may yet overtake its Piano Man: the new release is booted at 58. Strongest among the new additions to the chart are Sugar Pie Boy by the Joneses (bolted at 63) and Love Unlimited’s latest Barry White composition, I Belong to You (bolted at 65). Newer releases from Billy (Crash) Craddock, the Electric Light Orchestra, John Denver, Sugarloaf and America also make first “Playlist” appearances.

Chicago gets second country-music outlet
Eyeing success of WJJD there, NBC’s WMAQ drops MOR for C&W

NBC-owned WMAQ(AM) Chicago is still in the midst of “a nationwide talent hunt” for a nighttime female disk jockey, but otherwise it’s all set to shift to a 24-hour country-music format beginning Jan. 15. “Our present format of contemporary, middle-of-the-road, personality-oriented music and talk is just doing abominably in the ratings,” said Charles Warner, WMAQ’s general manager.

So all of the station’s current on-air personalities (such as Jerry G. Bishop, Joel Sebastian and Tom Murphy) will vanish on Jan. 15, to be replaced by country-oriented DJ’s, who will have to operate under a “tightly formatted playlist,” according to Mr. Warner.

Probably the most important reason for WMAQ’s shift to country, Mr. Warner said, is the huge ratings WJJD(AM) Chicago has been chalking up since it turned itself into a country-music station. “So many of the people who live in Chicago grew up in small towns and have a real feel for the kind of country music we’ll be playing,” he adds.

The station plans “a heavy advertising/promotion campaign” through Campbell-Mithal’s agency, the main focus of which will be “to reach advertisers who are interested in the country-music audience,” said Jack C. Thayer, president NBC Radio.

Breaking In
Pick Up the Pieces—Average White Band (Atlantic) and Struttin’—Billy Preston (A&M)

* The top-40 disk jockey’s liking for records he can talk over or dead roll may partially account for the addition of these two funky instruments at many stations last week. AWB, which hailed from Scotland, is the latest in a series of white groups being given serious play on R&B stations, and its single is now crossing back into pop. Mr. Preston is a veteran of pop instrumental success, with his Outta Space and Space Race standing as two of the more successful of that genre in the past few years. Stations playing Pick Up the Pieces include WRKO(AM) Boston, KRJZ(AM) Los Angeles, WWHY(AM) Montgomery, Ala., and WFOM(AM) Marietta, Ga. Struttin’ has been added by KNUS(FM) Dallas, WQPD(AM) Lakeland, Fla., and WLEE(AM) Richmond, Va.

I’m a Woman—Maria Muldaur (Reprise) * The success that her initial pop venture brought seemed to surprise Ms. Muldaur as much as everyone else, but her second single appears likely to follow Midnight at the Oasis in radio popularity. I’m a Woman, a Leiber-Stoller classic which was used to spotlight Ms. Muldaur in her days with Jim Kewskin’s Jug Band, was added last week by KRKO(AM) Everett, Wash., KUGN(AM) Eugene, Ore., KOIL(AM) Omaha and WQRE(AM) Norfolk, Va., among others.

Part of the Plan—Dan Fogelberg (Epic)

* A folk-oriented side with some C&W influence, Mr. Fogelberg has recently released his second album, from which this single is taken. The single features production and guitar work by Joe Walsh (James Gang, Barnstorm), and is bringing first pop recognition to this new artist. Part of the Plan has received initial break-out reaction in Denver, where KTLK(AM) and KIMM(AM) have both added it two weeks after its release. WPCO(AM) Morningside, Md., and KWEB(AM) Rochester, Minn., are also playing the single.

Your Bulldog Drinks Champagne—Jim Stafford (MGM) * Mr. Stafford’s latest composition exhibits the same blend of music and novelty that made Spiders and Snakes such a hit. And airplay on the single is getting an additional boost by a C&W flavor that may bring it a broadly based audience. The single is adding stations around the country, including WOR(AM) Worcester, Mass., WING(AM) Philadelphia, WFRC(AM) Athens, Ga., and WRAT(AM) Milwaukee.

Big Yellow Taxi—Joni Mitchell (Asylum) * This single, a live version taken from Ms. Mitchell’s new Miles of Aisles album, should be the latest top-40 manifestation of her growing popularity. (Another was her appearance on the cover of Time magazine’s Dec. 16 issue.) The song’s bouncy, up-tempo style and topical lyrics have been favorites of FM listeners since the song first appeared in a studio rendition four years ago, and it was a minor hit for a group called Neighborhood soon afterwards. Its greatest top-40 exposure, however, has come in its first two weeks in this latest shape, with WNGI(FM) Columbus, Ohio, and WPRO(AM) Providence, R.I., among the stations playing it.

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

* AIN’T THAT PECULIAR, Diamond Red (Big Tree).
* BABY HANG UP THE PHONE, Carl Graves (A&M).
* BLACK LASSIE, Cheech & Chong (Ode).
* COSTAFINE, TOWN, Splinter (Dark Horse).
* FROM HIS WOMAN TO YOU, Barbara Mason (Buddah).
* HEARTBREAK KID, Bo Donaldson & the Heywoods (ABC/Dunhill).
* HOPPY, GENE & ME, Roy Rogers (20th Century).
* LA LA LOVE YOU, Don McClean (United Artists).
* LOOK IN MY EYES PRETTY WOMAN,

* MILES OF AISLES, Joni Mitchell (Asylum)
Tony Orlando & Dawn (Bell).
• MS. GRACE, Tymes (RCA).
• MY MAIN MAN, Staple Singers (Stax).
• #9 DREAM, John Lennon (Apple).
• STRUTTIN', Billy Preston (A&M).
• WHATSOEVER YOU GOT, I WANT, Jackson Five (Motown).
• YOUR BULDOG DRINKS CHAMPAGNE, Jim Stafford (MGM).

Critical music issue faces Supreme Court
Copyright case involving pick-up of FM in cafe to be heard

In two cases in which the Supreme Court held that cable systems could relay broadcast signals without paying copyright fees for the programs involved, television broadcasters and the companies producing their entertainment programs were thought to be the principal losers. Now it seems that the publishers and composers of popular music may be among the losers too. In any event, the Supreme Court will make itself clear on that point. The Third Circuit Court of Appeals has held that, under the high court's rulings in the Fortnightly (1968) and Teleprompter (1974) cases, a Pittsburgh fast-food chain could pipe FM-radio music into its restaurants without paying royalties.

As the Supreme Court said of the relay of television signals in those two cases, the mere extension of the "audibility" of a broadcast program cannot be considered a "performance" under the terms of the 1908 Copyright Act.

The appeals court overruled a district court, which had concluded that the fast-food chain was liable for copyright-fee payment. It had cited a 1931 Supreme Court decision which held that when a business transmits a broadcast to customers by means of loudspeakers, it is "engaged in public performance" for profit. However, the appeals court said in effect that opinion has now been overruled.

If the Supreme Court agrees, the effect on royalty payments to holders of music copyrights could be considerable. The American Society of Composers, Authors and Publishers has been collecting royalties as a result of the decision for more than 40 years, and now is said to receive about $250,000 annually from more than 5,000 businesses. Although unmentioned in the litigation, Broadcast Music Inc. similarly has been collecting royalties.

Furthermore, the ruling might adversely affect ASCAP members as a result of a possible impact on companies like Muzak that provide background music to stores, offices and restaurants by wire or multiplex FM. These companies service some 75,000 customers, and pay ASCAP $2.1 million annually. Muzak contends that if businesses are permitted to pipe in broadcast music without paying royalties, it would be obliged to cut the fees it pays to ASCAP in order to remain competitive.

The Supreme Court last week agreed to hear arguments in the case as the result of an appeal that was filed by owners of the copyright on two of the selections piped into the Pittsburgh area restaurants. The music came from WSKY-FM Pittsburgh, a licensee of ASCAP.

Networks like idea of more frequencies for remote mikes
But they specify use should be limited to broadcasters

Broadcasters filed comments last week at the FCC in which they generally supported proposed rule revisions that would allow for low power broadcast auxiliary stations, particularly wireless microphones, to be operated in the 174-216 mhz frequency band. At present the 450-451 mhz and 947-952 band are reserved for wireless microphone operation.

