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Writer: Jerry Hopkins
Narrator: Walt Marindale
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THE BEST OF TIMES ... THE WORST OF TIMES
A revealing look at the entire Kennedy family, told in a rare and warm interview with Mrs. Rose Kennedy, whose book, Times to Remember, became America’s number one best seller. Illustrated with memorable photos and private footage.

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A first person account of tragedy and triumph within the Soviet Union during the five decades after the Revolution. A brilliant visual memoir using never-before-seen footage.

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The camera records the drama and excitement of the busiest company of firefighters in the world. This show pulls no punches and is an absolute must for any city with a fire department.

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This eyewitness, inside story of the Russian Secret Police makes the CIA look like Boy Scouts.

THE SABOTEURS OF TELEMARK
A docu-drama reenacting on location in Norway the true story of a commando suicide mission bent on destroying the Nazis’ capability to wage atomic war.

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Filmed entirely inside Saudi Arabia—looking not only at an exotic, unusual nation but also examining the power and politics of oil.

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Inside the studio the TKP-45 can give you extra dimension.
That's because the TKP-45 can match the picture quality of its famous big brother, the TK-45.
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The TKP-45. Another reason why users of high quality color cameras buy RCA more than all other makes combined. For more outside information on the TKP-45, write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102.

RCA
Who's that messing around with my eggs?

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

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

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

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

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

We're in the business of You.
Getting straightened out. It could take two weeks in Senate, three weeks or more in House before committee and subcommittee assignments are firm for new Congress, which opens tomorrow (Jan. 14). Senator Lowell Weicker (R-Conn.) is presumed heir to deposed Senator Marlow Cook's (R-Ky.) Commerce Committee and Communications Subcommittee seat (Broadcasting, Dec. 2). Due to Republican losses in last election, vacated seat of retired Senator Norris Cotton (R-N.H.) on main committee will not be refilled, Senate staffers are saying, reducing Republicans to six, although Democratic numbers on committee will remain same as last year (11 seats).

Picture of new House Commerce Committee is good deal fogger at this point. New committee members named in December (Broadcasting, Dec. 23) will be ratified this week, but subcommittee assignments cannot be made until reorganization of subcommittees is completed. Number and jurisdiction of subcommittees for first time will be determined by majority vote of committee Democrats (chairman was sole arbiter under old rules). Effect on Communications Subcommittee membership and jurisdiction won't be known until end of January, aides speculate.

Own good time. High official of one of Hollywood's top program suppliers says network prime-time schedules for 1975-76 season probably won't be locked up until late April or early May. "I'm in production now on a couple of made-for-TV movie pilots for proposed series that won't get their tryouts on the air before March," this official said. Until last season, when writers' strike caused production delays, networks always had their schedules on street by late March — and years ago in February, with Washington's birthday as target — to facilitate early selling. But in current seller's market, this official said, networks can afford to hold off. Despite recession, it still looks to be seller's market.

Rural TV bomb? Through "imaginative combination of technologies" improved television service could be economically extended to many isolated areas, mainly in mountain states but also in less remote areas. That will be thrust of report, expected to be submitted this week to FCC by Office of Telecommunications Policy. Report, which emerges largely from two Denver Research Institute studies on TV distribution to rural areas underwritten by OTP, along with other data, does not rely upon immediate use of satellites for distribution, but rather upon other methods, including VHF translators, cable TV and microwaves. Satellites and fiber optics show promise for future, but not now, report says.

OTP's 20-page analysis of ponderous Denver studies plus its own conclusions have been discussed with members of Congress from constituencies principally interested in problem. Among surprises, according to one report, was that practically all states, except smallest, have TV white areas — some where there's no service at all.

Antidote. More than 170 radio stations have signed to carry former California Governor Ronald Reagan's American Viewpoint, syndicated five-minute commentary, scheduled to begin Jan. 20, with negotiations continuing in major markets such as New York, Chicago, Los Angeles, San Francisco. Principal local advertisers, according to Harry O'Connor, Hollywood producer of program, are banks and savings and loan institutions, automobile dealers and manufacturers. Syndicator is suggesting that Reagan show can provide conservative counter to allegedly liberal tinge in national news sources. It's full circle for Mr. Reagan who started his career as announcer at WHO(AM) Des Moines, Iowa.

Fire with fire. TV-newspaper competition for retail dollar is heating up, as was inevitable from time Television Bureau of Advertising announced last spring it was making newspaper budgets its main new-business target. In wake of TVB's follow-up plans for six regional meetings in May to add to members' retail sales artillery (Broadcasting, Nov. 25, 1974), Newspaper Advertising Bureau has counterscheduled 10 retail sales meetings of its own with announced purpose of helping newspaper salesmen fight back. Newspaper meetings are this month and next — four of them in cities where TVB will be meeting. TVB's schedule: Chicago May 5, Seattle May 7, San Diego May 9, New Orleans May 19, Atlanta May 21 and Boston May 29.

Cosell and acrobats? ABC sources say network is pretty well set for live 60-minute weekly variety show to be covered like sports event, with remotes, quick cutting and hand-held cameras — similar to Frank Sinatra's Madison Square Garden special last Oct. 13. Negotiations are under way for Howard Cosell to be host, these sources say. Because show would fit proposed family-entertainment guidelines, it would probably get 8 p.m. start.

City vs. suburbs. Removal of headquarters of American Newspaper Publishers Association more than two years ago from high-rent space in New York City to its own sylvan setting in Reston, Va., near Dulles airport, has backfired. Seems "new town" Reston is expensive for housing and many employees must commute from lower-cost areas miles away. Moreover, notion that ANPA members or callers could shuttle from New York doesn't work because Dulles has few short-range flights at desirable hours. Upshot: Many ANPA meetings are held in Washington hotels, more than 20 miles from Reston but short ride from National airport which has domestic flights from almost everywhere. About year ago, American Press Institute followed ANPA lead and moved to Reston.

Price of protection. What value do Rocky Mountain television broadcasters put on same-day program nonduplication, as against simultaneous-only protection that stations elsewhere get against cable television? That, apparently, is not rhetorical question. Some Rocky Mountain cable operators have reportedly told FCC members that stations in their area have contracted away same-day for simultaneous-only protection for fee. Several Rocky Mountain cable operators, in lobbying at commission for abandonment of same-day nonduplication protection, have shown such contracts that they have with local stations. One contract called for fee of $950 per month. FCC met on nonduplication revision last Friday but without action.
All for the family. NAB's television code board delayed acting on creation of a prime-time "family hour" without sex or violence, but all three networks say they will implement the proposal anyway. There's no agreement yet on exactly what existing shows will be affected. Page 16.

More cash for new shows. License fees for TV program producers are likely to rise steadily over the next few years, a Wall Street study concludes. Report also says that CBS will get first crack at the best of any new shows, at any price. Page 17.

Up and at 'em. ABC's AM America entered the early morning ratings fray to mixed reviews and fair numbers, topping CBS Morning News but falling far short of NBC's entrenched Today. Page 18.

Left profile, please. Four artists made essential contributions to TV coverage of the Watergate trial, providing visual representations of courtroom drama. Page 20.

Peeved. Audience at FCC's third public meeting may not have come to bury the commission, but it certainly didn't come to praise it: Spokespeople for a variety of causes criticized commissioners and staff, most on fairness doctrine. Page 22.

Down but not out. FCC denies licenses of Alabama Educational Television Commission stations, but leaves door open to re-application from group, noting that correction of policies has long since been instituted. Page 23.

Meeting under the palms. FCC actions and legislative activity are expected to be main topics of discussion at NAB's joint board gathering in California. Children's programing, new radio promotion campaign are also on agenda. Page 24.

Meanwhile, in Atlanta. Independent broadcasters are meeting there with programing issues their chief concern. Page 25.

Devil, Allbritton, deep blue sea. Texas banker's attempt to acquire newspaper and broadcast properties of Star Communications has been opposed on one side by group which doesn't want him to get both, and on another by three groups who don't want him to get either. Page 27.

One is enough. Two free spirits of noncommercial broadcasting want FCC to extend its dual-ownership proscription to noncommercial licensees, claiming that many public stations aren't doing their jobs as they should. Page 29.

Toward the launch pad. Members of newly formed Public Service Satellite Consortium aren't wasting time in efforts to develop and finance new satellite for educational use. Spring conference is planned, and hopes are high for Ford Foundation grant to back the project. Page 32.

Buddy, can you spare a spot? Revenue predictions for 1975 are all favorable for broadcasters, as research into past recessionary periods shows radio and TV hold up better than almost any other industry. Page 33.

Running his own show. Managing an independent TV station means doing a lot of your own thinking, which is just how INTV chairman Jim Terrell likes it. Page 57.

Index to departments on back cover

Heat's on for NAB board action now to repress TV sex and violence before 9 p.m. as Wiley negotiates for standards on all stations

Focus of FCC Chairman Richard E. Wiley's effort to persuade broadcasting industry to adopt self-regulatory measures protecting children from adult-oriented programing shifts this week to National Association of Broadcasters board meeting in Palm Springs, Calif.

Grover Cobb, NAB senior executive vice president, said after meeting of network and NAB executives with Chairman Wiley late last Thursday, that television board would consider proposals reserving early prime time for "family viewing" and assuring issuance of warnings when material being aired requires it. Two days earlier NAB TV code review board had voted only to study proposals for reconsideration at regular meeting next April (see page 16). Though Mr. Wiley, talking with reporters after Thursday meeting with networks and NAB, refused to characterize his reaction to code board decision as "disappointment," he said he understood timetable on action might be "accelerated." Mr. Cobb and Vincent Wasilewski, NAB president, were at meeting, originally planned to be confined to top network brass.

Code amendment to reserve 8-9 p.m. for family viewing and to formalize warning system for programing considered potentially offensive was first proposed by CBS (Broadcasting, Jan. 6) which, as did ABC and NBC, later said standards would be individually put into effect at networks. "Family hour" principle last week was endorsed by Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, as "wonderful idea." Senator, long an ardent critic of what he considers excessive sex and violence on TV, expressed views in letter to Chairman Wiley. Letter was sent after CBS and NBC had announced "family hour" intentions, but before ABC followed suit.

Mr. Cobb cautioned that "in a matter of this urgency," it was unrealistic to expect decision in "15 to 20 days." However, he noted that NAB board, which would pass on any recommendations code board makes, had number of options, including asking code board to expedite its consideration of proposal. And networks' representatives on board -- at least CBS's -- would be expected to urge expedited action.

Another matter -- and one troubling Chairman Wiley -- that board could address, Mr. Cobb said, involves early evening schedules of nonaffiliated stations. Chairman, in talking with reporters, said he was looking to NAB to deal with question of programing in nonnetwork prime time.

Chairman Wiley, who said he construed networks' policy statements as reflecting "serious intent," made it clear he would await code board action before deciding what commission action, if any, was required. He also indicated he would not stop with NAB. When NAB decides what it will do, Mr. Wiley intends to talk with independent stations -- and, presumably, Association of Independent Television stations -- to reach nonsubscribers to code. Public broadcasting stations will probably be brought into discussions on issue, too, he said.

Except for presence of Messrs. Wasilewski and Cobb and Richard Jencks, CBS Washington vice president, cast attending summit meeting last week was same as that of Nov. 22 meeting, when Chairman Wiley made his first call for self-regulatory action by networks: ABC's Elton Rule and Everett Erlick, CBS's Arthur Taylor and John Schneider and NBC's Herbert Schlosser and David Adams.

Chairman Wiley, who called meeting "constructive," said there are more areas of agreement among industry figures than disagreement.

Chairman said he suggested modifications in statements
networks issued. And although he declined to elaborate, it was understood that he suggested that all prime time before 9 p.m. be reserved for family viewing. Since CBS and NBC and, beginning with second season, ABC begin prime time programming at 7:30 p.m. on Sunday, those networks could go into adult programming as early as 8:30 p.m. on that evening. However, chairman appears to have abandoned proposal that adult-oriented programming be limited to periods after 9 p.m. in all time zones; he noted networks said that was “not feasible.” As result, he said, “family viewing will be different in different time zones.” Chairman stressed that self-regulatory actions of networks are voluntary. They are taking steps because “they are right and are in public interest,” chairman said, and not because of government pressure.

Tougher than the sheriff

There has been “certain amount of displeasure expressed,” in words of one official of National Association of Broadcasters, that expected TV and radio code restrictions permitting lottery advertising will be more restrictive than new lottery law itself (Broadcasting, Dec. 23, 1974). Proposed wording, approved by eight of nine radio code board members (one had not been heard from at week’s end) and six of nine TV code review board members (with one “no” vote and two not heard from), would permit broadcast of lottery ads in states with legalized state lotteries as long as they “do not exhort the public to bet.” According to NAB’s chief counsel, John Summers, that means lottery ads can tell viewers and listeners price of tickets, when and where to buy them, how lottery works and types of prizes offered, but they cannot say such things as “Be a big winner!” or “Get rich quick!”

News of this drew fire from broadcasters, particularly those from lottery states of Maryland and Delaware, last Friday during NAB government relations presentation to broadcasters’ winter workshop in Washington. Dissenters at meeting said there should be no restrictions on lottery ads and NAB received quickly passed resolution to that effect from Maryland-District of Columbia-Delaware Broadcasters Association that day. Proposed code language and accompanying guidelines will be taken up by full radio and TV boards in Palm Springs, Calif., this week.

License itself beats term thereof. Show of hands at workshop showed 100-odd broadcasters present “overwhelmingly in favor” of license renewal bill with focus on “industry stability” over bill with emphasis on lengthening license term five years. This can be some surprise to NAB government relations staffers, who asked for vote during their briefing; they expected stronger interest among small-market broadcasters in longer license term.

Wiley strikes sympathetic stance on renewal as he outlines FCC aim on policy statement

FCC Chairman Richard E. Wiley favors adoption by FCC of license renewal policy under which broadcaster who has substantially served needs of his community and is not guilty of serious rule violations should be renewed, regard- less of promises made by challenger seeking his frequency.

Adoption of policy statement governing comparative hearings involving incumbent licensees seeking renewal is one of four projects he says commission must complete if it is to provide “clear and coherent renewal policy.” Chairman discussed matter in luncheon address Thursday at regional meeting held for 287 broadcasters from Washington, D.C., and surrounding six-state area. He had directed staff to move ahead on four items after it became evident license renewal legislation then pending in Congress would not be enacted (“Closed Circuit,” Dec. 9, 1974).