ABC, CBS and NBC expressed concern over the potential for interference with the higher side VHF television broadcast band (channels 7 through 13), unless the frequencies are used only by licensed broadcasters.

NBC cautioned that areas of operation should not be too severely limited, saying any constraint for prior FCC authority to operate in a specific location would make the new frequencies useless for "hard news" coverage. The Vega division of CETEC Corp., the electronics firm that inaugurated the rulemaking proceeding, had suggested that the area of operation be limited to outside the grade-B contour of any co-channel TV station (those operating on ch. 7-13). NBC however, noting the potential use of wireless microphones for on-the-scene news reports and live sporting events, argued against any such limitation.

Technical specifications introduced by Vega in the original proposal were generally endorsed but for a few exceptions. A maximum power limit of 50 milliwatts, was accepted; the need for type-acceptance equipment use and a 3 mhz limit for each channel within the 174-216 mhz band were agreed to by the networks.

However, on the point of uniform channel spacing with specific channels designated for different licensees—CBS and NBC took exception. NBC argued that the selection of a carrier frequency should be left to the discretion of the licensee, otherwise intermodulation interference could result. (Intermodulation results when two signals mix with each other to create a third signal, which causes interference to any party transmitting on that third signal.) NBC's concern is that in a news situation—for example a convention, where other broadcasters are also using several wireless microphones—there is a potential for interference. The network wants to be free to search for available open channels in such a case, rather than be confined to some pre-set constraint, which might foreclose the use of as many microphones as might be appropriate to cover a particular event.

One broadcaster that opposed the rule revisions was Metromedia Inc., which argued that adequate data had not yet been collected to insure against interference to television channels 7-13. In-

Russian-American accord. The first reciprocal agreement between Broadcast Music Inc. and USSR's new copyright agency, providing for the payment of royalties for use of each other's repertoires, was signed in New York last Tuesday (Dec. 17) by Edward M. Cramer, BMI president, and Boris Pankin, head of the Soviet agency, known as VAAP. Mr. Cramer also signed as president of BMI Canada, bringing music licensed by that organization into the deal, which covers music written since 1973. The signings followed visits last summer by Mr. Cramer to Moscow and Leningrad and by VAAP officials to New York. Present at last week's ceremony, which followed by one week the signing of a similar agreement between VAAP and American Society of Composers, Authors and Publishers (Broadcasting, Dec. 16), were (l to r) Alexander A. Lebedev, VAAP director of international relations; Mr. Pankin; Sydney Kaye, BMI chairman; Mr. Cramer and Leo Chernavsky, BMI vice president, foreign performing rights administration.
Out, blinking spot—AMST

The Association of Maximum Service Telecasters has gone on record opposing the Atlantic Research Corp.'s request for an FCC rulemaking on transmission of digitally coded information in a blinking square light in the visual portion of a television picture. AMST's principal objection to the proposal is that the light would lower the quality of the home picture and annoy the viewer. AMST said that ARC's assertion of minimal audience complaint in the tests of the project has little meaning in relation to what is actually annoying to the viewer. While users of the system would benefit only sporadically, AMST states, viewers would be continually bothered. AMST also urged the commission to deny the petition for rulemaking for another reason: that IC-10 costs $33, rather than $31, more than AMST's IC-10, which costs $5,300. AMST also noted that AMST's IC -10, which costs $5,300, is stereo. IC -10, which costs $5,300, is stereo.

Finance

WRG offer good to Jan. 3

Wells, Rich, Greene Inc., New York, has extended until Jan. 3, 1975, the expiration date of its buy-back plan to exchange $3 in cash and 8 principal-amount 10% subordinate debentures for each share of WRG common stock. The agency said there will be no further extension of the offer, part of the agency's plan to "go private."

The agency reported that, as of Dec. 13, about 1,061,000 shares of common stock had been tendered, approximately 76% of its 1,405,008 shares outstanding. The New York Stock Exchange has suspended trading in WRG's common stock after Jan. 3, 1975, while application is made to the Securities and Exchange Commission for delisting. The agency added that Western & Co., New York, intends to make an over-the-counter market in the remaining shares.

WRG also reported that preliminary unaudited operating information indicates that net income per share for the fiscal year ended Oct. 31 has declined to between $1.95 and $2.00 from $2.08 in the previous fiscal year.

TV bolsters MGM's year

Metro-Goldwyn-Mayer has reported significant increases in revenues and profit from television production and syndication in its fiscal year ending last Aug. 31. Television accounted for $20.7 million in revenues and almost $1.3 million in net income for 1974, compared to $14 million and $720,000 for the previous fiscal year. Over-all the corporation reported 1974 total revenues of $237,548,000 and a net income of $26,837,000 ($4.58 per share) including nonrecurring gains and provision for income taxes. In the 1973 year, MGM's total revenues were $154,520,000 and net income $9,267,000 ($1.56 per share). The new MGM Grand Hotel in Las Vegas and its gaming operations brought in almost $88.5 million with over $22 million reported as net income.

Technical Briefs

Switcher out of Denver. Computer Image Corp. has introduced video controller model 4081 (switcher) for broadcast TV use. Switcher features eight to 24 inputs, linear keying with adjustable gain and clip level, soft or border edge wipes, additive and non-additive mixing, non-sync inhibit, split faders and computer compatible control inputs. List price: $9,525. 2475 West Second Avenue, Denver 80223 (303–934-5901).

New boards. Collins Radio, division of Rockwell International Corp., has introduced IC-6 (six channel) and IC-10 (10 channel) AM-FM broadcast audio consoles. IC-6 unit allows for 22 audio sources to be fed into normal configuration; IC-10 permits 40 audio sources. Both feature solid-state construction, integrated circuit phone preamplifiers, shielded plug-in modules, 15-watt RMS monitor output, remote control functions and cassette and headphone jacks. Representative price for modular IC-6 is $3,995, and IC-10 is $5,300.

The works. ABC-TV has invested $500,000 in additional RCA TK-28 color film systems, bringing the number of such equipment in the network's stable to 10. Here, Neil Vander Dussen (l), division vice president for RCA Broadcast Systems, discusses the unit with Julius Barnathan, vice president for ABC broadcast operations and engineering. The TK-28 is designed to correct automatically color balance and other technical variations during broadcasts of filmed programs.

Financial Briefs

More from Cox. Directors of Cox Broadcasting declared increase in quarterly cash dividend from 84 to 10 cents per share on common stock. Dividend at new rate is payable Jan. 15 to stockholders of record Dec. 24.

SIR still buying. Directors of San Juan Racing Association have authorized continued stock purchase program of up to 200,000 shares of its common stock in open market or through private transactions. Program began in July 1973, was originally scheduled to end at close of 1974.

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

<table>
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<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues (in thousands)</th>
<th>Change (in thousands)</th>
<th>Net Income (in thousands)</th>
<th>Change (in thousands)</th>
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<td>Chris Craft</td>
<td>year 8/31</td>
<td>64,510,000</td>
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*Change too great to be meaningful

Broadcasting Dec 23 1974 41
agenda includes screening of new syndicated program product □ prime time access rule □ promotion and publicity □ prime time network television programming □ catv and pay cable □ network affiliate meetings □ local program excellence awards □ educational awards □ natpe award of the year

**February 8-12, 1975**

Hyatt Regency Hotel
Atlanta, Georgia

For registration and membership information, contact

NATIONAL ASSOCIATION OF TELEVISION PROGRAM EXECUTIVES, INC.
BOX 5272 LANCASTER, PENNSYLVANIA 17601 TELEPHONE (717) 569-0181
### Broadcasting

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<th>Net change in week</th>
<th>% change in week</th>
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<th>Low 1974</th>
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**TOTAL 77,965 1,394,689**

### Cablecasting

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<th>Closing Wed. 11</th>
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<th>% change in week</th>
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<th>P/E ratio</th>
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**TOTAL 369,354 6,105,169**

Broadcasting Dec 23 1974
CETEC Electronics
TIME TELE
TEKTRONIX SONY
GENERAL ELECTRIC MCA
COLUMBIA PICTURES TELEPROMPTER

J. FOOTE CONE DOYLE DANE BERNBACH

TELETRONICS

- New York Stock Exchange

INDUSTRIES COMMUNICATIONS & IND.*

- FOX BELDING CORP

price

symbol

WX MOT

URS CAX

COH CCAE

CCAE

GREY ADVERTISING

INTERPUBLIC GROUP

MARVIN JOSEPHSON

MCI COMMUNICATIONS

MOVIELAR

MPD VIDEOTRONICS

NEEDHAM, HARPER

A. C. NIelsen

DIGILY & MOTHER

PKL CO.**

J. WALTER THOMPSON

UNIVERSAL COMM.**

MAGNAVOX

3M MOTOROLA

OAK INDUSTRIES

RCA

ROCKWELL INTL.

RSC INDUSTRIES

SONY CORP

TEKTRONIX

TELEPHONICS*

VARIAN ASSOCIATES

WESTINGHOUSE

ZENITH

Over-the-counter bid prices supplied by Horbowler & Weeks, Hemphill-Noyes Inc., Washington. Yearly highs and lows are based on trading days reported by Broadcasting. Actual figures may vary slightly. P/E ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses. *Stock split. **P/E ratio computed with earnings for last 12 months published by company. ***P/E ratio not available. Earnings figures that have been rounded to the nearest dollar are available.

- New York Stock Exchange

INDUSTRIES COMMUNICATIONS & IND.*

- FOX BELDING CORP

price

symbol

WX MOT

URS CAX

COH CCAE

CCAE

GREY ADVERTISING

INTERPUBLIC GROUP

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Media

Warren Maus, account executive, KJIO(FM), Los Angeles, named general manager, KTW(AM)-KZOK(FM), Seattle, succeeding Dave Newton who becomes KTW program director.

Richard Vance, VP, WKID(TV), Fort Lauderdale, Fla., named VP-general manager, WATU-TV Augusta, Ga.

Warren D. Schaub, controller of ABC Inc., New York, elected VP.

Julia Tarachow Hoover, manager of audience relations, ABC-TV New York, named to new post of director, audience information and awards, ABC-TV.

Michael M. Schreter, VP-finance and administration, Golden West Broadcasters, Los Angeles, elected to board of directors.

Harry H. Hasselt, one-time national sales director, Radio Advertising Bureau, and faculty member, Union College, Cranford, N.J., named general manager, WBBW(AM) Somerville, N.J.

Gwen Moss, press secretary for Massachusetts Lieutenant Governor, elected Thomas P. O'Neill III during his campaign, named promotion manager, WTEV(TV) New Bedford, Mass.

Broadcast Advertising

George Eversman, senior VP and manager, New York advertising, J. Walter Thompson Co., elected executive VP. He has served JWT continuously since 1954.

Edward S. Luneburg, media director, named VP in charge of media, Dancer-Fitzgerald-Sample, San Francisco.


Thomas J. Masons, sales representative in New York, named office manager in that city.


Bob Dickenson, manager of Los Angeles office of MMT Sales Inc., New York, and Norm Hayes, manager of firm's Atlanta office, elected VP's.

William J. Hogan, assistant sales manager, WNEW(AM), New York, named general sales manager. Joanna Dymond, promotion and publicity consultant with Independent Broadcasting Authority, London, named director of advertising and promotion, WNEW.

Howard Kester, former VP-general manager, KYA(AM) San Francisco, named director of sales and marketing, TM Broadcast Marketing Inc., broadcast retail sales development firm, San Francisco. Jan Wohlers, in sales promotion and advertising, named TM co-op advertising manager. David Simon, promotion director and advertising rep. San Francisco magazine, named research and sales promotion director, TM.


Jack A. Carrigan, group sales manager, Petry Television Inc., Chicago, named general sales manager, KMTV(TV) Omaha.

Joe Hibbard, with Freeport, Ill., CATV system, named sales manager, WCCI(FM) Savanna, Ill.

Bob Metz, local sales manager, WOW-TV Omaha, named manager of sales systems and development.

Skip Finley, sales manager, WAMO-AM-FM Pittsburgh, named general sales manager.

James Weller, principal in McDonald, Davis & Weller, Milwaukee agency, joins Clinton E. Frank, Chicago, as VP-creative director-corporate.

Frank Dougherty, former manager of San Francisco office, Harrington, Righter & Parsons, named sales development manager, KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California.


Richard J. Kellihor, VP and general manager of Metromedia's WOFC(FM) Detroit, named to new post of VP and director of national sales for Metromedia Radio, New York.

Lon D. Snider, account executive, KEX(AM) Portland, Ore., named national sales manager. Tom Jackson, former general manager, KGK(AM) Portland, Ore., named to sales staff of KEX.

Dave Milam, general sales manager, KNOE-TV Monroe, La., elected VP-general sales manager.

Richard N. Clorfone and Howard L. Weiss have organized Clorfone & Weiss, to specialize in radio commercials. Mr. Clorfone has been freelancing in that field, after decade with Mel Blanc Associates. Mr. Weiss was president of publishing firm, Weiss, Day & Lord, 13500 Rye Street, Sherman Oaks, Calif., 91423.

Programing


Warren Murray, TV writer, named director, comedy programs, NBC Television Network, Los Angeles.

Jerry Condra, news director, KVOR-TV Stockton-Sacramento, Calif., named program and operations manager, KCRG-TV Cedar Rapids, Iowa.

George Tompkins, president of Video Publishing Co., Los Angeles, named president and chief operating officer of Trans-American Video Inc., Los Angeles taping production house. Mr. Tompkins succeeds W. Clement Stone, Chicago financier, who retains his post as chairman of board.

John Nuzzo, on-air personality, WKST(AM) New Castle, Pa., named program director.

Duncan Fife, freelance writer-producer, named program director, WWYZ(FM) Waterbury, Conn.


Jim Van Messel, news director, KPIX-TV San Francisco, named assistant news director, WABC-TV New York. John Howe, newsman, KOKK-TV Las Vegas, named director of news and public affairs, KOLO-TV Reno. Both are Donrey stations.

Ed deForest, author and public relations, KROK(AM)-KWKH-FM Shreveport, La., named executive editor, Russ Wise, news director, WGNT(AM) Huntington, W. Va., joins KROK-KWKH-FM as news director.

Douglas W. Stone, public affairs director and news editor, WTRF-TV Wheeling, W. Va.-Steubenville, Ohio, named news director, WVLV-TV Lynchburg, Va.

Charles R. Slavik, former staff announcer, WQL(FM) Cleveland, named news director and assistant station manager, WJNO(FM) London, Ohio.

Wayne Ashworth, acting news director, WXYZ(TV) Winston-Salem, N.C., named news director.

Bonnie Smith, reporter-photographer, KOAT(TV) Albuquerque, N.M., named weekend anchorwoman.

Mike Hambrick, anchorman, KTVF-TV Tulsa, Okla., joins WTNH-TV New Haven, Conn., as weeknight anchorman.

Barney Morris, broadcast reporter, KABC-TV Los Angeles, joins WCAU-TV Philadelphia, as co-anchorman.

David A. Waterman, reporter-anchorman, WSBW-TV Orlando, Fla., joins WREX-TV Pensacola, Fla., as reporter-anchorman.


Cable

James D. Faucette, operations manager, Delaware Teleservice Co., Dover, Del., for its Kent county system, elected VP.


Allied Fields

Rose Blythe Kemp, VP-planning and development, Columbia College, Los Angeles, named director, special projects, Western Instructional Television Inc., also Los Angeles, producer of instructional TV programs for grade-school children.

John Bray, former news director, WUTV-TV Buffalo, N.Y., named radio-televison director, State University of New York at Buffalo.

Charles Lichenstein, aide to Dean Burch when Mr. Burch was FCC chairman and later when Mr. Burch moved to White House as presidential adviser, resigns Dec. 31 as special assistant to President Ford.

John B. Sias, president and chief operating officer, Fairchild Publications Inc., New York, named president of publishing division of parent company, Capital Cities Communications Inc.

John B. Roberts, Philadelphia broadcast newsman and Temple University faculty member, named chairman, radio-TV-film department in university's School of Communications and Theater.

F. Reid Hill, with Telecommunication Inc., joins Arbitron, Beltsville, Md., as manager of promotion.

Deaths

Harry R. Booth, 72, Chicago lawyer who served on FCC staff in 1940's later became consumer rights activist and was attorney for local group that successfully appealed FCC's approval of sale of WEFM(FM) Chicago to buyer who planned to switch station's format from classical to rock music (Broadcasting, Oct. 7), died Dec. 9 in Weiss Memorial hospital, Chicago. Survivors include wife, Sylvia, and two daughters.