Besides policy statement, items on list include:
- Completion of inquiry on ascertainment of community needs. Chairman indicated he feels ascertainment should be continuous process and that important differences between stations may make imposition of set of uniform ascertainment requirements applicable to all radio and television stations “unnecessary and unwise.”
- Development of new, “shorter and simpler” renewal form that would provide “appropriate evidence” that commission recognizes that radio in many respects is different from television. He also drew applause when he said that many radio stations are small and sometimes struggling operations and that commission should stop regulating them “as if they were large-market VHF TV stations.”
- Drafting of new internal processing procedure that would permit staff to act speedily on “great bulk” of applications of broadcasters whose records indicate they are serving public interest, while sifting out for closer examination by commissioners renewal applications of those “who may not be satisfying their obligations as public trustees.” Chairman Wiley said he hopes such policy, once developed, would be widely disseminated so that broadcasters and public would understand “how and in what manner” commission processes applications.

Development of policy statement, however, would be “most difficult problem” in license renewal area, he said, adding that he knows of “no more puzzling issue” than that of comparing incumbent’s record against challenger’s promises. For as himself, he said — in passage drawing second burst of applause — if broadcaster “has substantially met the needs and interests of his service area, and if his record of service shows no serious deficiency (such as misrepresentation, double billing, fraud, etc.), he should be renewed regardless of what the challenger has promised.”

“But,” he said, “what is substantial service?”

TVN would rather fly by Westar

Television News Inc. last week confirmed reports that it will go satellite for distribution of its news service (Broadcasting, Jan. 6). TVN will commit $10-12 million to switch from AT&T ground lines to first U.S. domestic satellite, Westar, operated by Western Union since April of last year. Two-year old independent news service will over next 18 months install up to 75 earth stations to receive several daily satellite feeds transmitted up from ground stations in New York, Atlanta, Chicago, Los Angeles and Dallas. Washington and San Francisco will initially be connected up to earth stations by special land circuits. Receiver earth stations will be positioned at nearly each subscriber TV station. Units will cost in area of $100,000 each, but TVN backers will pick up tab and firm says there will be little change in subscriber rates. Only TVN’s 37 U.S. subscribers will be serviced by satellite; Canadian customers will continue to be hooked up via land lines. First 20 earth stations
will be installed by July 1, next 15 by Aug. 1 and remaining 40 (for as yet nonexistent U.S. TVN subscribers) by end of year. TVN estimates it would up output of newsfeeds from current one hour daily to up to 10 hours daily. Quality of transmission is expected to be as good or better than terrestrial service. A company spokesman had said, “Under the present system, it would not be economically feasible for us to stay in business.” He referred to AT&T’s increase in rates for occasional land-line users such as TVN.

OTP’s second draft of cable legislation is like the first — or more so
Office of Telecommunications Policy has completed new draft of cable television legislation that originally surfaced in April last year (Broadcasting, April 22, 1974). And while changes have been made in response to criticisms and comments of government agencies, including FCC, its thrust — to fence FCC off from much of its present control over cable — remains intact.

OTP, in letter to Office of Management and Budget accompanying new draft, rejected commission’s criticism that OTP bill eliminates regulatory “flexibility” that is available to regulatory agency and that cable television should be regulated within same scheme as that applying to other communications media.

OTP, whose draft is designed to implement report of President’s Cabinet Committee on Cable Communications, says bill provides for flexibility — but through nonfederal licensing authority and courts. OTP concedes that most enforcement activities against licensing authorities would shift from commission to courts.

And it says that cabinet committee was clear in rejecting principle that, except for its direct relation to broadcast programming, cable should be regulated in relation to present and future competitors. Committee felt, OTP noted, that principle could lead to “pervasive and detailed regulation of cable simply for the benefit of cable’s competitors.”

Among major aspects of new draft:
Authorization that original bill would have given FCC to adopt or continue antispounding rules is eliminated (commission’s authority will probably be decided by courts, in OTP’s view); commission’s authority to establish technical standards is limited to assuring that systems can interconnect; section in original bill grandfathering crossownership of cable systems and television stations or networks is deleted, as is provision authorizing commission to establish minimum channel capacity, and intent of original bill to make licensing and regulation of cable systems primarily function of nonfederal licensing authorities — and to vest nonfederal regulatory authority in single agency — is clarified.

Taft spreads it out. Television stations belonging to Taft Broadcasting Co., Cincinnati, is shifting national representation of five of its six TV stations from Katz Agency to other reps. Harrington, Righter & Parsons which has repped Taft’s WTVN-TV Columbus, Ohio, adds WKRC-TV Cincinnati; Tele-Rep Inc., New York gets WDAF-TV Kansas City, Mo., and WBRC-TV Birmingham, Ala.; Bolton Burchill, WTAF-TV Philadelphia; and MMT Sales, WGR-TV Buffalo, N.Y. There had been speculation Taft would set up its own representation firm. Its six radio stations remain at Katz.

Clearance sale. Chrysler Corp. is allotting about $10 million to five-week campaign to move unsold cars off dealer floors. Figure includes payment of rebates from $200 to $400 to buyers of cars as well as cost of network TV, spot TV radio and newspaper effort. Promotion began yesterday with Chrysler participation (six 30-second announcements) on NBC-TV’s coverage of Super Bowl game. Creative work on campaign was Cohen, Pasqualina & Lowe, New York; Young & Rubicam International, New York, handled network TV and Ross Roy Inc., Detroit, spot TV, radio and newspapers.

Another giveaway. To help promote new automobile sales, WPIX(TV) New York will run free announcements during next six months to urge viewers to buy new cars. Announcements will show 1975 models but will not mention specific brand names. Leavitt J. Pope, president of WPIX, says he will present plan to national convention of Association of Independent Television Stations Inc. in Atlanta this week in hope that other independent TV stations will make undertaking nationwide in scope. Mutual Broadcasting System has been running similar effort in radio.

Gerrymandering. Ohio Republicans Clarence Brown, ranking minority member of House Communications Subcommittee, and Samuel Devine, ranking minority member of full committee, may find jobs in jeopardy in 1976 if Ohio legislature passes state reapportionment plan, as some observers predicted. Plan, already passed by one house of legislature at press time, is designed to put more Democrats in Congress.

By another name. Associated Press Broadcasters Association is now Associated Press Broadcasters Inc. following 829-to-21 vote of members. In coincident restructing, voting membership is limited to station licensees that are associate members of AP, plus networks that meet APB qualifications.

Proselytizing. Some 20 UHF operations from commercial and public broadcasting will spread gospel at meetings with FCC (dinner Madison hotel Feb. 5) and with OTP, FTC, congressional figures next day. Mission, according to Dick Block, chairman of initiating Counsel for UHF Broadcasting, is to “educate and sensitize.” Objective at FTC: to encourage better policing of TV set servicemen standards.

An angel named B-M. Noncommercial WNET(TV) New York has $850,000 grant from Bristol-Myers Co. to produce five-hour TV specials on mental health for broadcast on PBS beginning March 31.

Clemens M. Weber, senior VP and treasurer of Metromedia Inc., New York, named to new post of executive VP and elected to Metromedia board. He remains in charge of finance but is succeeded as treasurer by Robert A. Maresca, assistant controller. John W. Kluge, president and chairman, said Mr. Weber “will share with me over-all responsibility for the planning and administration of Metromedia’s current operations and long-term goals.” Mr. Weber, 46, joined Metromedia’s predecessor, DuMont Broadcasting Corp., in 1955, became treasurer of Metromedia in 1968, VP in 1969 and senior VP last year.

In Brief

TV station, mostly for sports, repping CNN, Golden West, recently projected $440,000 first quarter. However, it will move to ABC channel June 1, when league begins play.

Local weather. Carol Humes, Weather Channel, named WGN-TV Chicago’s “National Weather Authority.” WGN launched WGN-TV Weather Center last February.

Broadcasting Jan 13 1975

10
Monday Memo. 

A broadcast advertising commentary from Alvin Hampel, executive VP, Benton & Bowles, New York 

Creative advertising isn’t creative if it doesn’t sell 

That great philosopher, Clint Eastwood, said recently, “My most creative movie earned the least money at the box office.” Interestingly, when asked why, he replied in true philosophical terms: “the advertising stunk.” 

If you remember the joke in my commercial while forgetting my product, the joke is really on my client. If my star presenter grabs you but you ignore what she’s trying to tell you, I’ve blown it. If you’re struck by my cleverness but remain unsold by my ideas, I’ve bombed as a copywriter. If you award my commercial a sterling silver bowl for excellence without asking how well it worked, you’ve given me an empty bowl. 

This is not to suggest that creativity and selling are mutually exclusive. You do not have to sacrifice one to get the other. The trick of a good advertising man will tell you, is to do both: be creative and sell hard at the same time. But—and this is a very important but—if I miss on one, I would rather miss on that which we call “creative” than miss on the “sell.” 

For example, I’ll take an average TV production of a terrific selling idea any day rather than a feeble idea slickly produced. 

Does your advertising have to be loved to be effective? Criticism of an advertising campaign has little to do with selling effectiveness. There are many examples of advertising that is disliked by people who at the same time are reacting to its message. 

Benton & Bowles has the distinction of having three of its campaigns on a list of the 10 worst in a write-in vote sponsored recently by the Dallas Advertising League. Among the so-called worst were Charmin and Mr. Whipple, Grape-Nuts and kindly old Euell Gibbons, and Continental Airlines with its provocative new campaign. “We really move our tail for you”—three of the most successful campaigns in our agency at this time. 

Now that doesn’t mean your advertising must irritate to work. Of course I’d rather have my advertising loved than hated. But there is a relationship between a commercial’s capacity to rub a nerve and its ability to break through consciousness. Incidentally, almost all of the products on that Dallas list are best sellers. Maybe it has something to do with love and hate being so close on the emotional scale. Or maybe it’s repetition. After enough exposure even the most loveable advertising can lose its appeal—even though it may still be working. 

Now, I personally know as many people who love good old Mr. Whipple as despise him. Curiously, the haters seem to be mostly advertising people or others in upper-income, top executive or professional jobs—not necessarily your best prospects for a single-ply economy toilet tissue. 

On the strength of Whipple advertising, Charmin is today the number-one toilet tissue in America. In 1969, with distribution in only 56% of the U.S., it outsold the number-one, nation-ally distributed toilet tissue, Scott. Even today, Charmin advertising gets three times the awareness of the advertising run by its competition. And there isn’t a competitor out there who doesn’t wish he had Mr. Whipple and his selling idea—“Please don’t squeeze the Charmin”—working for him. 

Advertising is not creative when its selling idea is overshadowed by its execution. How many times have you heard someone describe an ad or a commercial and then fail to remember the product? A good joke, a funny piece of action, an imitation of a popular movie or TV show—all can detract from a strong selling idea. Yet, humor, used with care, can make your advertising message more memorable, provided the humor is pertinent and fits naturally with the selling idea. When you have genuine product news, you don’t have to get funny or tricky to tell the story. Keep it simple. People want to hear what’s new about a product. 

Often we see celebrities used just to gain attention. You get more from the association, I believe, if the celebrity and the product go together. Euell Gibbons is an expert on natural foods, having written many books on the subject. Isn’t it natural then, that Euell Gibbons be a spokesman for Grape-Nuts, the natural cereal. In the two years he has been on the air for that product, sales of Grape-Nuts have climbed to a 15-year high after having been level for some four years before that. 

I am often asked, “But how can you tell if advertising will sell before you ask a client to spend millions of dollars on it? How do you know beforehand if your advertising is truly creative?” 

I wish I could guarantee successful advertising. But let me just say to the degree that creative talent, research, experience and judgment can help arrive at a winning campaign and prevent the choice of a campaign that will fail, I’d like to suggest the following method of working: 

It all begins with a clear marketing strategy. From that comes a copy strategy. Only then is the advertising written and produced. Next comes copy testing for comprehension, memorability, recall and persuasion. The most promising executions are then put into a test market—the ultimate proving ground. The test market is tracked and evaluated. And, where indicated, revisions made in the advertising. In some cases, new advertising is written to replace weak advertising and the cycle begins again. But by the time a campaign goes national, it has proved itself. It can truly be called “creative advertising.” 

There you have seven steps to effective copy. It is a good system to follow—perhaps the only way to predict with any reasonable assurance the selling effectiveness of an advertising campaign. It may cost more money to work this way, but it can save you a lot of money in the long run. 

Now, allow me to sum up my thoughts about creativity in advertising today: The words, “creative advertising,” can be very deceptive. What may appear to be clever or witty or humorous or unusual can in reality be an advertising disaster. But that time is gone. We’re living in much tougher times today. There never has been greater pressure to come up with advertising that works. Now I would like to interject a note of caution here. In the poll bell rush to sell, sell, sell there has surfaced an almost total lack of concern on the part of some clients over what their advertising looks or sounds like, or how much it imitates other advertising. And that could be a trap. 

We all know clients who have asked for a “Mrs. Olson” in their advertising, or a “White Knight,” or any continuing character, or a can did testimonial, or a stand-up spokesman, or whatever. These clients believe if it worked once, it will work again—and who cares if they’re imitative. 

But watch out for sameness. It is still essential to capture and keep the consumer’s attention before you can get an idea across. And to do that it is dangerous to follow your competitor’s formula. If you do, you run the real risk of being mistaken for your competitor. 

No, creativity is not dead. But it has changed. The need to be bright and original and distinctive has never been greater. But the need is for disciplined brightness, relevant originality, channeled distinction. 

If your advertising creates a sale and people talk about it at parties, that’s a bonus. If your advertising creates a sale and it makes people laugh, marvelous; you have a rare knack. If your advertising creates a sale and it wins a gold lion, congratulations. No, creativity is not dead. But creativity without selling is dead.
**Doubleday Media Offers**

**ROCKY MOUNTAIN EXCLUSIVE!**

First time offered. Rocky Mountain Daytimer with Class C FM-CP. Growing resort area. Priced at $8 cash flow. Liberal terms to qualified buyer.

Call Bill Dalcho at 214-233-4334.

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**Also in January**


Jan. 16-17—Montana Broadcasters Association annual convention. Missoula.


Jan. 21—Florida Broadcasters Association midwinter meeting. West Palm Beach.


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**February 1975**

Feb. 1—Deadline for entries, 43d annual Sigma Delta Chi Distinguished Service Awards contest, for notable performance in print and broadcast journalism during 1974. Society of Professional Journalists, SDC, 85 E. Wacker Drive, Chicago 60601.

Feb. 4—Deadline for entries, Robert F. Kennedy Journalism Awards for outstanding coverage of problems of the disadvantaged in America, Awards Committee, 1055 30th Street, N.W., Washington 20007.

Vacuum technology:
One of the strengths that make us
the new steel company.

Vacuum steelmaking improves the mechanical properties of steel. It makes cleaner steels with improved toughness, ductility, and uniformity. The result is dramatically better performance for a wide variety of products.

Republic was among the pioneers in vacuum arc remelting of alloy steels. This process produces the ultimate in micropure alloys and specialty steels for use in aircraft and aerospace work. Today, we continue to operate one of the world's largest batteries of vacuum arc remelt furnaces.