Jules Huber, 56, regional sales manager, WCDA-TV Washington, died Dec. 14 of heart attack at his Silver Spring, Md., home. Survivors include his wife, Genevieve, and two daughters.

Harry Hershfield, 89, humorist and panelist on Mutual Broadcasting System's Can You Top This? in 1940's and later TV version on ABC, died on Dec. 15 in St. Clare's hospital in New York. He leaves no immediate survivors.

Reed Hadley, 63, actor best known in leads of 1950's television series, Rocket Squad and Public Defender, and radio's Red Ryder, died Dec. 11 in Los Angeles of heart attack. He is survived by his wife, Helen, and one son.

Rudolph M. Rubin Jr., 55, consulting engineer to several western Texas stations, died Dec. 7 in Midland, Tex. Sur-
holiday greetings from all of us to all of you
Survivors include his wife, Bernice, and one son.

Harry McDonald, 82, assistant chief engineer of KF(AAM) Los Angeles for 30 years until retirement in 1968, died Dec. 15 of heart attack at his home in Los Angeles. He leaves wife, Monty Magazine, and daughter, Phyllis.

Joseph J. Wynne, 53, electronics systems engineer and most recently marketing manager, General Instrument Corp., Washington, died Dec. 10 of heart attack at his office. Survivors include his wife, Eleanor, and two daughters.

John Spencer Stewart, 57, retired radio sales manager, Avery-Knodel, New York, died Nov. 23 of heart attack at Penn National race track, Philadelphia. He had become well known as owner-trainer of thoroughbred horses. Survivors include his wife, Gertrude, and sons, Neil and John.

Rufus Davis, 66, character actor on such series as Petticoat Junction, died Dec. 13 at the Little Company of Mary hospital, Torrance, Calif.

Othur V. Oliver, 50, Southeast division manager, Paramount Television, Atlanta, died Oct. 26 in Atlanta. He is survived by his wife, Marion, and three sons.

For the Record

As compiled by BROADCASTING, Dec. 9 through Dec. 13 and based on filings, authorization and other FCC actions.

Abbreviations: ALI—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, astr.—aerial, aux.—auxiliary, CH—critical hours, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, HAAT—height above average terrain, HM—horizontal magnet, kHz—kilowatts, MEOV—maximum expected operating voltage, NA—notice of appeal, N—night, P.SA—preservice announcement, SH—site high, SI—transmitter site, TPO—transmitter power output, U—unlimited, vis.—visual, w.-watt. **-ecosocialist.

New stations

AM starts

- WGTW Mount Dora, Fla.—Authorized program operation on 1580 kHz, 5 kw-D. Action Nov. 22.

- KKSL Mt. Pleasant, Iowa—Authorized program operation on 1130 kHz, 250 w-D. Action Nov. 22.

AM license

Broadcast Bureau granted following license covering new station:


FM applications

- *Birmingham, Ala.—Board of Trustees of the University of Alabama seeks 90.3 mhz, 100 kw, HAAT 375 ft. Busk State Campus. Announcement Dec. 15. Applications—Ann. Dec. 3.

- **Emerson, Ga.—Farnell O’Quinn seeks 92.1 mhz, 100 kw, HAAT 378 ft. P.O. address: Box 389, Buford 30519. Estimated construction cost $52,817; first-year operating cost $88,500. Principal: Dr. John B. Dunlop. Action Dec. 6.

- **Emerson, Ga.—Emerson High School seeks 92.1 mhz, 100 kw, HAAT 350 ft. P.O. address: Box 389, Buford 30519. Estimated construction cost $27,852; first-year operating cost $45,000. Principal: John L. Bray, principal. Action Dec. 6.

AM actions


- **Tonkawa, Okla.—Northern Oklahoma College seeks 90.3 mhz, 10 kw, HAAT 84 ft. P.O. address: Box 88, Tonkawa 74657. Estimated construction cost $62,941; principal: James W. Hight, chairman. Action Dec. 4.

FM starts

- **WEGA Gainesville, Ga.—Authorized program operation on 90.3 mhz, 100 kw, ERP 3000 watts. Action Nov. 22.

- **KTPK Topeka, Kan.—Authorized program operation on 106.9 mhz, ERP 100 kw. Action Nov. 22.

- **WRJH Brandon, Miss.—Authorized program operation on 97.7 mhz, ERP 3 kw. Action Nov. 22.

- **KOHIS Orem, Utah—Authorized program operation on 91.3 mhz, TPO 10 w. Action Nov. 22.

- **KMTN Jackson, Wyo.—Authorized program operation on 96.9 mhz, ERP 55 kw, HAAT 960 ft. Action Nov. 23.

Ownership changes

Applications

- **WPFO-AM-FM (AM: 600 kHz, 5 kw; FM: 96.9 mhz, 10 kw) and WMBR(FM) (1460 kHz, 5 kw), and WMBR(AM) — Application for license and CP of WPFO-AM-FM from Belk Broadcasting Co. of Florida to Roundsville of Jacksonville Radio for $850,000. Belk Broadcasting will then sell WMBR to Mel-Lin Broadcasting for $850,000. Principal in Belk Broadcasting is Henderson Belk, member of Belk department store family. Principal in Roundsville: Robert W. Roundsville (100%), owner of several stations including WEBA (106.9 mhz), WWJW, WJRE, WFM Orlando, WDAE-AM-FM Tampa and WFLN-AM (South Miami, Principals in Mel-Lin: Law, Gelman, and several other principals). Action Dec. 6.


Facilities changes

AM applications

- **KBSB Bakersfield, Calif.—Seeks CP to change antenna site to south side of Brushley canal, 1 mile east of Oldale and 1.8 miles north of Bakersfield city limits. Action Nov. 11.

- **KRKL Carmel, Calif.—Seeks to change antenna location to Rio Rd. behind Riverwood apartments, 2.5 miles east of Bakersfield. Action Nov. 11.

- **KAAU Waipahu, Hawaii—Seeks CP to install new tower antenna on mountain. Action Nov. 11.

- **WCCR Urbana, Ill.—Seeks to change antenna location to 2410 Skyline Dr., Champaign, Ill. Action Nov. 11.

- **WCLK Carthage, N.C.—Seeks CP to make changes in MEOV's. Action Nov. 11.

AM actions

- **KBRT Avalon, Santa Catalina Island, Calif.—Broadcast Bureau granted modified license of operation to operate by remote control from 775 Sunset Blvd., Los Angeles (KBIG-FM studio location) (BREC-8741). Action Dec. 3.

- **KBRT Avalon, Santa Catalina Island, Calif.—Broadcast Bureau granted modified license of operation to operate by remote control from 775 Sunset Blvd., Los Angeles (KBIG-FM studio location) (BREC-8741). Action Dec. 3.
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
5390 Cherrybark Ave.
Alexandria, Va. 22314
(703) 334-2400
Member AFCCE

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

EDWARD F. LORENTZ
& ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1304 G St., N.W., Suite 500
Washington, D.C. 20005
Member AFCCE

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

Monitors
1145 1771 N.A.
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Phone: 517-278-7339

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Service Directory

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Washington, D.C. 20036
for availabilities
Phone: (202) 638-1022
Summary of broadcasting

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

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air on</th>
<th>Total on</th>
<th>On air on</th>
<th>Total on</th>
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<td>Educational FM</td>
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<td>100</td>
<td>7,736</td>
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<td>11</td>
<td>710</td>
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<tr>
<td>VHF</td>
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<td>11</td>
<td>323</td>
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<td>UHF</td>
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<td>1</td>
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<td>29</td>
<td>211</td>
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<tr>
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</tr>
<tr>
<td>Total TV</td>
<td>919</td>
<td>9</td>
<td>1</td>
<td>994</td>
</tr>
</tbody>
</table>

*Includes off-air licenses*

*Special temporary authorization*

- WMOC Chattanooga—Broadcast Bureau granted CP to install new aux. trans. and operate trans. by remote control from main studio location (BP-19834). Action Nov. 29.
- Preservice license authority. Broadcast Bureau granted following stations on indicated date PSAs for operation between 6:00 a.m. and sunrise times:
  - WRWW Cleveland, Ga. (Sept. 30); WRLV Lebanon, Va. (Oct. 16); WABR Dierden, Va. (Nov. 11); WJCB Buffalo, Ky. (Nov. 12); KZOL Parker, Ariz. (Nov. 17); WRTV Cincinnati, Ohio (BP-20241); KAAT Denver (Nov. 21); KEGG Dairinger, Tex. (Sept. 24).