Our first ladle vacuum degasser for hydrogen removal from high tonnage stainless and alloy steels went into operation in 1962. Later, we added carbon deoxidation to ladle vacuum degassing for alloy and carbon steels.

Today, the vacuum unit shown below is used for many additional variations of vacuum steelmaking, including vacuum decarburization of stainless steel with oxygen. The vacuum process consistently produces stainless steels with carbon levels well under .025 percent without the extensive use of high cost, low carbon ferro chrome. Degassing, deoxidizing, decarburizing are just some of the capabilities of vacuum processing. We have the facilities, the staff, and a long-standing commitment to be a leader in vacuum technology for the production of quality steels. Just one of the strengths that make us the new steel company.

300 percent better fatigue life.
The fatigue life of bearings made from vacuum carbon deoxidized steels was improved more than 300 percent over the life of bearings made from air melt steel. In fact, new testing techniques had to be invented to measure the magnitude of the improvement.

Extra low carbon stainless steels.
The vessel, tube, and bar shown here are made from one of the new grades of low C, low N ferritic stainless steels developed for their unique combination of corrosion resistance, formability, and machinability with high resistance to stress corrosion.

We do more than just make steel.

Art Marcantonio, Assistant Chief Metallurgist,
Republic Steel:
"Our vacuum processing facilities in Canton, Ohio, are some of the finest in the world. We've got the people who know how to work with them, too. They can help tailor steel to your needs.

"If you'd like to know how our vacuum technology can help solve your steel problem, write to me:
A. Marcantonio, Republic Steel Corporation,
Cleveland OH 44101."
In praise of commercials. Showing off can be good clean fun. No 8-year-old boy walking a picket fence for the prettiest little girl in town ever had more fun showing off than I do when broadcasters from other countries come to visit me at WOR(AM) New York during a live show. First we have dinner together and arrive without rushing at Studio One never more than five minutes before air time. Nobody’s there except the waiting engineer. At 11:15 p.m. the red light turns green and with shoes removed and tie loosened, I lean in and, without a script, blast the President, ridicule the Congress, insist my choice of cabinet members, review the Navy, or apologize to some foreign country or other for some new or long-standing idiocy in American foreign policy.

It’s fun watching a gallery of British, Danes, Swedes, Italians—any broadcasters from another democracy—gradually grasp what’s going on and then go limp with envy and disbelief. The freedom of the American broadcaster is unique and impressive.

Our applause sounds like this: “If any employee of a radio station hailed off and said that on his own in my country the minister of telecommunications himself would have to stand up and answer to Parliament because it was an unrepresentative commercial.”

Do we get away with it? We’re no more democratic than they. They’re just as protective of freedom of the print press as we are. How is it that we can puncture Presidents on our own and they need committee consent to broadcast anything more controversial than a lecture on glassblowing in pre-Renaissance Estonia? There are lengthy answers, but there’s also a thoroughly adequate, impregnable answer in one word—commercial.

Commercial make too many people fidget; not only listeners and viewers who’d naturally rather do without the interruption, but the very broadcasters themselves who are maintained and enriched by commercials too often apologetically dismiss the matter with a flippant, “Commercial are the name of the game.”

Commercial are more than that. There is no more effective friend of free expression than good, wise, and dissent than the American commercial. Without them, instead of our 50 or 60 radio and television stations in our major cities we’d have the same patrly three or four or sometimes only one that serve the cities of Europe. That would not provide the freedom that presently salts, peppers and Tabasco the air over America. Thanks to commercials we have so many stations flooding the air daily, nightly and all night with so many opinionated individuals voicing so many different views that no one of us on the air is important enough for anybody to try to muffle it.

We can put up with limitless interruptions to combat aches, cramps, mildew, gray laundry, dull casserole and underarm catastrophe before we can put up with one single interruption of our freedom to remove our shoes and tie and do our journalistic best to remove a Presidency, or a dog-catcher, or a notary public.——Barry Farber, radio personality, WOR(AM) New York.

Exceptions taken
Editor: I have just become aware of the editorial in your Jan. 6 edition concerning the proposed transfer of control of Washington Star Communications Inc. (WSCl) to Joe L. Allbritton.

First of all, your statement that a challenge was filed by “what appears to have been a hastily organized right-wing group” is, I am sure, highly unfair to many people who have joined Concerned Citizens for Balance in News Media. While I am moderate to conservative in political outlook, in most instances I do not know and did not ask the political views of members of Concerned Citizens. There is no requirement that members be of any particular political stripe, but only that they oppose concentration of media control in Washington. Thus, if Mr. Allbritton will exercise his option and acquire only the Star-News, our efforts will terminate. But we don’t think Mr. Allbritton or anyone else should own the Washington Star-News and three powerful D.C. broadcast properties. That is not healthy, as the FCC’s own rules make clear.

Further, comparison to the Boston Herald-Traveler situation is not apposite. It folded because someone got its license by challenging (successfully) the renewal application of that paper’s cover TV station. We have no present objection to WSCl retaining its broadcast properties. But we do think the FCC should apply its crossownership rules in this critical area of transfers of control.—Donald C. Morency, chairman, Concerned Citizens for Balance in News Media, Washington.

Mixed reviews
Editor: The in-depth analysis of radio news in your Jan. 6 issue was a highly informative and comprehensive report. It underscored the vital role of radio news and the growing reliance of the public on our medium for up-to-the-minute information. My congratulations to Leslie Fuller and Broadcasting for a job well done.—Dick Harris, president, radio station group, Westinghouse Broadcasting Co., New York.

Editor: Your in-depth report on radio journalism was a welcome feature. However, I must take issue with your photo caption identifying ABC, CBS and NBC as “the three largest commercial radio networks.” As you well know, the Mutual Broadcasting System with its 660 affiliated stations is larger than CBS and NBC combined.—William Greenwood, vice president-executive news director, MBS, Washington.

Feeding the hand that bites
Editor: As an FM broadcaster, I strongly object to the proposal suggested by the Radio Advertising Bureau and Mutual network to offer free time to promote the sale of automobiles. RAB and Mutual must be aware that the automobile industry just spent thousands of dollars in newspaper advertising and a lobbying effort to defeat the proposed all-channel radio bill. I am aware of the tremendous amount of advertising revenue broadcasters derive from the auto industry, but as an FM broadcaster I’ll be damned if I’ll give free advertising to those responsible for handing my medium its greatest legislative setback.—Eric Hauenstein, vice president-general manager, KDKB-AM-FM Mesa, Ariz.

Correction
Editor: The story [Broadcasting, Jan. 6] with respect to the Buckley-AFTRA litigation was inaccurate in that the Second Circuit did not reverse the District Court’s one-to-one decision but reversed it unanimously; Judge Friendly did write a concurring opinion.—Moraimon Becker, general counsel, American Federation of Television and Radio Artists, New York.
You may never see the world's highest priced diamond.*

But...you may ring up record retail sales in Western Michigan with WKZO.

There's good reason for all that sparkle from WKZO. It's the station that offers 147% more adult (35+) listeners than the next competing station in the market. In the 6 a.m. to 7 p.m. period.

Furthermore, WKZO reached 204% more adults (35+) than the next competing Kalamazoo station in the 6 a.m. to 7 p.m. time slot. So, look into the dazzling information your Avery-Knodel representative brings about Western Michigan's leading personality/MOR station.

Source: Total Survey Area (ARB — April/May 1974)
Average quarter-hour estimates.

*The highest priced diamond ever sold at auction was the 69.42 carat flawless diamond ring which was sold to Carter's, New York, for $1,050,000. It was resold almost immediately to actor Richard Burton for his wife, Elizabeth Taylor, in Oct., 1969.
Networks ban sex, violence in prime-time 'family hour'

They also formalize warnings for 8-9 p.m. pre-emptions thought unsuitable for children; NAB code starts study of general adoption of same rules

The television code review board of the National Association of Broadcasters, at a hastily called meeting in Washington last week, postponed action on CBS's proposal for a TV code modification to restrict the first hour of network prime-time schedules to "family viewing" programs. All three networks announced they would implement the plan on their own.

The TV code board adopted a resolution directing its program standards committee to ponder the matter and report back to the code board at the NAB annual convention the second week in April.

Aside from the "family viewing hour," the CBS proposal urges that the TV code also require all the networks to broadcast and circulate notice to program guide publishers whenever the "family viewing hour" is preempted by a special program not meeting the "suitable-for-family-viewing" criterion. Furthermore, CBS proposed that prior notice should also be given for material in other prime-time hours that might be disturbing to a "significant portion" of the adult audience (Broadcasting, Jan. 6).

According to the code board chairman, Wayne Kearl of KENS-TV San Antonio, Tex., "There was considerable feeling [at the meeting] for what CBS is trying to accomplish." And, said Tom Swafford, vice president of CBS-TV program practices and a member of the code board, "I don't think there was any resistance to the family hour."

But the code board decided to send the proposal to committee to allow the members time to "pause and regroup," in Mr. Swafford's words, before proceeding with a TV code amendment. Mr. Kearl predicted it would not be easy to win a consensus on how to implement the proposal.

Though all seem to agree the idea is a good one, they foresee problems with definitions and mechanisms. Chief among the open questions is how to define the key phrase "family viewing." Another is how to entice independent stations to go along with the scheme. It would serve no good if the networks are showing programs such as The Waltons while the independent are "blowing up the ammunition dump on TV from six to nine every night," one network spokesman said. (The Association of Independent TV stations has no plan to take up the CBS proposal at its convention this week, its president, Herman Land, said last week, although it will be discussed if the question is raised from the floor. He also said that he has not talked with any of the networks or the FCC about the plan yet.)

Another difficulty concerns time zones. In all but the central time zone, the "family viewing hour" would begin at 8 p.m. with the thought in mind that younger viewers would taper off in subsequent hours when program fare would not be restricted to family entertainment. But in the central zone prime time begins at 7 p.m., and some are concerned that when "open season" begins at 8 p.m., many youngsters might still be seated before the TV screen.

All three networks, however, are committed to the general plan, regardless of what the NAB does. NBC announced two weeks ago its plan for a family viewing hour, which begins on Sept. 1, and last week the other two networks followed suit. CBS went on the record at the code board meeting last week as being "irrevocably committed," Mr. Swafford said, and ABC, which was not here from until last Wednesday, announced that it too will begin the first hour of its prime-time schedule with "programming suitable for general family audiences," effective next season.

ABC's written statement added that when programming during this hour, in its judgment, "contains material which might be regarded as unsuitable for younger members of the family, the audience will be appropriately advised. . . ." The statement said its admonishment to the audience, when necessary, will continue as now, with audio and video advisory announcements at the beginning of the programs and on-air promotional and print advertising material.

The ABC statement continued, "Government action in the area of program content must be both cautious and carefully limited lest we do permanent damage to the principles of free expression which are so fundamental in our society. . . . Accordingly, ABC strongly supports the concept of industry self-regulation."

It also recounted ABC's standing policy prohibiting "the use of violence for the sake of violence" and cautioning that the use of force when used in a story line as an appropriate means to an end, "is not to be emulated. With the help of two teams of independent research consultants ABC retains to study the effects of television, the statement said, ABC has found that where violence is portrayed so that its consequences are "adequately depicted in depth," it may have the effect of "reinforcing real-life prohibitions. . . . On the other hand, it is clear that gratuitous violence serves no useful purpose."

As regards the portrayal of sex on television, the statement said, ABC's standards and practices department sees to it that such depiction is not "exploitative and sensational" in made-for-TV films, and the Motion Picture Association of America is approached to re-rate feature films originally rated "R" after ABC has edited them.

The program standards committee of the TV code review board has tentative plans to meet Jan. 28 to discuss the CBS plan. Members of the committee, all present at the code board meeting last week, are Robert J. Rich, KBJR-TV Duluth, Minn.; Alfred R. Schneider, ABC-TV, New York; Herminio Traviesas, NBC, New York; and Mr. Swafford.

Other members of the code board present last week were Mr. Kearl; Harold Grams, KSDK-TV St. Louis; Burton B. Laddow, KTV(TV) Phoenix, and James R. Terrell, KVTV(TV) Fort Worth. Wallace Jorgenson, WBTV(TV) Charlotte, N.C., was absent.

What programs get the bounce when 'family hour' goes into effect?

Network programmers disagree but say they'll be watching one another for transgressions

Industry observers were predicting at least some reshuffling of television schedules in the light of the networks' suitable-for-family-entertainment approach (see story, page 16).

One network programmer said flat out that, looking at the second-season schedule, 'ABC bucks these guidelines on every night of the week except Thursday.' This source said that four of ABC's 8 o'clock shows—The Rookies on Monday, The Night Stalker on Friday, Kung Fu on Saturday and The Six Million Dol-

Broadcasting Jan 13 1975 16
lar Man on Sunday—are too violent, and that ABC's Tuesday and Wednesday Movie of the Week (both of which start at 8:30 p.m.) too often deal with adult themes or with violent situations to pass muster under any broad family-entertainment guideline.

Answering this charge, an ABC executive admitted that The Rookies and the two Movies of the Week might have to be scheduled at 9 p.m. or later, but disagreed about The Night Stalker and The Six Million Dollar Man. (Kung Fu is not expected to be back next season.) These shows are done in a tongue-in-cheek way," he said. "They're like cartoons—no one takes the violence in them at all seriously.

"And as far as I'm concerned," he continued, "CBS's All in the Family doesn't fit the guidelines because it deals with controversial themes week-in and week-out. Why should they get away with treating hysterectomy, adultery and bigamy as subjects for comedy at 8 o'clock while we shift successful shows like The Rookies into untried later time slots? If we started to suffer competitively in a situation like this, you can bet we'd make a stink about shows like All in the Family and NBC's Sanford and Son, which often goes in for some pretty raunchy humor."

But another industry executive said that situation comedies are, by their very nature, included in the category of family entertainment. "With the exception of the two abortion episodes of Maude," this executive said, "I don't recall any situation comedy's being criticized as unsuitable for family viewing. These guidelines refer strictly to shows in dramatic form."

"Not so," said another network programmer. "What about the low-cut costumes Cher is always wearing?" this programmer wondered. "If her show is allowed to continue at 7:30 on Sundays next fall, then CBS will be making a mockery of the guidelines. CBS may also have a problem with the sexual innuendos that the M*A*S*H (Tuesday, 8:30-9 p.m.) regularly offers too."

The only certain NBC move, under the proposed guidelines, will be to give the adult-slanted World Premiere Movie (Tuesday, 8:30-10 p.m.) a later time period.

"But when you get right down to it," one network executive concluded, "there's an awful lot of hypocrisy going on here. Syndicated shows that are drenched in violence, like The Untouchables, will still be turning up as early as 5 o'clock in the evening in many cities. And let's say we put an adult show on at 9. That still means that the 40% of the country situated in the Midwest will be seeing it at 8. Does this mean that Midwesterners are less sensitive than people in other time zones?"