**FM actions**

- WAZI Morristown, Tenn.—Broadcast Bureau granted CP to change trans. location to Craddock Bridge 4½ mi. S. from Morristown; install new ant.; decrease ant. height; change TPO; ERP 2 kw; ant. height 550 ft.; change trans. location to Alkillo Heights; Fort Gay; change studio location and remote control to Broadcast Bureau Bldg., Fort Gay.
- WFCH Fort Gay, W. Va.—Broadcast Bureau granted CP for tower height.
- WFCH Fort Gay, W. Va.—Broadcast Bureau granted CP trans. change location to Alkillo Heights, Fort Gay; change studio location and remote control to Broadcast Bureau Bldg., Fort Gay.
- *WFCH Fort Gay, W. Va.—No CP granted.*

**FM starts**

- Following stations were authorized program operating authority for changed facilities on date shown:
  - WBCH Jacksonville, Ill. (BP-19797); WBCI, Harrisburg, Pa. (BP-19812); KSTP-FM St. Paul (BP-12299); Nov. 25; KXNG Shreveport, La. (BP-198211); No. 22; WBCO-FM Byers, Ohio (BP-198991); Nov. 21; WYCH Hamilton, Ohio (BP-198648); Nov. 25.

**In contest**

- Designated for hearing:
  - KIIXKAM (FM) Lakeland, Ariz., renewal proceeding: Walton Broadcasting, (Doc. 20287)—FCC designated for hearing application of Walton Broadcasting to determine facts surrounding station's broadcast of kidnapping hoax. FCC also notified licensee of its apparent liability for forfeiture of $1,000 or less. Action Dec. 9.
  - Sahara, Calif.—FCC proceeding: Krenopec Western Broadcasting Co. and Willson Broadcasting Co., complainant vs. Colorado Public Utilities Commission, to determine whether broadcast Bureau set applications for hearings. Issues include whether proposal would better serve public interest. Both applicants request waiver of the rule which requires that main studio be located in principal community served by station. Action Dec. 9.
  - KCTY (FM) Salinas and KTRR (FM) Modesto, both California; facility changes proceeding: JECO Inc. vs. Big Valley Broadcasting Co. (Doc. 20253)—FCC set mutually exclusive applications to change trans. sites for hearing. Issue includes determination of areas and populations which would receive primary service from proposals. Petition by JECO to dismiss Big Valley petition and set hearing is pending. Action Dec. 9.
  - St. George, Utah, AM proceeding: Julie P. Miner and R. L. Crain, competing for 890 kHz (Docs. 20252-9) —Broadcast Bureau designates applications for hearing. Issues include Crain's ascertainment efforts. Action Dec. 9.

**Case assignment**

Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:

- Broadcast Dec 23 1974

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**Initial decision**


**Review board decision**

- Albuquerque, N.M.—FM proceeding: Alvin L. Korngold and Zia Tele-Communications, competing for ch. 20, Dots. (19878), (19900)—Review board granted application of Mr. Korngold and denied Zia TeleCommunications' application. FCC ordered that Mr. Korngold has established his financial qualifications. A. Jahnke, FCC granted ch. 107.5 kHz, HAAT 495 ft. P.O. address: 48 E. Broadway, Tucson, Ariz. 85701. Estimated construction cost $1,905; first year operating cost, $8,707, rent $30,000. Format: progay modern music. Principal: Mr. Korngold. (Petition for review filed in KEYT-AM/KWFM (FM) Tucson, Ariz., and KAMX (AM) Albuquerque, N.M. Action Dec. 2.

**Complaints**

- KOAT-TV Albuquerque, N.M.—FCC denied Hearing Officer's ruling on review of WPX Inc.'s appeal on Dec. 12, 20 ruling denying its fairness doctrine complaint against KOAT-TV. Bureau had said that Hughes had not alleged that plaintiff had not a fairly qualified candidate for mayor of Albuquerque opposition to Hughes was due to}"equal opportunity" to oppose Hughes. Action Dec. 3.

**Fine**

- WRIB (AM)c Providence, R.I.—Broadcast Bureau denied Rhode Island Broadcasting Co.'s application for modification or suspension of $1,000 forfeiture assessed for violation of rule by broadcasting personnel for personal attack and failing within one week of attempts to give notification of date, time, and identification of broadcast during which personal attack was made. Action Dec. 4.

**Other action**

- WCMF (FM)c Rochester, N.Y.—FCC requested Community Music Service, licensor of WCMF, to file petitions to Hearing Officer proceeding: Community Music Service vs. WCMF, its wholly-owned hi-fi and stereo repair business. FCC also pointed out its policy against granting of licenses to promote its nonbroadcast business activity to gain unfair competitive advantage in that activity. Action Dec. 4.

**Petitions**

- FCC received following petitions to amend FM station licenses (ann. Dec. 9):
  - Jerry L. Ragdale, Dundee, Ark.—Seeks to assign ch. 26A to Russellville, Ark. (Permanent).
  - C. Yaholk, Alton, Ill.—Seeks to assign ch. 22A to Osage, Iowa, or, in alternative to ch. 22A, to delete ch. 240A from Charles City, Iowa (Permanent).

**Allocations**

- WTRI (AM) Brunswick, Md.—Seeks to assign ch. 28A to Harpers Ferry, W. Va. (Permanent).
- WRIB (AM) Providence, R.I.—Seeks to assign ch. 25A to Friendship, R.I. (Permanent).

**Actions**

- FCC took following actions on FM allocations:
  - Stockton, Calif.—FCC amended its table of assignments of ch. 28A to Columbia Mall, Stockton. Under its population criteria FCC said Stockton's size warrants assignment of third FM license. Decision Dec. 9.
  - Atlanta and Monroe, Ga.—FCC amended its table of assignments to ch. 26A to Atlanta, Ga., 22A to Starkville, Miss., 25A to Halsey-
Rulemaking

Actions

- FCC revised its procedures for amending FM and TV tables of assignment. Changes require petitioners for new assignments to file joint proposals with all licensees and permittees affected. Action Dec. 3.
- FCC requested comments on additional issues and sub-issues to determine economic implications and interconnections that arise from existing pricing practices and regulatory policies with respect to telecommunications services, particularly those subject to competition. (Dec. 2003). Action Dec. 5.

Translators

Applications


Cable

Applications

- KOMT Abilene pipe line camp, KOMC Chandler pipe line camp, KOLTV Coldfoot pipe line camp, KOMD Dine' Pipeline camp, KOMF 5 Mile pipeline camp, KOLTZ Franklin bluff pipeline camp, KOMG Glenallen pipeline camp, KOMK Happy Valley pipe line camp, KOMJ Isabel pipeline camp, KOMM Livingston pipeline camp, KOMY Old Main pipeline camp, KOMO Prospect pipeline camp, KOLX Sheep creek pipeline camp, KOLY Anchorage pipeline camp, KOMG Toolik pipeline camp, all Alaska—Broadcast Bureau granted CP’s for new translators ch. 7, rebroadcasting KFAR and KTFTV (Fairbanks, Alaska (BPTV-5124-289, 5146-43, 43-56). Action Dec. 3.

Other actions

Help Wanted Technical

Chief Engineer, Group owner, major market radio chief engineer, AM & FM. Strong, well organized administrator wanted to fill key station needs. Send resume and references with first contact. Box N-96, BROADCASTING.

Chief Engineer, AM/FM stereo, Western Pennsylvania, strong FCC, maintenance. Good area to live. Good company. Rush resume and salary requirements to: Box N-132, BROADCASTING.

Successful daytimer with AM and FM alone in metropolitan Midwest community needs engineer with first-class ticket. Write Box N-134, BROADCASTING.

Chief Engineer for AM and FM station in Northwest Ohio. Group ownership. Industry respected group. References and full details. First letter. Box N-147, BROADCASTING.