Escalating costs putting squeeze on networks' program suppliers

**Study by Wall Street specialist cites need for higher payments to producers; CBS said to be in strongest position**

The outlook for TV program producers is bleak unless they get sizable increases in license fees from the networks, and not so good for network TV profits if they do. Ratings-wise, the outlook for ABC is not too good either way.

Those among the conclusions reached in a 35-page report, "The Television Programing Industry," distributed late last week by the Wall Street firm of Tucker, Anthony & R. L. Day. The report was prepared by the firm's Dennis B. McAlpine, a well-known specialist in communications stocks.

Mr. McAlpine thinks the networks can stand higher payments to producers a lot better than producers can stand to stay at current fee levels.

Since "few, if any" program suppliers break even on their network sales and some lose handomely, he says, "substantial" increases are needed in some cases for survival, and failure to get them could lead to a situation—which he doesn't expect to happen—in which "eventually the number of suppliers will shrink until their bargaining power equals the networks."

On the other hand, he says, "the major question about network profits will be their ability to raise prices at a higher rate than costs. Given the current weak economic outlook for 1975, this ability seems somewhat limited although the more positive outlook for the economy in 1976 does seem hopeful."

Mr. McAlpine's study anticipates that "fees will be modestly increased, if not this year, then in the next two years." Actually, it estimates that network program costs this year will rise 11.6% above the $681 million estimated for 1974, which was 9% above the FCC-based figure of $624 million for 1973.

The effect of such increases on network profits, the study notes, would begin to be reflected in the fourth quarter of 1975. But it adds, the impact could be compounded in 1976 by a full or partial repeal of the access rule, and by the costs of presidential election coverage.

The study recognizes that the networks have some alternatives to help keep program costs down, such as less expensive versions of existing shows or a larger number of variety and game shows. But it also recognizes that there are limits to such countermoves—and probably no chance at all of saving by further increasing the use of reruns—and on the whole it expects program costs to rise "substantially faster than they have in the last few years."

It seems likely, the report concludes, that the networks will increase their payments to suppliers, but not enough to give the suppliers a profit. Thus suppliers will "continue to place a great deal of emphasis on eventual domestic syndication," which along with foreign syndication is where their profits come from.

"This means that the supplier will offer his best product to the network that offers him the greatest potential for a long enough run to accumulate sufficient episodes to make domestic syndication feasible," the report asserts. "CBS has the best record of keeping a series on network for three years or more, with NBC second and ABC third."

"In fact, at the start of the 1974-75 season, CBS had seven hours of series programming that had been on the network for three or more years, while NBC had six hours, with ABC having one-and-a-half hours. Therefore, if possible, we would expect the program suppliers to continue to favor CBS as a buyer, with ABC as third choice. This assumes that the supplier has his choice of buyer, which . . . is often not the case."

The report also concludes that CBS has some other things going for it and ABC some other things going against it:

CBS, for instance, has obtained among half (45%) of its prime-time programing over the past four years from independent producers. NBC and ABC have depended almost that much on the major film companies, but NBC has relied particularly on MCA. Far more than either of the other two, ABC has depended on movies (33% of its prime-time hours over the past four years). Moreover, the analysis concludes that demand for series programing will increase as film libraries approach exhaustion and as the networks get more time to fill "once the prime-time access rule is repealed."

What this adds up to, in the report's words, is that:

CBS has done an excellent job of finding, developing and nurturing the 'independents.' This tactic has produced several benefits for CBS. It has obviously broadened the universe of program suppliers for not only CBS, but the other networks as well. This has probably had the side benefit of abetting the
networks in their attempts to keep pro-
gram costs increases to a minimum. [It]
has also helped CBS develop strong rela-
tionships with these independents, early
in their life. This should give CBS a leg
up in selecting the most desirable product.

"... MCA/Universal has been the
dominant supplier of television program-
ing to some long-form action/adven-
ture. MCA has had a long-standing
close relationship with NBC which would
probably give that network somewhat
preferential treatment. This should in-
clude NBC of a steady stream of new pro-
grams for the future."

"... This leaves ABC in a far more
tenuous position with the odds being
rather high against its garnering rights
to large amounts of new hit [series] pro-
graming... This may pose some serious
problems for ABC in the future..."

In summary, the report says:

"Over the longer term we must con-
clude that all three networks will come
under profit pressures as costs increase.
Within the network triumvirate, we con-
clude that CBS is in the strongest posi-
tion with its successful development of
title 'independent' producers, its
strong affiliate line-up and the greater
likelihood that a series will last long
enough on CBS to become valuable in
syndication.

"Conversely, we must conclude that
ABC is in the weakest position among
the three. Its recent climb to relative
parity in some time has been through
the heavy use of movies and sports and
was abetted by the reduction in prime-
time hours caused by the FCC's prime-
time access rule.

"ABC has historically been weak in
series programing and this weakness is
likely to continue due to its weaker
affiliate line-up and lack of program
longevity. This latter situation will prob-
ably continue to force suppliers to offer
their best product to the two other net-
works. In fact, as the situation cur-
rently stands, we must conclude that the
chances are good that the ratings gap
between ABC and its competitors will
widen rather than narrow in the coming
years."

The analysis does see some perhaps
unexpected potential beneficiaries of
shortly increased programing on new pro-
grams: current programs with so-so rat-
ings. "A major increase in prices on new
programs may also force the networks
to continue existing series [whose] prices
for future seasons have already been es-
sured. This has been the case in the last
15 years and has saved hundreds of seri-
ies negotiations. Based on ratings alone
some of these might have been can-
celled but price consideration may prove
to be their salvation."

At least 30 pilots in works
for NBC-TV, says Howard

NBC-TV has looked at "more than a
thousand different concepts for regular
prime-time programs for next season,
has "gone to treatment or script on
roughly 150 of these" and expects to
wind up with 30 or more pilots, in half-
hour, 90-minute and two-hour formats.
NBC-TV President Robert T. Howard
said last week.

He said he was "particularly pleased
with the prospects for new comedy shows
on NBC." He also denied published re-
ports that NBC has scoured on issue-
oriented films, saying that "if NBC feels
that a program is significant and of
value, we will put it on. But it will have
to be well done. And before we go to
series, we want to be sure that the
program will attract a sufficient audience
to justify the risks of the major financial
commitment that series production in-
volves."

Mr. Howard also urged that broad-
casters support a proposed extension of
local ratings sweeps from four weeks to
eight—a proposal that has also won the
support of CBS-TV officials but is op-
posed by many stations and station reps.
Mr. Howard spoke at a luncheon in
Las Vegas last Tuesday (Jan. 8) during an
annual seminar conducted by Combined
Communications Corp., group station
owner.

Sam & Hi show. Sam Cook Digges
(2d from r), president of CBS Radio
Division and Himan (Hi) Brown (2d
from l), producer-director of CBS
Radio Mystery Theater, receive
a special certificate of appreciation
from the American Federation
of Television and Radio Artists
for "significant contributions to the cul-
ture of the nation and to the wel-
fare of AFTRA members through the
rebirth of radio drama..."

Holding certificates are (l) Kenneth Harvey,
national president of AFTRA and
Sanford J. (Bud) Wolf, national ex-
ecutive secretary of the performers' union.

Program Briefs

Movie-TV unit. Bill Self, who for 15
years was president of 20th Century-Fox
Television and whose resignation was
effective Dec. 31, 1974, has announced
his association with M. J. (Mike)
Frankovich, theatrical motion picture producer
to establish independent production studio for production of TV programs as well as feature movies.

Still going strong. King World Produc-
tions, Berkeley Heights, N.J., reports
sales or renewals in 21 markets for The
Little Rascals series. Total markets sold:
75. Shorts were produced by Hal Roach
40 years ago and have been re-edited and
rescored by King World Productions.
Now, all the ease and advantages of videocassette recording go portable. Because Sony is introducing the VO-3800 VideoRanger™, the first portable ¾-inch U-matic Videocassette Recorder. For both color and black and white.

Shoulder strap it. Or back-pack it. Take it anywhere. Use a portable camera. (Ours is the Sony DXC-1600 color camera.) Play back the compact 20 minute cassette on the VideoRanger itself or any U-format machine. Edit, if you want, on the Sony VO-2850 ¾-inch U-matic Editor. Everything in one format. No generation gap!

If you're already using U-matic equipment, you'll really appreciate the broadened capability the VideoRanger gives you. If you're not, this gives you another good reason to start.

The VO-3800 VideoRanger is ideal for sales and personnel training. For product presentations. For field trips and special research projects. For reporting and electronic news-gathering, it has the Sony quality and reliability you know you can count on.

And Sony quality means you get features like:

- NTSC Color and EIA monochrome standard signals.
- A dropout compensator that corrects for tape flaws.
- Automatic power shut-off when tape run is finished.
- Audio-dub facilities.
- Freeze-frame capability.
- Remote control operation.
- 60 minute rechargeable battery. Also works from AC or external DC sources.
- Playback capabilities through any TV set.

The Sony VO-3800 VideoRanger. Once you see it, you'll want to take it with you anywhere. Everywhere! Send the coupon today for all the details.

Sony. The proven one!

Sony Corporation of America
Video Products Dept. BRM-015
9 West 57th Street, N.Y., N.Y. 10019

Gentlemen:

☐ Please send me more information on the Sony VideoRanger.
☐ Please arrange a demonstration.

NAME
TITLE
ORGANIZATION
ADDRESS
CITY
STATE
PHONE (AREA CODE)

TYPE OF BUSINESS

Sony U-matic Color
Videocassette System
TV journalism relies upon old art form to cover court for newer one

Four artists-in-residence during three months of Watergate trial made possible a visual dimension otherwise denied to the medium.

Every day through the three months of the Watergate cover-up trial, four figures could be seen sitting together on a bench close to the front of the press section in Judge John Sirica's courtroom in Washington, the three-power binoculars mounted on eyeglass frames each wore giving them an eerily distinctive air. These were the artists of Watergate, the two men and two women who did the colored sketches that, with the aid of television and the nightly news shows, helped illuminate the trial for the American public. It had been a marriage of one of the oldest means of communication with one of the newest, brought about by the courts' continued refusal to admit any means of communication more advanced than pen or pencil. To viewers at home, the fruit of that marriage probably offered something more than photographs would have. As the artists acknowledged, some with a touch of frustration, they were simply substituting for the photographers who could not get in. But, being artists, they could do a little bit more than a photographer.

NBC's Betty Wells, who walked into the courtroom each day as if into battle, with a cartridge belt of her design strapped around her waist, the loops filled with magic markers instead of bullets, talked of the "different dimension" the artists could provide—the highlight they could focus on, the composition they could improve on. All agreed the work was hard—"very intense work; debilitating," said John Daly Hart, who worked for TVN news service on a freelance basis (the networks' artists worked on a contract basis). He started most days with a workout in a gym and a sauna. The pressures were as intense as any faced by the battalion of reporters, print and electronic, who covered the trial.

Throughout the day, the artists' heads could be seen bobbing up and down, as they peered through those three-power binoculars that brought faces and figures to better sight, then bent to their sketchpads to record what they had seen. As a lawyer built his case and reporters took notes, the artists sketched swiftly, capturing the scene their own journalistic sense told them was worth doing or one that the correspondent with whom they worked suggested. (Likeness was essential. "A great piece of art is of little value if the public does not know who is being portrayed," ABC's Freda Reiter said last week. And the drawing had to leap out at the viewer; the camera, as it panned a picture or moved in or out did not hold on a face for more than a few seconds.) In time, the black would go into Judge Sirica's hair, brows in the bench, flesh tones in the face. And then the artist would begin work on another scene. Frequently, sketches started in the courtroom were finished during breaks in the trial or while the artists ate their lunch in the courthouse pressroom. It was not unusual for some of the artists to do as many as 10 sketches a day—Mrs. Wells once did 15.

Then, at the end of the day, the network artists' work was rushed by courier to the respective network studios. There, if time permitted, the work was shot with an electronic camera, recorded on video tape, then merged with the work of the correspondent—ABC's David Schoumaker, CBS's Fred Graham or NBC's Carl Stern—doing a standupper and voice-over. If there was not time, the work was transmitted live.

Since TVN's deadlines were tighter—the news service's 75 clients are fed between 4:30 and 5:30 p.m.—Mr. Hart simply walked out of the courthouse, taped his work against the wall ("We were stonewalling it," he explains), where it was filmed. The TVN correspondent, Charles D. Gibson (grandnephew of Charles Dana Gibson of Gibson girl and Gibson martini fame) would do a separate voice-over, which was merged with the film of the artwork in TVN's Washington studio.

To a critical eye, there may have been differences in the quality of the work.
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All of the artists came to their assignments with considerable background and training. Mr. Hart has done portraits in oil, war art in Vietnam and fashion openings in Paris. Before joining the Watergate press corps, he did a series of sketches of ocean racers in the 1974 Newport-Bermuda race. And his next assignment will take him to the North Sea for a series of water colors of semi-submersible oil rigs.

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FCC gets just as many squawks in own backyard

Third meet-the-people session held in Washington; though the faces weren't the same, the script was; added billing: pickets outside protest lifting of WXUR-AM-FM licenses, back right-wing complaints inside

For the FCC's third regional meeting for the public, FCC members and staff had to travel only a few blocks on Wednesday (Jan. 8) to hear themselves denounced for doing their jobs with too much or too little or the wrong kind of zeal.

The meeting, attended by more than 800 persons in the cavernous Departmental Auditorium on Constitution Avenue in Washington, was far less raucous than the one in Chicago, in October, in part at least because the format gave Chairman Richard E. Wiley better control. Many of the themes heard in Chicago and at the first meeting (in Atlanta in May) were heard again last week.

But a major attack on the commission was mounted by fundamentalist conservatives. For the most part, their concern was that the commission was violating the First Amendment in enforcing the fairness doctrine, particularly where conservative, religious-oriented programing, specifically that of Dr. Carl McIntire, was involved.

There were other complaints too, of course. Blacks complained about the lack of programing aimed at them and the difficulty some have in finding jobs in broadcasting. Women complained about what the Reverend Dr. Nichols of Falls Church, Va., cited the "obscene image of women on television," and about the commission's failure to act on charges of discrimination in employment against women, alleging that some broadcasters are providing inaccurate descriptions of the jobs women hold at their stations.

There was also a member of the Gay Activist Alliance of Washington, Bob Carpenter, who complained that the "two million homosexuals," men and women, in Washington and the six states covered by the meeting, are either ignored by the broadcast media or subjected to "blatant slurs." He asked the commissioners to state whether they think gay people constitute an element of society whose needs should be considered by broadcasters. None of the commissioners responded; but William Ray, chief of the FCC's Complaints and Compliance Division, said if there are as many gay people as Mr. Carpenter suggested, they should have no trouble persuading broadcasters to eliminate derogatory references.

In all, some 40 persons spoke at the meeting that began shortly after 6 p.m. and ran until 10:30 p.m. And several who had not had an opportunity to speak in the time that stayed to chat with Chairman Wiley and his colleagues. Some had come considerable distances—the meeting drew from an area that included Maryland, Delaware, Virginia, West Virginia, Kentucky and North Carolina.

The meeting moved fairly smoothly as the result of an innovation that solved the problem of how to pick speakers without having hopefuls line up at microphones or wave their hands and shout to get the chairman's attention. Those who wanted to speak wrote their names on cards that were placed in a bowl; as their names were pulled, they stepped to the microphone.

One person who was not at the meeting but whose presence was felt inside the hall and outside was Dr. Carl McIntire, the fundamentalist preacher. Outside, pickets paraded carrying signs referring to the commission's action in stripping the stations he had controlled, WXUR-AM-FM Media, Pa., of their licenses, principally on grounds of violation of the fairness doctrine and its personal attack rules.

The speakers in the hall who invoked his name occasionally had Chairman Wiley, who prides himself on his Republicanism, and Mr. Ray, who pictures himself as a hard-shelled conservative, denying allegations they were part of a left-wing organization out to silence the right. And Chairman Wiley more than once protested his and the commission's devotion to the First Amendment.

But even Commissioner James Quello's account of his conversion from an anti-fairness-doctrine broadcaster (as manager of WJR-AM-FM Detroit) to a pro-fairness-doctrine commissioner ("I think you need the fairness doctrine to guard against a possible effort on the part of the government, the station owner or even of a pressure group to impose their views on the public") failed to cut any ice, Nor did the repeated statements from the commissioners and General Counsel Ashton Hardy that the fairness doctrine had been mandated by Congress and upheld by the Supreme Court.

There was, for instance, the woman from Hyattsville, Md., who demanded "a redress of grievances." She said the commission had engaged in censorship in forcing Dr. McIntire off the air. "You have destroyed rights we have given blood for," she said.

David Everett, of Fork, Md., said the burden imposed on broadcasters in making tapes and monitoring programs in order to comply with the personal attack rules cuts into profits and inhibits freedom of speech. And when Chairman Wiley said that a broadcaster could avoid the burden involved in broadcasting personal attacks by not making them, Mr. Everett shot back, "What's that do to freedom of speech?"

The Reverend James Nicholls, an as-

Town meeting about the air. Frances Huber had her opportunity to talk to the FCC last Wednesday, and used it to complain about what she felt was a lack of news on Washington, D.C., area radio stations. In the evening, it's now nothing but records or sports, she said. The commission delegation that handled questions from an audience that at one point numbered more than 800 was headed by Chairman Richard E. Wiley, standing. Others visible in photo (1 to r) on his left are Commissioners Charlotte Reid, James Quello and Glen D. Robinson (partially obscured), and William Ray, chief of the Complaints and Compliance Division. Others visible in photo, from far left, are Martin Levy, chief of the Broadcast Facilities Division; Wallace Johnson, chief of the Broadcast Bureau; and Commissioners Abbott Washburn and Benjamin L. Hooks. Not seen in photo are Commissioner Robert E. Lee; David Kinley, chief of the Cable Television Bureau; John Taft, of the Re-regulation Task Force; Ashton Hardy, general counsel; Richard Shiben, chief of the Renewal and Transfer Division; Dr. Barry Cole, who is consultant to the commission on license renewal matters, and Lionel Monagas, chief of the FCC's Industry Equal Employment Opportunity Unit.
some satisfaction about responsibility," Commissioner Quello has exercised adult-oriented programing.

There were others who at least equaled the antifairness-doctrine speakers in emotion who denounced the commission for failing to act forcefully to sweep the airwaves of programs they feel are immoral. "You don't protect the rights of parents, whose rights of privacy, of family, whose belief in morality of the country are being violated," said Mrs. Ann Smith, of Arlington, Va.

But if there was an apparent contradiction in the directions the commission was being urged to take, the commissioners themselves indicated their efforts to deal with the inherently complicated problems they face is ambiguous.

To speakers who complained, for instance, about a lack of good solid news programming, or about "insidious" antiblack discrimination in programming, they would stress the limits the First Amendment and the Communications Act place on them. On the other hand, Commissioner Benjamin L. Hooks talked with some satisfaction about the "jawboning" he and other commissioners do in individually talking to broadcasters about programming matters. Of course, he said, "the commission as an official body can't do that." Commissioner Quello, however, noted that Chairman Wiley has done and is doing the commission's jawboning for it. The chairman did it in connection with children's television programing, and is doing it in seeking to persuade the networks to make "a new commitment" to protect children from adult-oriented programing. "Chairman Wiley has exercised a great deal of responsibility," Commissioner Quello said.

Alabama ETV's lose licenses for lack of service to black audience

The FCC did the expected last week and lifted the licenses of the Alabama Educational Television Commission, principally on grounds of discrimination against blacks (BROADCASTING, Sept. 23). But in doing so, the commission served notice to all broadcasters, noncommercial and commercial, that in disputed cases of license renewal the burden falls on the renewal applicant to prove it is worthy of keeping its facility.

The FCC, in an opinion prepared under the supervision of Commissioner Glen O. Robinson and joined in by three of the five other commissioners, overruled Administrative Law Judge Chester Naumowicz, who had decided the case in favor of the AETC, and found he had erred in three critical areas:

* In evidently assuming that the burden was on the petitioner, opposing the license renewals to establish that adverse findings were warranted. The law imposes on the renewal applicant the burden of showing that renewal is in the public interest, the commission said.
* In giving decisional weight to his finding that neither the state nor the AETC had direct control over programing it acquires or produces, or any authority to regulate policies under which it operates. "A licensee cannot escape responsibility for the actions of those to whom it delegates programing responsibilities simply because it was unaware of such actions or was misled by an employee," said the commission.
* Furthermore, the commission did not, as Judge Naumowicz did, regard the AETC's recent improvements in its racial practices as justifying grants of its applications for renewal of eight television licenses and issuance of a license to cover a construction permit for a ninth.

"AETC's discriminatory programing practices and its failure adequately to serve the black residents of Alabama during the license term constitute such serious deprivations that we cannot decide the case on the basis of post-term improvements," however, it indicated it is not flatly ruling out consideration of post-term improvements in all cases.

The commission's action was historic; never before has it stripped an educational broadcaster of its license. And rarely has it even designated a commercial station's renewal application for hearing as a result of petitions by a group of citizens, as was the case in Alabama.

In stripping the state of its licenses, the commission recognized the "vital function which educational television has come to serve." But, it added: "we cannot condone the derelictions and deficiencies reflected by this record merely because the licensee is a public broad-

caster. . . A history of disservice during the license term of the magnitude disclosed by the evidence of record in this proceeding makes it impossible for us to find that renewal would serve the public interest, convenience and necessity."

However, as expected, the commission said it would not disqualify the AETC as a licensee. Because it is a state agency rather than a commercial operator and because it has since 1970 "acted to correct the situation which existed during the license term," the commission said, it is eligible to file new applications for the channels involved. Therefore, the AETC may continue to operate its stations pending final action on the new applications to be filed.

Governor George Wallace was quick to announce that the state would operate the stations on an interim basis—at the time the story first broke that the commission would deny the license applications, there were reports the state would allow the channels to go dark—and other officials said the AETC would reapply for the licenses.

The AETC's Washington counsel, Marvin Diamond, said after talking to Bob Dod, general manager of AETC, and Ned Butler, president, that they were disappointed but, in view of the leak last September, not surprised by the commission's decision.

He also said the commission's failure to renew the licenses prolongs the uncertainty under which the stations operate—preventing them from obtaining federal funds for construction and equipment and from doing long-range planning.

However, he said, "we're encouraged that the commission feels the deficiencies it found in AETC's operation have disappeared and that for the past five years AETC is serving all the needs of all the people of Alabama. AETC will do everything it can to continue operating the nine-station network and will reapply."

He also said the AETC was not ruling out a possible petition for reconsideration, filed in an effort to persuade the commission to reverse its decision.

The renewal applications involved were for WATQ(TV) Montgomery, WBOQ(TV) Birmingham, WCIQ(TV) Mount Cheaha State Park, WROQ(TV) Dozier, WFMQ(TV) Florence, WQIQ(TV) Louisville, and WHQQ(TV) Huntsville. The application for the new license to cover a permit was for WIGQ(TV) Demopolis.

The proceeding resulted from complaints about racist discrimination in programing and employment practices at the stations during the 1967-70 license term. The complaints were filed by three Alabama residents—the Rev. Eugene Farrell, S.J., Linda Edwards, and Steven Suits, of the Alabama Civil Liberties Union. Initially, the commission found no basis for a hearing, and renewed the licenses. But after new pleadings were filed by the petitioners, the commission set the grants aside and designated the applications for hearing.

And after examining the record on alleged racial discrimination in programing, the commission held that there was a 'systematic exclusion from AETC stations of blacks and of programing de-
signed to serve their distinctive interests." The commission said the petitioners provided "substantial evidence" that "blacks rarely appeared on AETC programs; that no black instructors were employed in connection with locally produced in-school programs; and that unexplained disciplinary actions against black employees resulted in the pre-emption of almost all black-oriented network programming."

The commission said this "constitutes persuasive evidence that racially discriminatory policies permeated AETC's program practices," and added: "Accordingly, we conclude that AETC has failed to carry its burden of proving nondiscrimination."

In disposing of the question of whether the AETC provided programming to meet the needs of Alabama citizens, the commission agreed with Judge Naumowicz that the state agency had failed adequately to ascertain and present programming to meet those needs where blacks were concerned. But the commission found this failing far more serious than did the judge, who held that the failures resulted in part at least from AETC's reliance "upon a variety of reputable educational institutions" and were "the products of ignorance rather than malice." The commission found that AETC's reliance on the State Department of Education and program production centers around the state cannot excuse its failure to meet its obligations as a broadcast licensee.

Our primary concern must be ..., whether the community at large will meet the needs of specific minority groups within it. The commission said it does not believe that minority-group needs may be satisfied only by special programming. But, it added, "A licensee cannot with impunity ignore the problems of significant minorities in its service" —as it believes the AETC ignored blacks who are 30% of Alabama's population.

One charge that the commission did not feel sufficiently supported by the record to warrant an adverse conclusion involved discrimination in employment. The commission said the record was "ambiguous" on the AETC's employment policies; it also said the commission's rules prohibiting broadcasters from discriminating in employment did not become a part of the Alabama stations' license period and that, in any event, the AETC since 1970 has made a substantial effort to demonstrate good faith in implementing an equal-employment opportunity program.

The commission said that, in general, "evidence of improved performance may in some circumstances be advanced by a renewal applicant as evidence" of his willingness to correct deficient license-term performance.

However, it felt it could not invoke that "discretion" on behalf of the AETC in view of its "serious misconduct, involving discriminatory programing practices and an all but complete failure to meet the needs of Alabama's black residents."

The AETC's efforts to improve since 1970—the employment of blacks in administrative posts where they can have an impact on programing decisions and the elimination of past discriminatory practices were not wasted, however. The commission cited them as the reason to regard the AETC as qualified to be a licensee and, therefore, eligible to reapply for the licenses—that and its status as a state agency. However, the commission pointed out that, if it reapplies, the AETC would find itself on an equal footing with any other applicant for the facilities.

Joining Commissioner Robinson in the majority were Commissioners Benjamin Hooks, James Quello and Abbott Washburn. Chairman Richard E. Wiley did not participate in the decision.

The two dissenters were Commissioners Robert E. Lee and Charlotte Reid, who issued a joint statement expressing concern that the decision might "destroy" the educational television system in Alabama. They called the action "an attempt to punish, in the harshest way possible, under our rules, the Alabama Educational Television Commission."

"I certainly do not excuse [AETC's] derelictions," Commissioner Lee said in a separate statement. "But it seems to me that the time for punishments, or even revenge, is long past; particularly when the record reflects that these wrongs have long since been corrected." Mrs. Reid said a "more prudent course" would have been the granting of a short-term license.

Desert to bloom with spiky problems for NAB boards

Government relations main issue at Palm Springs meetings this week

The National Association of Broadcasters' radio and television boards, meeting together and separately Tuesday through Friday in Palm Springs, Calif., this week, will be grappling with everything from the 1975 budget to license renewal legislation to children's program standards.

For the radio board, meeting Thursday, discussions will center on the campaign to establish a national identity for the radio industry, an assessment of the Spirit of America campaign and a previous of a new "Radio is Beautiful" campaign.

For the television board, which meets Wednesday, the CBS proposed amendment to the TV code for a prime-time family viewing hour, although not on the published agenda, will undoubtedly be discussed, as will the ruling at last year's winter board meeting to make TV code subscription mandatory for all NAB television members.

But the dominant theme of discussion will be government issues, those already pending, such as the copyright congress, the FCC and the Federal Trade Commission. The NAB government relations and legal departments have prepared capsule progress reports on some 28 bills and proposed rules of continuing interest to the association, including renewal of the bill, which died in the last Congress, tops the list, and although the NAB staff's renewal capsule dwells on renewal-related dockets now pending at the FCC, joint board chairman Andrew Ockershausen of the Washington Star stations, said last week that the association will take its fight back to Congress this year. "We want a bill," he said. "With the vote we had last time, we deserve a bill."

Other legislative and agency rulemaking range from copyright reform to the umbrella cable antisiphoning and consumer legislation to the FCC's proposed rulemaking on multiple ownership, and proposed rules of cable, as well as the FTC's proposed nutritional additive guidelines.

The joint board, which meets both Tuesday and Friday, will also pass on the 1975 budget, currently projected at around $3.5 or $3.6 million ("Closed Circuit," Jan. 6), with an additional $1.1 million for "special funds," the umbrella under which fall such services as the radio and TV codes, the NAB minority affairs office and the special pay TV committee. Altogether the new budget is about $150,000 greater than last year's, according to NAB Senior Executive Vice President Grover Cobb.

The budget was honed and polished by the NAB executive board, which met for two days in Washington last week. And although the NAB was unwilling to disclose any budget details, Mr. Ockershau-

sen said the proportions allocated to the four main divisions—government relations, station relations, public relations and G&A (general and administration) were the same last year's with G&A receiving the largest share and station relations the smallest.

In addition to government and budget matters, the board will hear reports on minority and women's affairs, public relations, research projects and engineering.