Chief Engineer immediate opening. AM, FM, auto-mation background. Must have experience. No air work. Call 515-792-5926 for Joan Carr, or mall reference and references to KOBO, Box 1296, Newton, IA 50208.

Help wanted first-class radio station engineer. FM-AM maintenance. Excellent position, top pay, good working conditions. For equipment, call Raymond Saddle in Houma, LA at 876-5466.

Help Wanted News


Newsperson, aggressive individual, male or female, for RKO General Radio station. Send tape and resumé to Sid Leake, News Director, WHRG, Box 11107, Memphis, TN 38111. Equal Opportunity Employer.

Situations Wanted Management

Extremely competitive, 32, family man, seeks GM position with strong fiscal management. Responsible programmer, community minded. Honesty of high concern. You show benefits and potential and I pay relocation expenses. Box N-73, BROADCASTING.

Manager wants to invest in station as working partner. Prefer Minnesota. Box N-130, BROADCASTING.

Enthusiastic manager and radio pro desires management opportunity in market of 150,000-200,000. Experienced programming, sales, and management. Box N-2055, BROAD- CASTING.

G.M./G.S.M. looking for organization where he can create an electronic news and information station. Mon. Sun. market. Excellent, successful, outstanding professional. Box N-145, BROADCASTING.

23 years experience, including management. Excellent references, well rounded. Bamlc 816-255-2634 from 11 to 5 p.m. C.S.T.
Situations Wanted News Continued

Help Wanted Technical
TM vehicle 75-100 looking for Chief Engineer. This individual must have considerable broadcast experience, plus his men. Technical knowledge of cameras, VTR’s, film chain, etc., required. Salary $14,000 to start. Write Box N-142, BROADCASTING.

Broadcast Technician. Operation and maintenance of video transmitter, master control, etc. Videotape experience essential. Excellent opportunity. Contact Chief Engineer, WNEM-TV, Saginaw, MI 48638.

Help Wanted Programing, Production, Others
Mr. Manager: Are you tired of woolly-headed jocks who can’t read? Then hire proven experience. Excellent voice and production that sells. I am a program director who gets results! Box N-121, BROADCASTING.

Country P.D. looking for medium market, South or West; need taking charge man. Box N-137, BROADCASTING.

Top creative production, special programming. Excellent opportunity. Experience from present employer. Take charge, ideas, personality. No geographical restrictions. 315-886-1450, Jim.

Well-produced sound, great production, equalized first hour. Available immediately. College grad., first phone with small and major market experience, wants production position. Write: 5970 Southwest Third Street, Miami, FL 33144.

Experienced broadcast director/producer operator needs work in television. Contact Bruce Vincent, 216 Waverly Road, Willington, DE 19893.

Help Wanted Technical
Chief Engineer, top 50 market VHF in South Mid-Atlantic states, strong background necessary. Chance for number two man to move up. Group ownership. Excellent working conditions. Box N-45, BROADCASTING.

Chief Engineer, strong on motivating technical crew and maintenance of excellent facilities. Equal opportunity employer. Box N-85, BROADCASTING.

Wanted experienced video tape maintenance and field engineer. Must have TV, video experience with 2-3 years’ experience in video field. Must have a solid understanding of closed circuit color engineer. Box N-103, BROADCASTING.

Bicycle to work and enjoy it when you arrive. Large university campus, main master control. Must be reliable and have FCC regulations. Equal opportunity employer, M/F. Please send complete resume to Box N-135, BROADCASTING.

Chief Engineer needed immediately for Midwest Public Television Station. All transmitter. Must be strong on new FCC regulations. Equal opportunity employer, M/F. Please send complete resume to Box N-135, BROADCASTING.

Help Wanted Programing, Production, Others Continued
Production Manager for top-50 market VHF network affiliate. Must have commercial sales, promotions, employee supervision and budgets. BA and four years on-the-job experience are minimum. We are looking for a smaller-market production manager ready to make the “right” move. An Equal Opportunity Employer. Reply to Box N-123, BROADCASTING.

Television Production Manager for major station in growing Southwestern group. Heavy sales, local live and commercial production operation. Person selected must be strong with people, budgets, facilities schedules, and prepared to move at a moment’s notice. An Equal Opportunity Employer. Reply to Box N-123, BROADCASTING.

Producer/Director, strong in production, wanted for Midwest Public Television Station. AS or BS degree required, experience helpful. Equal Opportunity Employer-M/F. Please send complete resume to Box N-136, BROADCASTING.

TDV Producer/Coordinator for Black programming. Female or male with 2 years experience, writing/skill proficient, proficient with 16mm equipment. West coast location. Salary: $11,440 to $14,040 per year. Box N-138, BROADCASTING.

Producer-Director—KAMU-TV, PBS. UHF full color facility licensed to Texas A&M University seeks a full-time Producer-Director. Duties include producing and directing daily half-hour newscast, directing a daily, half-hour children’s show, and producing several other individual programs. Experience with and interest in film production desired. Position includes 1/4 time engineering degree required. KAMU-TV is an equal opportunity, affirmative action employer. Send resume to: C. B. S. A., 710 W. 23rd, Austin, TX 78705.

Help Wanted Management
Director of Finance, State PTV system, MA, accounting experience essential. Familiarity with educational TV, state budgeting, federal funding required. Knowledge construction costs helpful. Application deadline: January 3, 1975. Box N-55, BROADCASTING.

On-air Promotion Manager for Top Ten RA/TV station. Min. of 4 yrs. broadcasting exp. w/2 yrs. on-air promotion background. EE. Send resume to Box N-78, BROADCASTING.

Wanted: Production and Operations Manager for public television station. Supervises and ensures the efficient operation of all stations and departments of the station; supervises the overall operation of television production facilities and personnel; administers a full-time staff of individuals, including administrative, technical and artistic personnel. Bachelor’s degree minimum; experience in television and film production required. Available immediately. Send resume to: Dr. George L. Ott, Director of Learning Resources, Northern Michigan University, Marquette, MI 49855. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others
News/public affairs person, top 40 market, NBC affiliate, to host and produce daily program plus prepare daily news feature. Reply confidential. Equal Opportunity Employer. Box N-41, BROADCASTING.

Director of programing and operations. State PTV system, MA or professional equivalent experience required. Background in public and commercial broadcasting essential. Creative administrator with vision. Application deadline: January 3, 1975. Box N-64, BROADCASTING.


Graphic Artist wanted for aggressive promotion department in dominant VHF station. Must know print and design and have good camera skills. Creative and professional. Reply confidential. Send resume to Box N-87, BROADCASTING.

On-Air Promotion Writer—Major market group broadcaster is seeking an On-Air Promotion Writer with several years’ experience. Promotion Department Company offers attractive salary, commencement with appropriate package. As Equal Opportunity Employer M/F. Please send complete resume, including salary history and sample scripts, to Box N-88, BROADCASTING.

Producer/Director, Top-25 market, willing to train Associate Director. Excellent opportunity. Equal Opportunity Employer, Write Box N-122, BROADCASTING.

Help Wanted Programing, Production, Others Continued
TV program manager for major market. Must be able to supervise several radio stations, sales managers, etc., reports, employee supervision and budgets. BA and four years on-the-job experience are minimum. We are looking for a smaller-market production manager ready to make the “right” move. An Equal Opportunity Employer. Reply to Box N-123, BROADCASTING.

Television Production Manager for major station in growing Southwestern group. Heavy sales, local live and commercial production operation. Person selected must be strong with people, budgets, facilities schedules and prepared to move at a moment’s notice. An Equal Opportunity Employer. Reply to Box N-123, BROADCASTING.

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Help Wanted Management
Sent 1 On. Turned another around. 3 V mkt. Next? Box N-118, BROADCASTING.

Help Wanted Announcers

First phone, seeks broadcast career in progressive station, available immediately, desires to show capability in college, 1 yr. experience. Send resume to: TV control board operator. Contact G. Pasternak, Willington, N.D.

Help Wanted Programing, Production, Others
Producer, reporter, director, Black, experienced, TV. Radio. Box M-139, BROADCASTING.

Weather got you down? I’m what the doctor ordered! Professional meteorologist seeks position with American Meteorological Society with strong mid-market background, desires new horizons. Box N-75, BROADCASTING.


Experienced Sports Director in medium market looking for a change. P.O. Box 25, West Trenton, NJ 08628.

Young, aggressive TV newswoman with experience in medium market. CBS puts feels with competent news team, western U.S. 415-593-1140.

TV film news team, husband and wife, creative, aggressive, compatible, work together or separately. Professional photo-journalists with experience with 16mm, hot news, features, community affairs, interior views, comprehensive. Send resume and work samples with stand-up ability. Peter and Betty Arnold Shookner, 4579 Merrifield Dr., Collinsville, VA 24037. 703-647-7017.

On-air personality with producer-reporter photographer background wants documentary work. P.O. Box 177, Verdi, PA 19097.

Situations Wanted
BROADCASTING. 53

Broadcasting Dec 23 1974

Situations Wanted
For Sale Equipment


FM Antenna: RCA BFCGB, circularly polarized, 96.5 MHz, 0.2 Ohm. Transmis- sion Line: RCA 3/8" MIL19133A, 51.5 ohms, 36-20' lengths and hardware. Call 415-332-5134.

COMEDY

Desayns: New, sure-fire comedy! 11,000 classified one-liners, $10. Sample from Broadcast Library, 58048 Twinling, Dallas, TX 75227.

Library, $162. old-time comedy one-liners by over 50 famous comedians. A DJ's dream come true. Pennies per day. Write, tell, information, Hayden Hudson, Detroit Productions, Inc., 205 Shenandoah Building, Roanoke, VA 24011, 703-342-3706.

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Prizes Prized! Prized National brands for promotions, contests, programming. No barter or trade... better! For fantastic deals, write or phone: Television & Radio Features, 116 E Superior St., Chicago, IL 60611, call collect 312-644-3700.

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Job opportunities and announcement of 1st C.C. license training at Announcer Training Studios, 25 W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC license in 6 weeks. Veterans approved. Class at Ervin Institute (formerly Elkins Institute) 8001 Blue Ash Road, Cincinnati, OH 45242. Contact 513-791-1770.


Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-298-9100 or 414-445-3090.


San Francisco, FCC license, 6 weeks, 1/13/75. Results guaranteed. School of Communications, 150 Powell Street 94102. 415-392-1914.

Help Wanted Sales

We are looking for two sales representatives to live and work in the Northeast and South- west territories. We want self-starting individuals, capable of working independenly and aggressively. We produce and market the widest selection of top-quality syndicated radio features and programs available. Excellent opportunities for earnings of $15,000 to $20,000 plus per year. Also a per diem and air fare allowance. 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 Announcers

TOP FIVE MARKET

Entertainers, personalities, disc jockeys, crazies, I need a whole team of winners for a brand new format on a major Philadelphia AM. Medium market heavyweights ready to move up definitely considered.

Help Wanted News

TOP FIVE MARKET

I WANT

Colorful, action-packed, word-picture, people-oriented radio news.

I NEED

The News Director who can create, build the staff, manage and make it happen on a major AM in Philadelphia.

Help Wanted

Baldwin, women grow hair thicker faster! Unsolicited testimonials ages 16 to 86! Proof! Food supplement discovery, Sable! P I information, Bio- folic H Inc, Box 156, Santa Clara, CA 95020.

Miscellaneous

RECORDING STUDIO FOR SALE.

QUALITY EQUIPMENT

Five Channel Stereo Board with equalization, crossover, Shure Microphone Mixer, AKG C451E Condenser Microphone; 2 Beyer Dynam- ic M 99 N (9) and C (6) Microphones; 2 Micro Stands; Skully Mono Tape Machine with remote control and automatic sensing; Revox Stereo Tape Machine; ORK Turntable; 2 Altec Stereo Speakers. Will sell separately or as a package. Rate: Radio Advertising, 6935 Wisconsin Ave., Suite 500, Be- thesda, Maryland, 20015; (301) 654-5728.

For Sale Equipment

For Fast Action Use BROADCASTING'S Classified Advertising

Broadcasting Dec 23 1974

54
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’ managers. 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. Papeterk Systems, Inc. P.O. Box 38, Bellingham, WA 98225

Situations Wanted Management

Quality Manager—Not For Hire. I will manage your property like I owned it—with option to buy. Twenty years in broadcasting. Radio—National Program Director. TV—Major market producer, sales and talent. Remuneration to enable executive life-style in your community. Box N-2, BROADCASTING.

Situations Wanted Programming, Production, Others

—RADIO—

Save money and add quality to your station. Three young, creative broadcasters, consoleurs of fine radio, will guarantee you a mark of excellence. Progressive or laid-back contemporary: experienced in all areas. Join in the fight against dead air by calling: (205) 821-7778 or 821-7432.

Wanted to Buy Stations

FM

Expanding communications company is interested in acquiring major market FM stations. Cash or terms. Write in confidence to President, Box N-82, BROADCASTING.

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

NOW is the REAL time to

1. Cut operational costs
2. Increase sales volume
3. Show a beautiful bottom line

My credentials:

15 years Vice Pres. & Gen. Mgr. WPGC Washington, D.C. (which sold for nearly 6 million dollars)

Profits: 40-50% from operations
Sales: Two thousand per cent increase
Ratings: Number One (despite daytime only license)

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Daytime AM with Class A FM
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Name ____________________________
Phone ____________________________

City ____________________________ State ______ Zip ______
Insert time(s). Starting date ________ Box No. ______

Display ________ (number of inches).

Indicate desired category:

Copy: ____________________________
NYC's Morris Tarshis; a tier without peer in cable regulation

It's generally believed that there are only three tiers of regulation in cable television: federal, state and local. In fact, there's a fourth. His name is Morris Tarshis.

It's not surprising that the director of franchises for the City of New York would be a force to contend with. Breaking into the major markets has always been regarded as key to the ultimate, nationwide success of cable and New York is the major market. But the fact that Mr. Tarshis's influence extends far beyond those five boroughs is as much a tribute to the force of his own personality as it is to the clout of his job.

To Mr. Tarshis, who was in on the licensing of Sterling Manhattan and Teleprompter Manhattan right from the beginning, cable television hasn't even gotten off the ground in that city. "You can't evaluate Sterling and Teleprompter in terms of success or failure because they haven't developed yet, they haven't reached their potential," says Mr. Tarshis, a short, stocky, good-humored man who seems always to have a cigar lodged between the index and middle finger of his right hand.

"Today," he continues, "these companies are little more than glorified master antenna systems because the FCC has done a good job of throttling the cable companies. The FCC is, in effect, doing the bidding of the two key vested interests—the broadcasting industry and the telephone company."

But despite what he calls the "roadblocks" thrown up by the FCC, Mr. Tarshis says that the Home Box Office pay-TV package of fairly recent theatrical movies seems to be pulling in Sterling subscribers at a fairly good clip. (The fee is now $9 a month for the basic cable service, plus $9 for the pay channel.) Teleprompter, banking at the city's 10% of-gross-profit franchise fee, paid no to a pay-cable channel. Sterling's willingness to go ahead, Mr. Tarshis says, was at least partially influenced by the fact that both Sterling and Home Box Office are subsidiaries of Time Inc.

But Mr. Tarshis doesn't see pay channels as the be-all and end-all of cable television. "Of course," he says, "most of the cable operators are really Mom-and-Pop outfits, and they’re interested in finding every little piece of revenue they can get their hands on. Pay cable fills that kind of revenue need very nicely. But when I think of the future of cable, I have in mind information-retrieval systems such as the one Reuters is transmitting to its customers right now." Here he gets up from his chair and walks over to the hulking cabinet-model TV set opposite his desk in the spacious but drab office he occupies in the city's massive municipal building. The Reuters channel flashes on with a cascading succession of scrambled electronic images, and Mr. Tarshis points out that simply by pressing a button or two the businessman-subscriber can freeze the picture and get the particular information he wants. "This is the kind of specialized service that will really turn cable into the broad-based communications system that will put it on the map," he says. "Cable could provide an alternative telephone system, a shop-at-home service, even a whole educational curriculum—the City University of New York now offers courses for credit via cable. And burglar-alarm systems—one of my biggest disappointments is that Teleprompter hasn’t experimented with the feasibility of tying in the burglar-alarm company it owns to its cable system."