The television board will at last discuss the network proposals for inserting provision for a prime-time family viewing hour into the TV code standards (see page 16) as well as the dissent from independent and broadcasters in the Rocky Mountain states to mandatory TV code subscription. One issue matter likely to receive action from both boards this week is the newly signed law legalizing the broadcast of state lottery advertising and information. At present, lottery advertising is prohibited by both the TV and radio codes. Although not officially known at midweek, both the memberships of the radio and TV code review boards were polled last week to determine whether they wanted to recom-
The National Association of Broadcasters is mailing to NAB members this week the final ballots for this year's radio and television board elections. Thirty-eight NAB members were nominated, all by ballot (BROADCASTING, Dec. 23, 1974), for the 19 available positions on the 48-member joint board. Their names were announced last week.

Thirty-three nominees are competing head-to-head for the 13 available radio board slots. The television ballot on the other hand, will list all 12 television board nominees, of whom the six with the highest final tallies will win seats.

All eight radio board incumbents who are running for re-election were nominated in last month's balloting, as were three television board incumbents seeking re-election.

For the first time both elections are being conducted concurrently by mail. The final ballots will be counted Feb. 6, and the results announced the following day. Listed by geographic district or market size, the candidates for the radio board are:

**District one (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont):**

**District three (Delaware, District of Columbia, Maryland, Pennsylvania, West Virginia):**

**District five (Alabama, Florida, Georgia, Puerto Rico and the Virgin Islands):**
- Clyde W. Price (incumbent), WFCR-FM Tallahassee; Paul E. Reid, WSB(AM) Fitzgerald, Ga.; and James D. Smith, WJNO(AM)-WCLT(AM)-WMJF(AM) Fort Lauderdale, Fla.

**District nine (Illinois and Wisconsin):**
- William W. Wieland, WUJL(AM)-WFLA(AM)-WMZQ(AM) Joliet, Ill., and Donald G. Jones, KFIZ(AM) Fond du Lac, Wis.

**District 11 (Minnesota, North Dakota and South Dakota):**
- George L. Breck, WCCO(AM)-KSTP(AM)-KSTP-FM Red Wing, Minn., and Don Schiel, KLGR-AM-FM and Kronkvick, Mora, Minn.

**District 13 (Texas):**
- escallopes Jr., KXK(AM)-KTXK(FM) Fort Worth, and Ted A. Smith, KUMA(AM) Pendleton, Ore.

Class A market (population of 5,000 to 10,000):

Class B market (population of 25,000 to 100,000):
- Donald A. Good, WIVN(AM)-WNNN(FM) Marion, Ill., and Bill Sima, KOJO(AM)-KIDZ(FM) Laramie, Wyo.

Class C market (population of 25,000 or less):

**Television board nominees:**

- Jackson, mayor, WCLT-AM-FM Kingsport, Tenn.
- Edward Pease, of Anchor Broadcasting, and George B. Storey, of Storer Broadcasting, industry pioneer. There are probably 20 persons under consideration for the award, according to NAB spokesmen, but the full list is a guarded secret. The choice will be made by the NAB convention committee and confirmed by the joint board this week.

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### Some independent thinking and doing going on in Dixie

INTV's Atlanta convention under way with two-day agenda touching practically every phase of TV-station operation

More than 100 independent broadcasters were due to begin assembling in Atlanta yesterday (Jan. 12) in preparation for two days of reports, speeches and panel sessions at the annual convention of the Association of Independent Television Stations (INTV).

Programming, sales, ratings, sports, promotion and a demonstration of satellite TV are on the convention agenda, starting this morning (Jan. 13) at the Marriott motor hotel. FCC Commissioner James Quello is the scheduled speaker at today's luncheon and Marvin H. Koslow, marketing services vice president of Bristol-Myers, will address tomorrow's (complete agenda, below).

At least 130 members, station reps and guests are expected, up from 102 at last year's convention.

**INTV Chairman James R. Terrell of KTVT(AM)-KTVT(TV) Fort Worth and Thomas N. Dowd, Washington attorney, will present major reports this morning, which will also include a session done in news-conference style at which INTV members—often complain that independents don't get a fair shake from rating services—will be free to pepper rating-services representatives with questions.

Children's programming and syndication, prime-time programming, sports programming and occasional networks will be explored in sequence this afternoon, leading into a satellite earth-station demonstration by Television News Inc. (BROADCASTING, Jan. 13).

Tomorrow's sessions will center on sales, both local and national, with the latter including INTV's national sales presentation to advertisers, plus suggestions for its adaptation to local use by INTV members.

In a closed business session winding up the convention Tuesday afternoon, INTV members are expected to consider proposals that they adopt their own commercial time standards. They have already adopted standards coinciding with the National Association of Broadcasters' code's limits on advertising in children's programs. For other time periods, a committee headed by Herman Peace, of wtvu(TV) Buffalo, has developed proposals that reportedly coincide with NAB's for daytime hours (16 minutes of nonprogram material per hour) but for prime-time envision 14 minutes per hour rather than the 12 minutes accorded independents in the NAB code (Closed Circuit, Jan. 6).

The agenda follows:

**Monday, Jan. 13**

6:45 a.m.—Late registration; Convention floor (Ballroom) lobby.

8:45 a.m.—Opening remarks by Herman W. Land, INTV president; Ted Todd, WTVT(TV) Fort Worth-Dallas; Grand Ballroom South.

9:45 a.m.—Chairman's report by James R. Terrell, chairman of the board; INTV vice president and general manager, KTVT(TV) Fort Worth-Dallas; Grand Ballroom South.


9:25 a.m.—"A Look At The Ratings Services," Moderator: Frank X. Tucul, vice president, marketing and planning, WPIX Inc., New York; (Incumbent), WJPT(AM)-WJPL(AM) Sturgeon Bay, Wis.; Tom Dobbs (independent), WJPT(AM)-WJPL(AM) Sturgeon Bay, Wis.; and Tom Dobbs (independent), WJPT(AM)-WJPL(AM) Sturgeon Bay, Wis.

10:45 a.m.—Coffee-tea-coke break.

11 a.m.—"Audience and Sales Promotion," Merlin B. Smith, promotion manager, WFIL-TV (incumbent), Dan O'Brien, operations and promotion manager, WTVT(TV) Tampa.

12:45 p.m.—Luncheon. Speaker: FCC Commissioner James E. Ouellet; Grand Ballroom Center.

2:15-4:30 p.m.—"The Local Program Situation," Moderator: Frank X. Tucul, vice president, marketing and planning, WPIX Inc., New York; (Incumbent), WJPT(AM)-WJPL(AM) Sturgeon Bay, Wis.; Tom Dobbs (independent), WJPT(AM)-WJPL(AM) Sturgeon Bay, Wis.; and Tom Dobbs (independent), WJPT(AM)-WJPL(AM) Sturgeon Bay, Wis.


6:30-9:00 p.m.—Reception-Turner Communications Corp.; Grand Ballroom North and Center.

continued on page 27
The Akai VTS-150. It can make the difference between news you can only talk about and news you can show:

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

Steve Currie, Director of Broadcasting WCBD-TV "When Gen. Alexander Haig visited 'The Citadel' in South Carolina, his press conference began at 4:30 P.M. We took an Akai VTS-150 with us and returned in plenty of time with the story edited and ready to be televised on our 6:00 P.M. News."

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

The VTS-150. It weighs only 22 pounds. It costs only $6995. It can go anywhere. Shoot anything. Edit anything. In minutes. Ready for airing. We think it's revolutionizing broadcast journalism. Just watch.
that the company has properties opposing the sale of its television stations.

Mr. McGoff, who described himself as "a moderate conservative," was critical of much of the nation's press coverage, particularly that of Watergate. He feels other matters deserved more coverage than that given Watergate.

The chairman of the Concerned Citizens Committee, Donald C. Morency, also regards Mr. Allbritton as liberal and has expressed concern about the only two newspapers in the nation's capital following what he feels would be a liberal philosophy. Mr. McGoff said he did not meet Mr. Morency until Monday, when Mr. McGoff returned from a European vacation. The joint petition emerged from the fact the citizen committees retained as counsel Jay Baraff, whose firm has represented Mr. McGoff in the past.

Mr. Allbritton had an opportunity to respond to Mr. McGoff's challenge at a press conference of his own in Washington on Wednesday. An attorney a few days earlier explained the gambit, turning to text for the only time in an hour of off-the-cuff comment to read:

Mr. McGoff, in addition to filing his petition before the FCC, apparently has made various public statements beyond the formal petition. The FCC is the proper agency to decide this matter [which is] of such public importance that it should not be contested in the streets with careless or unsubstantiated comment. I do not intend to engage Mr. McGoff, or any other rejected suitor or citizen except in a manner appropriate to the judicial standards of the FCC.

The broadcasting properties involved in the Star purchase came off second best in Mr. Allbritton's announced affections at Wednesday's conference. The newspaper is the "principal asset," he said, adding that "there are lots of television stations but not many newspapers like the Washington Star-News." Nevertheless, Mr. Allbritton would not commit himself to continuing with the newspaper purchase if it is turned down by the FCC on transfer of the stations. Rather, he referred at several points to "the most expensive legal document in history"—his deal to buy the Star com-

local chapter of the National Organization for Women, the D.C. Media Taskforce and the Adams Morgan Organization. Unlike the Concerned Citizens-McGoff petition, the other three groups oppose the transfers of the Lynchburg and Charleston broadcast properties as well as those in Washington.

Both petitions say the need for waiver of the present rule against acquisitions of co-located TV and radio stations has not been demonstrated. And in view of the company's argument that revenues from the broadcast properties are essential to the newspaper's survival, the three Washington groups say the commission should provide them with the normally confidential financial reports the company has filed for the stations for the years since 1970.

Further, both petitions indicate some skepticism as to Mr. Allbritton's commitment to continue the operation of the newspaper once he acquires 38% of the company. Both say that if the commission grants the waiver the Allbritton-controlled company should be required to comply with the one-to-a-market rule—sell off its radio or television stations in Washington and Lynchburg—if it should fold the newspaper. They say that continued heavy losses—$5 million in 1973—could persuade Mr. Allbritton to take that course, and simply retain the profitable broadcast properties.

Mr. McGoff, who held a news conference at the National Press Club in Washington on Wednesday to focus attention on his continued interest in acquiring the Star-News, said he would not have the same option if he acquired the newspaper. "I would have to make a go of it solely as publisher of the newspaper," he said. One proposal he cited for saving the Star-News is to cut its payroll by one-third—laying off 1,000 employees.

Mr. McGoff said a major concern of his is that Washington may become another one-newspaper town. And in that connection, he made it clear he is a Midwesterner who feels that the nation "has become mesmerized by the propagandaists of the TV network news departments, and the liberal-leaning New York Times and Washington Post." Washington, he said, needs "two views in order to provide some balance for those who pass our primitive laws and seek new schemes to weaken our free society."

Petitions opposing waiver of FCC ownership rules come from left and right

The offer that John P. McGoff, president of Panax Corp., has made for the Washington Star-News, is being used as a major argument against FCC approval of the transfer of Washington Star Communications Inc. to Texas banker Joe L. Allbritton. Two groups of petitioners, one of them led by Mr. McGoff, cited the offer last week in petitioning the FCC to hold a hearing on the matter and to deny the unconditional transfer of the company.

Star Communications has requested a waiver of the multiple-ownership rule banning acquisition of co-located radio and television stations to permit it to transfer WMAL-AM-FM-TV Washington and WLVA-AM-TV Lynchburg, Va., as well as WMCA-AM-TV, Vero Beach, Fla., to Mr. Allbritton. De facto control of the stations along with the Star-News would pass to Mr. Allbritton in return for his acquisition of 38% of the stock in Star Communications for $25 million. The company has said that the Star-News has been losing substantial amounts of money and that profits from the broadcast properties are necessary to sustain it. "It is improbable that the newspaper could survive a search for another buyer," the company's petition for waiver said.

However, Mr. McGoff, of East Lansing, Mich., whose Panax Corp. owns 45 newspapers in five states, offered $25 million for the Star-News alone; he does not want the broadcast properties. And although Star Communications has not accepted the offer, the groups petitioning the commission last week said it indicates that the company has an alternative to the sale of its newspaper and broadcast properties as a package.

Mr. McGoff is associated in his petition with The Concerned Citizens for Balance in News Media, a Washington group of some 45 members. The other petition opposing the transfer was filed in behalf of three other Washington groups—the
company—as presenting a number of options down the line. He noted that a "swap" for broadcast properties in another market in which the Star had no newspaper interests might be among them.

Those curious about Mr. Allbritton's political persuasions came away unrequited—although if Mr. McGoff is a "moderate conservative," Mr. Allbritton's answers seemed to cast him as either a moderate liberal or a progressive middle-of-the-roader. But he warned that slogans mean different things to different people, and that being a Democrat in Texas is not the same as being one some other place.

Mr. Allbritton, who has lent the company $5 million and has acquired 10% of its stock, has become publisher of the newspaper and the dominant voice in its operation. The Concerned Citizens-McGoff petition also raises a question as to whether Mr. Allbritton has already acquired control of the broadcast properties in violation of commission rules barring acquisition of such control without commission approval. The petitioners, who read the Star Communications-Allbritton operation to mean a "swap" for broadcast properties, sold by Mr. Allbritton to Cord Electronics-Dek Inc. to Sterling Recreation Organization Co. for $600,000. Parent company of seller, Davis Broadcasting Co., is owned by Mr. Philip Danz and various family trusts and controls KMBY(AM) San Juan, Puerto Rico, and are among applicants for KGB(AM) (formerly ORPA) Pasadena, Calif., in currently pending proceeding (Broadcasting, Jan. 14, 1974). Century Broadcasting (Charles D. Powers, 50%) owns KXK(AM) Grand Junction, Colo. Mr. Powers also has 45% interest in WJPP(AM) Herrin, Ill., and KTAP(AM) Corpus Christi, Tex. Idaho: Radio Idaho, Inc., has $475,000 respectively, $475,000 interest in WBMJ(AM) San Juan, Idaho, $331-9270.

Mr. Allbritton's personal financial interest in the station is not the same as that of the original Cord Electronics-Dek Inc. to Sterling Recreation Organization Co. in the project.

The McGoff-Cord petition also questions the legal qualifications of the proposed buyer, and in that connection links Mr. Allbritton with Senator Edmund S. Muskie (D-Me.). The petition says that the application filed in behalf of Mr. Allbritton is silent regarding a company said to have been a subsidiary of Pierce National Life Insurance, one of Mr. Allbritton's holdings. The petition cites a newspaper story indicating that the company purchased an airplane for $347,000 and leased it at a monthly charge of $8,910 to the Muskie campaign committee when the senator was seeking the Democratic presidential nomination. The existence of Pierce Leasing, its leasing of the airplane and the association of a high-level Allbritton aide with the Muskie campaign, the petition says, raises a question as to whether an illegal corporate contribution to the Muskie campaign was involved.

Changing Hands

Announced

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

- **KCOR(AM)-KQXT(FM)** San Antonio, Tex.: Sold by Key Broadcast Management Inc. to Tichenor Media System for $2,450,000. Principals in seller, Allen Wolin (38%), Arnold and Edna Hartley (38% together) and G. Sumner and Sylvia P. Collins (22% together) own controlling interest in KATZ(AM) St. Louis. Principals in buyer, McHenry Tichenor (57%) and J. C. Looney (21%), own KGBT(AM)-KELT(FM) Harlingen, KUNO(AM) Corpus Christi and WACO(AM)-KHOO(FM) Waco, all Texas; KFNN(AM) Phoenix and WGM(AM) Hollywood, Fla. KQXT is on 1350 kHz with 5 kW full time, KQXT is on 101.9 mhz with 100 kW horizontal, 50 kW vertical and antenna 670 feet above average terrain.

- **KMJY(AM)** Monterey and KEVC(AM) San Luis Obispo, Calif.: Sold by West Coast Broadcasters Inc. to Century Broadcasting Co. for $500,000 and $100,000 respectively. Principals in seller are James L. Saphier family, who also have interest in WBMJ(AM) San Juan, Puerto Rico, and are among applicants for KGB(AM) (formerly ORPA) Pasadena, Calif., in currently pending proceeding (Broadcasting, Jan. 14, 1973). Century Broadcasting (Charles D. Powers, 50%) owns KXK(AM) Grand Junction, Colo. Mr. Powers also has 45% interest in WJPP(AM) Herrin, Ill., and KTAP(AM) Corpus Christi, Tex. Idaho: Radio Idaho, Inc., has $475,000 respectively, $475,000 interest in WBMJ(AM) San Juan, Idaho, $331-9270.

NORTHEAST AM/FM

$1,300,000

Dominant AM daytimer with FM in prosperous and growing area. AM has early sign-on. Includes very valuable real estate. AM has long, profitable history; FM rising rapidly with separate programing. Nearly 1/2 million people in immediate two-county area with limited competition. Sales for 1974 projected at $500,000 with substantial cash flow. $600,000 cash desired with balance in liberal terms.

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74-37

Broadcasting Jan 13 1975 28
KYAC-FM Seattle is being retained by Carl-Dek. KYAC is daytimer on 1460 kHz with 5 kw.

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

* WHOM-AM-FM New York: Sold by Progress Broadcasting Corp. to SJR Communications Inc., subsidiary of San Juan Racing Association Inc., for $4 million. Principals in seller are Fortune and Anthony Pope, original owners. San Juan principals are H. N. Glickstein and Laurence R. Krutkeck. SJR owns wust-(AM) Washington, wjmd-FM Bethesda, Md., wqal-FM Cleveland, wkls-FM Atlanta, wxsp-FM Philadelphia and wtmf-FM Miami. WHOM is on 1480 kHz with 5 kw full time. WHOM-FM is on 92.3 mhz with 5.4 kw horizontal and 3.8 kw vertical with antenna 1,220 feet above average terrain.


Lincoln awards field narrowed to 10 names
Single winners to be selected in radio, television categories; special honor set for Crutchfield

Ten broadcasters have been nominated to receive the Southern Baptist Convention's sixth Abe Lincoln Awards in ceremonies to be held Feb. 13 in Fort Worth. For the second year, two such awards for "outstanding service to the industry and their communities" will be given, one each in radio/television categories.


Charles M. Crutchfield, president of Jefferson-Pilot Broadcasting Co., Charlotte, N.C., will receive the first Abe Lincoln Railsplitter Award, given to an "industry pioneer" and to be given in future years. Last year the commission felt special merit has been demonstrated.

Additionally, eight Abe Lincoln merit awards will be presented for achievement in specialized areas.

FCC chairman Richard E. Wiley will be keynote speaker at the awards dinner, which will be filmed for use on ABC-TV's Directions series.

Lansman, Milam: Two's a crowd of public licenses in one market
They petition FCC to extend rules on duopoly to educational stations

Ever since the early 1960's, Jeremy D. Lansman and Lorenzo W. Milam have provided technical and financial assistance to community groups interested in establishing noncommercial, open-access radio stations (broadcasting, Sept. 3, 1973). Now, after taking a critical look at the manner in which government and religious institutions operate their non-commercial educational radio and television stations, Messrs. Lansman and Milam say the policy under which the FCC grants such licenses should be drastically revised. The medium, they say in effect, was meant for better things.

They have petitioned the commission to make noncommercial educational licenses subject to the same kind of duopoly rule that now bars commercial licenses from ownership of two stations in the same service in the same market.

They also want the commission to impose a freeze on all applications by government and religious institutions for reserved educational FM and television stations. And, they say, the commission should conduct an inquiry "into the restrictions on free speech regularly practiced by those groups on educational stations.

In calling for an extension of the duopoly rule to noncommercial educational licensees, the petitioners say that, in the first place, "There is no possible way that monopoly ownership can be healthy, necessary or virtuous." But more than that, they say that such licensees depend for financing on legislative bodies that hold "the spirit of free inquiry to be anathema." They treat controversy as if it were "dangerous and repugnant." It is bad enough that such groups are even licensees, they say, "It is trebly bad that there should be no restrictions on the number of outlets permitted in a single market."

Subjecting educational licensees to the duopoly rule is not the petitioners' only suggestion for dealing with what they regard as bland programing on educators' stations. They suggest that the commission conduct an inquiry into the practic-
ability of requiring governmental licensees to establish independent boards of control with guaranteed financing for at least 20 years. With that much independence, the petitioners say, "even the most wimpy of governmental school administrators might find some good and controversial programming ..."

In discussing religious broadcasters, the petitioners express even more outrage. Such broadcasters, they contend, "regularly and systematically ignore the fairness doctrine, sabotage wide-open programming, and even in their musical programming, deny the fullest flowering of Western Christian music . . . and by all means, they ignore completely the music of other religions . . . Their programming is by no means 'educational': rather it is narrow, prejudiced, one-sided, blind, and stultifying." What's more, they say that religious broadcasters "have shown a remarkable cancer-like growth into the 'educational' portions of the FM and TV bands."

The petitioners acknowledge that their concern over the use educators and church institutions to preserve reserved frequencies grows out of their interest in helping community groups make use of those frequencies. "It saddens us to see a rampant growth and squeezing of our (necessarily) poorer groups by large 'educational' tax-supported, governmentally-controlled institutions, and a further deterioration of the band by religious groups locked into a bleak, self-centered, and miasmic view of man's capability for knowledge."

Furthermore, Mr. Lantsman is involved with a community group in St. Louis—Double Helix Corp.—that has applied for license to operate on channel 40 there. It has a competitor for the channel—the St. Louis Educational Television Commission, which already operates a television station in the city—KETC-TV (ch. 9).

A coalition of community groups—the St. Louis Broadcast Coalition—is opposing the ETC application. It contends that whatever benefits the commission hoped to gain for the public by exempting non-commercial educational licensees from the dozy rules have been frustrated by actual practice. In any event, they say that ETC's application for channel 40 should be denied on the ground that KETC-TV's record has been one of service not to the general community but to those in the community financially able to support it.

**Sponsor-ID fine doesn't hold up in court**

WJCB-TV refuses to pay $1,000 for alleged violation of rule; judge agrees with station

Not many broadcasters are ready or willing to force the government to take them to court to collect a fine imposed by the FCC for an alleged violation of its rules or of the Communications Act. Most simply pay up. But there are now six licensees who have challenged the commission to a court test—and challenged successfully.

The latest case in which a federal district court is hearing a case for a licensee involved Minshall Broadcasting Co.'s WJCB-TV Gainesville, Fla. It had been fined $1,000 by the commission for alleged violation of the sponsorship identification rule—the same one, incidentally, that was involved in the case in which a broadcaster refused to pay a fine and was upheld by a court.

During a three-day period in December 1972, WJCB-TV had broadcast 26 times two messages in which a group of "concerned citizens" urged listeners not to sign a petition in opposition to a flood-control ordinance that was to be presented to the city commission. But the spot did not disclose that the messages were paid for or sponsored, although a check for $300 for airing the spots was postmarked January 8.

Minshall said the violation, if any, was inadvertent, since it did not realize the rule applied to spot announcements as well as to programs. But the commission contends that even if the violation was inadvertent, that was immaterial, since the violation was repeated. The section of the Communications Act authorizing forfeitures is not limited to willful or repeated violations.

The basis on which U.S. Judge Joe Eaton rejected the government's case following a hearing in Gainesville last month was not immediately clear. For he did not issue a written order: he simply said, "it is not necessary to decide whether the charge is well-founded or not." He was ordering that "no forfeiture be imposed upon defendant."

The government may yet appeal. But commission attorneys say they will not decide that question until after they have had a chance to study the judge's remarks as contained in the transcript of the Gainesville proceeding. And the transcript had not yet arrived as of early last week.

The first time a broadcaster successfully challenged the commission to a court test over a forfeiture order was in 1963, when four stations in Minneapolis and St. Paul—WCCO-TV, KSTP-TV, KMPR-TV and WTCN-TV—each refused to pay a $500 fine for allegedly violating the sponsorship identification rule. They had aired twice in one day a taped message favoring a Sunday-closing law that contained no mention of the sponsor.

In that case, the judge, in a ruling issued from the bench in January 1966, said the airing was "a left-handed violation of the law, in the eyes of the law, and since it was such a violation, it was willful.

The opinion was signed by Chief Judge Paul C. Buchtel, Jr., of the U.S. Court of Appeals for the Eighth Circuit, a small three-judge panel appointed by the Supreme Court to hear cases of constitutional significance that appealed from lower federal courts.

KOEI-TV, KIRO-TV run into rough seas

Portland TV's employment practices attacked in NOW filing at FCC; Seattle station is charged with religious propagandizing

Two pioneer Northwest TV stations are under attack from citizen groups that have filed petitions at the FCC seeking denial of license renewals. The issues are concerned with employment practices, children's programing and religious ownership.

The National Organization for Women has filed against Mount Hood Radio and Television Broadcasting Corp., licensee of KOIN-Portland, Ore., charging discriminatory employment practices and failure to provide adequate programing for women. NOW cited more than a dozen individual cases, in which it alleged there were barriers to equal opportunity for women as well as members of other minority groups.

In a shotgun approach, the Citizens Institute attacked KOIR Inc., licensee of KIRO-TV Seattle, on charges of religious propagandizing, bias in news coverage, faulty ascertainment, deceptive advertising policies and excessive violence in children's programing and employment inequalities for women.

The brunt of the Citizens Institute's attack centered on the Mormon Church, which owns the Bonneville station group, parent of KIRO-TV. According to CI, KIRO-TV's ownership configuration has led to bias in news coverage and the broadcast of favorable propaganda about the Mormon religion with no adequate procedure for airing conflicting viewpoints.

CI claimed ownership of a "scarce VHF license" by a religious body conflicts with the First Amendment. With regard to children's programing, CI charged KIRO-TV broadcast excessive violence along with "racist and 'sexist' characterizations. The problem, as CI explained, was KIRO-TV's lack of willingness to spend for new children's programing, causing a reliance on old cartoons that the networks have since taken off the air because of their violent content.
CI further noted that though KIRO-TV is a member of the National Association of Broadcasters, it has failed to comply with the NAB code that prohibits on-air personalities from promoting products on children's television.

The petitions to deny came on the heels of a Justice Department filing against the renewal of KHQ-AM-FM-TV Spokane, Wash., on broadcasting trust violations (Broadcasting, Jan. 6).

There'll be long pause for rejuvenation
Philadelphia AM-FM are shut for a general overhaul

WPEN-AM-FM Philadelphia terminated broadcast operations last Monday (Jan. 6) for a period of several months while the station's new owner refurbishes the facilities, assembles a staff and devises new program formats. The AM station has had a middle-of-the-road format duplicated on WUSM-FM.

The stations went off the air immediately before the closing of the sale under which Greater Philadelphia Media Inc. acquired them from the William Penn Broadcasting Co. for $4.3 million. The FCC, which had approved the sale last Oct. 25, has been notified of suspension of broadcasting.


Citizen groups take heart from failure of renewal bill

Many of the groups that took part in the effort to block congressional approval of broadcast license-renewal legislation in the last Congress are expressing satisfaction at the "victory" they see in Congress adjourning without completing action on the measure.

"Congress's refusal to pass this bill was a liberal, civil-rights victory that means new groups representing minorities, women, activists, etc., can continue to find their way into the broadcast media bit by bit," said Joseph L. Rauh Jr., of the Leadership Conference on Civil Rights and the Americans for Democratic Action.

The legislation, which would have extended license periods from three to five years and would have afforded broad-casters a measure of protection at license renewal time, was a top-priority legislative item of the National Association of Broadcasters. And both houses of Congress passed versions of the bill by substantial margins.

However, broadcasters' hopes were dashed when Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, chose not to appoint conferees to a Senate-House conference committee to resolve the differences between the two versions.

The coalition of groups issuing the statement included the National Organization for Women, the Industrial Union Department of the AFL-CIO, Consumer Federation of America, Raza Association of Spanish Surname Americans, the United Auto Workers, Common Cause, the National Black Media Coalition, Americans for Democratic Action, the Communications Workers of America, National Newspaper Publishers Association, National Business League, the National Urban League, Operation PUSH, the National Council of Churches, the National Black Caucus of Local Elected Officials, National Association for the Advancement of Colored People and Consumers Union.

Spokespersons for several groups expressed hope that the next Congress—with its larger Democratic majorities and presumably more liberal makeup—would be less likely than the 93d to approve license-renewal legislation of the kind broadcasters were seeking.

The groups' statement was issued through Albert H. Kramer, who as head of a lobbying organization called Citizens Information Project, has aided groups opposed to the renewal legislation.

Clemency board turns to radio-TV for help

A radio-TV campaign will be the principal tool in a last-minute attempt by President Ford's Clemency Review Board to encourage draft evaders and military deserters to turn themselves in before the Jan. 31 program deadline.

Less than 5% of the Americans entitled to clemency appeals and alternative service under the plan have taken advantage of it, and the board chief, Charles E. Goodell, has said President Ford is not likely to extend the clemency application period. The public-service-announcement campaign is based on the belief that many individuals have not come forward because they have not been fully informed about the program. The 30- and 60-second spots have been shipped to more than 2,000 stations in the 100 largest cities. The spots feature retired General Lewis Walt, who commanded the Marine Corps in Vietnam, the Rev. Theodore Hesburgh, president of Notre Dame, and Aida Casanas O'Connor, who has produced Spanish-language announcements for the campaign.