Morris Tarshis has been a cable visionary from the beginning, according to David Foster, president of the National Cable Television Association. "When Morris first came into cable, it was the bonanza days, when everyone thought there would be oil wells in the streets. For a time some of his regulatory approach reflected that, but he's adapted. He's a tough visionary and that's refreshing to deal with."

Mr. Tarshis regards himself as one of cable television's biggest boosters because, in his opinion, it's such an underdog in the fight against the three-network status quo. "But this is the kind of struggle I can live with," he says, "because as a Jew growing up in New York City during the time of the Depression I know what it is to be in the minority and facing monstrous adversities."

Mr. Tarshis's political consciousness was formed in the labor movement. His father was a member of an AFL union called the Granite Yard Helpers. It was his example that young Morris Tarshis looked to in putting himself through St. John's Law School in Brooklyn by working at 50 cents an hour for the National Youth Administration. (One could earn a law degree in those days—1937-41—in only five years, two pre-law right out of high school and three years in the law school itself, he says, adding with a smile that tuition was eight dollars a credit.) After passing his bar exams in 1941, he took a law clerk job in real-estate contracts, but his main job over the next 13 years was business agent and attorney for the Granite Yard Helpers.

He got his first city government position in the fifties when a family friend, Arthur Burke (who is now the city's corporation counsel under Mayor Abe Beame), roped him into doing some campaigning for Robert Wagner, the Democratic candidate for mayor. When Mr. Wagner was elected, he returned the favor a year later by naming Mr. Tarshis labor mediator for the City of New York, a post he held for 10 years (the last two as chief labor mediator).

After knocking heads together in more strikes over that period of time than he cares to remember, Mr. Tarshis says the secret of successful mediation can be distilled in one word: patience.

It is not, however, a naive kind of patience that simply trusts that issues will resolve themselves. David Kinley, FCC Cable Bureau chief, says that Mr. Tarshis's days as a labor negotiator and mediator have shaped his approach to cable. "He's very tough and continually approaches every issue as a bargainer."

Mr. Tarshis admits that his shift from labor to cable was mainly a function of political wheeling-and-dealing. With the New and then Republican administration of John V. Lindsay about to take office (Mayor Wagner had decided not to seek re-election in 1963), the Democrats, according to Mr. Tarshis, wanted to protect him for the decade of loyal service he had rendered to the party. So, in one of his last moves before leaving office, Mayor Wagner slipped Mr. Tarshis into the post of director of franchises, a bureau that is under the aegis of the Board of Estimate, not the mayor. Although Mayor Lindsay and Mr. Tarshis were indeed strange political bedfellows, "we developed a real respect for each other," Mr. Tarshis says. "As a matter of fact, I gave Lindsay a lot of credit for recognizing the potential of cable, and for doing his best to make a go of it in New York."

Robert Kelly, chairman of the New York State Cable Commission, sees no basic conflicts between the state and city regulation of the industry and regards Mr. Tarshis as a "very knowledgeable and understanding man, easy to get along with. We may not always agree, and he doesn't always agree with the FCC or the phone company, but he almost always knows what he's talking about."

Broadcasting Dec 23 1974

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Editorials

The 19th hole

There is a disarray in Washington affairs affecting broadcasters. Partly it is due to disagreements among broadcasters themselves. Partly it reflects the idiosyncrasies of the congressional system that puts chairmen in position to advance, arrest or kill legislation almost at will. And partly it is the making of an FCC that has begun to churn out work under the lash of a tireless chairman.

The internal disagreements within broadcasting will be given a forum next Jan. 13-17 when the radio and television boards of the National Association of Broadcasters meet in—where is it now?—Palm Springs, Calif. The last-hour change of site from Puerto Rico in itself was symptomatic of conflicts of broadcaster interests.

Not the least of the policy decisions that must be made or endorsed in Palm Springs concerns the future strategy on license renewal relief. What kind of bill—if any—may the NAB hope to get in the next Congress? Is it to emphasize the lengthening of license periods to five years, as many radio members demand? Or is it to eliminate the WWDH case as the model by which multimedia owners may be attacked by rival applicants, as major-market television operators think is more important? If it comes to an either-or vote, the winning policy can be guessed in advance. Radio directors outnumber television directors by 30 to 15.

Initiating legislation is a formidable task, given the composition of Hill leadership, as broadcasters have just learned while watching time run out on Harley Staggers' Ingersoll. It will be no less formidable next year. The simpler the legislation the NAB seeks, the better its chances.

At the FCC the problems are different but no less acute. A majority of commissioners are philosophically tuned to the prevailing wavelengths of the broadcasting business, but events are not altogether under their control. However they may personally dislike repressive regulation, they are beset by pressures from outside that cannot be politically ignored. In the circumstances, Chairman Richard E. Wiley has hit upon negotiation as an alternative to rulemaking. At his instigation the children's television standards in the NAB code were tightened. He is engaged with the television networks now in a negotiation over standards on sex and violence.

There are broadcasters who think of this as a detente between themselves and the regulatory agency. It may be detente, but it has been reached by broadcaster concessions. Self-regulation is being used effectively as an instrument of government regulation, and the two will become indistinguishable if the process is allowed to go on.

It doesn't really matter where the NAB boards meet. They can't travel far enough to escape their problems in Washington.

Big job

Newspersons, generalists or specialists, editors or reporters, male or female, in print or broadcast, have a single national organizational umbrella under which they now assemble. The Society of Professional Journalists, Sigma Delta Chi, has a membership of 29,000, biggest in its 65-year history (thanks to the admission of women a couple of years ago).

And all hands know that the organization needs every bit of manpower it can mount in these days of turmoil for the media and crisis for the nation.

Encouraging to us, as it must be to the membership, is the election last Nov. 15 of William Jack (Bill) Small as national president of the society. The incumbent senior vice president and director of news for CBS News, steeped in broadcast journalism, is known as one who has fought for the basic news freedom and has never been bashful about asserting the rights of all journalists in anybody's hallowed halls.

It wasn't so many years ago that what is now a formidable society was known largely as a Greek letter fraternity. Today, of the 29,000 members, 22,800 are professionals and 6,200, are students. Time was, too, when radio and television were only grudgingly accepted as legitimate news media. But all that changed following the exemplary stewardships of such broadcast-oriented national presidents as Ted Koop, who graduated from the Associated Press to vice president of CBS Washington, and Jim Byron, vice president and general manager of WBAP-AM-FM-TV Fort Worth, who retired a few weeks ago with the transfer of those broadcast properties.

With the outlook what it is, Bill Small may find himself retraction his steps to Washington as a spokesman not only for CBS News but for those 29,000 newsmen of SPJ.

Happy holidays

By all available evidence, broadcasting is emerging from 1974 in better shape than many other businesses. And broadcast advertising sales for the first quarter of 1975 range from the spectacular, for television networks, to the merely good for radio. The situation comes out of a fiscal officer's dream. It could give top management nightmares.

The paradox in broadcasting's economics—especially television's—is that the higher profits rise, the more critics zero in on performance. The condition is only aggravated when other elements of the national economy are suffering declines in revenues and when unemployment keeps rising.

There really isn't very much that can be done about the paradox, except perhaps for special managerial review to be certain that the service being offered is of a quality to justify the money that it generates. Public service and profitability are fully compatible as long as appropriate attention is paid to both.

"OK, guys, now we're celebrating New Year's in Denver..."
The skid our computer didn't let happen.

Slamming on the brakes on a slippery road is the last thing you should do.

Braking suddenly can make the wheels lock. And on a slippery road, that's enough to cause a terrifying skid.

A skilful driver "pumps" the brakes. Something that our people have put to good use in a unique new anti-skid system.

With it, when you slam on the brakes, a mini-computer hooked up to a sensor on each wheel anticipates when the wheel is starting to lock.

Then our system pumps the brake of that wheel for you, 5 to 15 times a second — better and faster than even the most skilful driver could.

You see the result in our photo: the left-hand car has this anti-skid system.

At the moment, we're working in Europe to make this system available here at about the same cost as a good car radio.

Little enough, considering what it does for you.

And doesn't do.

The best ideas are the ideas that help people. ITT
Television Is A Child's Window To The World

and for that reason, it has to do more than just entertain. SCRUNCH is an adult show for children which we hope will excite them about tomorrow.

SCRUNCH ... A Multimedia Stations' Production.

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