A set of dissenting PSA's has been sent out by the National Council of Churches and the American Civil Liberties Union, urging those considering turning themselves in to consider other options first.
That cable hook-up via satellite starts shaping up

Impetus given by announcement of conference by CTIC, Aspen group

The prospect of wide support for a satellite-cable network to distribute education, health, and public television programming increased last week with the announcement by two foundation-supported communications advisory groups that they would sponsor a spring conference to develop a "coherent strategy" for the development of demonstration projects funded by the federal government.

W. Bowman Cutter, director of the Cable Television Information Center, Washington, said that his organization and the Aspen Program on Communications and Society decided to sponsor the conference, probably to be held in Washington, in response to a series of recent developments, including proposed legislation before Congress, the likely prospect of long-range funding to the Public Broadcasting System for satellite networking, and the formation last month of the Public Service Satellite Consortium to coordinate the distribution of health and education curricula to schools and colleges.

Mr. Cutter, whose center is funded by the Ford Foundation (the Aspen Program is funded by the John and Mary R. Markle Foundation), said that the participants at last week's meeting at CTIC felt that a conference on satellite-cable demonstration would be useful because "as long as this money is going to be spent, we felt there was a role for outsiders to critique and participate in the planning."

Many such projects are now going on. Mr. Cutter said, and others are being planned. "We keep discovering new projects that we didn't know about," he said, "and felt that a conference would be a good way to plan a coherent strategy for dealing with all the developments."

The rapid formation of PSSC, which was brought into being in less than six weeks, was cited by Mr. Cutter as a major stimulus to action. The 11-member steering committee of PSSC, headed by former FCC Commissioner H. Rex Lee, is scheduled to meet in Washington next Monday (Jan. 20) to draw up a list of potential users of its services and to begin attempting to assemble a variety of technical requirements of different users.

PSSC was formed at a meeting of more than 80 representatives of colleges, government agencies, publishing houses and satellite experimenters (BROADCASTING, Dec. 23, 1973). Its purpose was to coordinate distribution of education and health programming by either purchasing time on an existing or planned commercial satellite or by the consortium members buying their own.

Rapid consolidation of PSSC's proposed operations depends heavily, according to industry sources, on a proposed Ford Foundation low-interest loan of $5-7 million to PBS for satellite networking of 150 of its stations.

PBS has sent networking specifications to 15 satellite builders and operators, and the educators and experimenters are also negotiating with Hughes Aircraft, Western Union and the American Satellite Corp., a subsidiary of Fairchild Industries. PBS favors a 4/6 ghz system, while the educators want a 2.5 ghz service because it will allow them to use relatively low-cost receivers.

At the moment other consortium members need PBS and its prospect of Ford Foundation money to get their organization started, but another possible source of funds, mentioned by Mr. Cutter, is HR 17406, a bill drawn up by the White House Office of Telecommunications Policy authorizing the Department of Health, Education and Welfare to subsidize cable and satellite demonstration projects.

The OTP bill, which has been referred to the House Commerce Committee, was drawn up last October after Senator Frank E. Moss (D-Utah), chairman of the Aeronautical and Space Sciences Committee, asked the Air Force to launch a satellite to replace ATS-6, currently beaming health and education programs to students in about 15 states, when it moves in June to India to relay similar programming there. The replacement for ATS-6, called ATS-F Prime, is reportedly 90% complete, but work was stopped in 1973 when the Nixon administration adopted a policy of throwing the burden of further communications satellite development to private industry.

Last summer OTP decided to develop incentives for private industry in the development of satellite use, and the bill authorizing HEW subsidization is one result. OTP has also taken an active role in bringing together satellite builders and operators and the prospective users. OTP's Mark Buys steered the PSSC meetings leading to its formation, and Henry Goldberg, OTP general counsel, attended last week's meeting at the Cable Television Information Center.

Other participants in that meeting included Albert Stern, Zenith Cable Corp., the second largest multiple system owner; Amos B. Hostetter Jr., president of Continental Cablevision; Allen Shin, the National Science Foundation; Ithiel de Sola Pool, a communications expert from the Center for Interstudies at Massachusetts Institute of Technology; Albert Horley, director of HEW's Office of Telecommunications Policy; Robert Bruce, attorney for the Federation of Rural Mountain Stater; and Allen Cater, director of the Aspen Program.

Potshots at NCTA's copyright stance

Even though the dispute between the Office of Telecommunications Policy and the National Cable Television Association over the latter's modified position on pending copyright legislation has been apparently smoothed over, two more voices were added to the argument last week.

In letters to John Eger, acting OTP director, Kyle D. Moore, president of the Community Antenna Television Association, and Lester W. Lindow, executive director of the Association of Maximum Service Televisions, respectively, Mr. Moore, whose association represents small, independent operators, reasserted his group's total opposition to any form of copyright payment, and Mr. Lindow said that the OTP's NCTA position (BROADCASTING, Dec. 16, 23) is "unquestionably in conflict" with the 1971 consensus agreement and urged that regulation of cable "eliminate or at least significantly reduce the volume of CATV distant signal carriage."

Cable Briefs

Buys for Interite. Interite Inc., California-based MISO, announced last week acquisition of four cable systems serving Ann Arbor, Mich., Annapolis, Md., Charleston and Ranson, both West Virginia and Grove and Okmulgee, both Oklahoma; for undisclosed amounts.

South Carolina system sold. Cable system serving Abbeville, S.C., with 1,140 subscribers has been sold to New York investment group headed by John Galanis and Barry Silverman by Joseph and Allen Savitz of Abbeville for undisclosed amount.
Broadcasting in 1975: shipshape in a shaky economy

Financial forecasters see profits at least holding their own while revenues will continue to climb in an industry particularly suited to weathering business declines.

The mood that grips broadcasters these days, as they enter a new year, depends on which way they look. They can look back in satisfaction, for 1974 was the finest year financially that broadcasting, and certainly television, ever had. But they look forward into 1975 with apprehension, uncertain about what the recession will bring.

Yet forecasters uniformly are predicting further sales gains for them in 1975—smaller gains than in 1974, to be sure, and probably a plateau or even a little decline in profits, but nevertheless a better year than most companies and most other media can expect (Broadcasting, Dec. 16, 23, 1974).

Broadcasters came through 1974 in much better shape than most had expected going in. A year ago, the energy crisis was uppermost, raising the prospect of far-reaching changes in production and distribution of goods, shopping patterns and personal life-styles—almost none of which occurred to the extent anticipated. In fact, some forecasters got their predictions backwards: They thought a real recession was unlikely, and that broadcasting's rate of growth would be more constrained than it was.

That broadcasting was able to expand its revenues materially in a year whose economy went steadily downhill, sliding into an acknowledged recession, was regarded as a tribute to the inherent advertising values of TV and radio and to their resiliency under pressure. Economist Richard P. Doherty, for one, doesn't think this should be as surprising as it apparently is to some people.

"Rather consistently throughout 1973 and 1974," says Mr. Doherty, a widely recognized business-cycle economist with extensive experience in the broadcasting field, "most security analysts have failed to recognize the inherent growth trend of radio and/or television stations and group broadcast companies. Broadcasting has considerable resiliency against cyclical recessions.

"Over the past 40 years, aggregate radio station revenues have never had a real cyclical decline. The same may be said of television since its commercial inception in 1947-48, except for 1971 when came the demise of some $250-million-in cigarette broadcast advertising. Even against this substantial loss, caused by government decree and not the nation's recession, TV advertising declined by only 2% while radio advertising rose by 10.7%".

The broadcast media have other things going for them too—one of the most vital of which, auguring well for all media, is that advertisers have not responded to the recession's pressures by making the cuts they've usually made, in similar circumstances, in their advertising budgets (Broadcasting, Nov. 25, 1974, et seq.). "This lag in advertiser response [to pressures to trim budgets] is greater than I've ever seen before," says Dr. David Blank, economics and research vice president of the CBS/Broadcast Group.

Nobody dares say it won't happen yet, but the feeling is widespread that if they were going to cut substantially they would have done it before now, and certainly would not have launched the wave of first-quarter network buying that became apparent last month.

Agency sources seem convinced that advertiser commitments already made will virtually insure network TV stability at least through the first half of 1975. However, they also expect that a new reading on advertiser confidence and the state of the TV market will occur in March or April, when the TV networks begin selling their new 1975-76 schedules. If the market seems soft then, they reason, buyers will defer big chunks of their
budgets in hope of getting distress prices later on.

Agency authorities have also researched advertisers' media behavior in two earlier recessions—1960-61 and 1969-70—and found that it tended to favor the broadcast media (Broadcasting, Dec. 23, 1974). To these studies was added a new one last week reaffirming the principle that advertisers who maintain advertising budgets during a recession do better in both sales and net income than those that cut.

The latest study, by the Meldrum & Fewsmith advertising agency in cooperation with the American Business Press, was conducted this past summer and fall. It dealt with the 1968-73 period, spanning the 1969-70 recession, and was based on questionnaire returns from 111 of 3,219 leading advertisers sampled.

What it showed was that advertisers that did not cut their budgets for the 1970 recession year or for the year immediately following experienced higher sales and net income in 1970, in 1971, and in 1973 than did those that cut in 1970 but not 1971, or that cut in 1971 but not 1970, or that cut in both 1970 and 1971.

By 1973, sales of those that made no cuts had doubled in volume since 1968, whereas those that made cuts in both years were up only 44% and those that cut in only one year were up about 65%. In net profits, those that made no cuts gained 76% over the five-year span as compared with 30% to 56% for the other groups.

"These findings take on an even greater meaning," the report asserts, "when it is realized that this group [those that cut in neither 1970 nor 1971] ranked second in sales and fourth in net income in 1969, the year preceding the recession."

The study is the third in a series in which the American Business Press has participated. The earlier ones, dealing with advertising in the recessions of 1949, 1954, 1958 and 1961, were conducted in cooperation with Buchen Advertising Inc. Their findings closely paralleled those in the latest study.

ABP's report notes that the net result therefore is studies bridging five recessions and 26 years and all leading to the same conclusion: Advertising can be effective even in adverse times. . . Moral: Think before you cut."

In the year the 1974-75 recession started, meanwhile, all indicators pointed to solid sales gains for TV and radio.

Mr. Doherty, owner-operator of Television-Radio Management Corp., Dennis, Mass., said his sampling of a cross-section of TV and radio stations satisfied him that:

- Virtually all TV stations experienced gains in net broadcast revenues in 1974 over 1973, with the average rise amounting to about 10% but with the range extending from 1% or less to 19% or more.
- A relatively strong fourth quarter helped produce 1974 national-regional spot TV results of 9% ahead of 1973, and a gain of 11%-12% in local TV revenues. But the increases were not universally shared. In national spot, about 30% of the stations experienced declines, while 70% were enjoying increases ranging from 5% to 30%. Declines in local advertising were limited to about 5% of the TV stations.
- AM radio station revenues in total rose about 7%-8% in 1974. An estimated 35% of the AM stations suffered declines in gross sales, while 65% turned in gains ranging from 0.3% to 15%.
- More than half—55%-60%—of the AM stations appeared to have suffered declines in national spot, probably averaging about 8% below 1973 levels. About 40%-45% of the stations had national-spot gains averaging 6%-7%; these were primarily "large" dollar revenue stations in the top 75 markets. Overall, AM volume was "very soft" in the first three quarters of 1974 but "produced positive seasonal gains" in the fourth quarter.
- Local again was where AM's big gains were made, rising an estimated 9%-10% in total, even though approximately a third of the stations—about 35%—suffered declines in local revenues. Those with declines were primarily small-market stations or others that, for one reason or another, were in competition with other AM and in some cases FM stations.
- Independently operated FM's "completely out-paced the AM and TV sectors of broadcasting", in percentage of revenue growth, averaging between 25% and 30% in gains, "albeit from a smaller dollar station base."

This "substantial" expansion in FM station revenue was "rather widespread in both large- and medium-size markets and in many of the small markets." In addition, "especially noticeable in the nation's top 50-70 markets were the 1974 percentage expansions in national spot sales going to those FM stations with competitively strong audience shares and audience circulation."

Having no way to know what measures the Ford administration and Congress may take to combat recession and inflation, Mr. Doherty could only speculate broadly. However, he said, "it seems apparent that governmental actions will principally focus upon reviving the lagging economy even at the expense of fighting inflation." Given economic revival, he noted, "the impression generally is that inflation will be moderated. Hence, in our opinion we shall engineer recovery later in 1975 and still have inflation of at least 10%.

"Therefore," Mr. Doherty continued, "we are projecting a further economic recession into the first six to nine months of 1975. The obvious results are: (a) a rise in the unemployment rate to 7.5% to 8%; (b) a minus growth change in cost-of-living corrected real Gross National Product; (c) a 2%-3% decline in unit volume of retail sales; (d) a decrease of about 15% to 20% in corporate/business profits.

"Against this economic background, we expect that all-media advertising will be fortunate to achieve a 2% rise in "TV revenue volume. However, we would not be surprised if all-media advertising actually declined by some 1%.

"Within the all-media mix, we believe that national advertising budgets will experience a decline in 1975 dollar volume—especially if the frequently predicted 15%-20% drop in corporate profits materializes.

"However, the resiliency and effectiveness of both radio and television should continue the broadcast industry's percentage of the all-media advertising pie.

"On the basis of these premises, we predict the following 1975 trends in radio and TV station revenue results over the broadcast industry revenue results: An industry-wide gain of no less than 7%; (2) TV national spot: An industry-wide gain of 4%-5%; (3) TV local revenue: Up 8%-10%; (4) AM total station revenue: A rise of about 7% on the basis of national spot increasing by only 3%-4% while local radio advances by 7%-8%; (5) FM total station revenues: A minimum of 20%-25% gain should be achieved in aggregate."

Mr. Doherty's estimates and appraisals are generally in line with those of other broadcast economics specialists. CBS's Dr. Blank, for example, thinks it "reasonable" to expect the economy to begin showing signs of recovery by next summer. Or, putting it another way, that perhaps "we're a quarter or a third of the way through the recession" already.

Over-all, Dr. Blank is currently forecasting a 1975 gains of 5%-7% in both network and national spot TV, and about
10% in local TV, plus a "modestly good year" for radio, probably paced by a 6% rise in local. As for independently operated FM, which is not reflected in his projected 6% growth in local radio sales, Dr. Blank says "it just keeps growing."

Though he expects TV and radio sales to keep growing, too, he's not saying it will be easy. "Don't misunderstand," he warns. "I'm cautiously optimistic but I'm not saying there couldn't be a couple of months that seem very hairy this winter or spring. But I think it's reasonable to expect this won't be the pattern for the whole year. In fact, if we should get by without some worrisome months, we'd be luckier than we have any right to expect."

Mr. Doherty summed it up this way: "For radio and TV broadcasting, 1975 will be a year of mixed station revenue results but with a total calendar year which produces over-all industry-wide sales revenue gains despite the recessionary background of the nation's economy."

In short, "during 1975, broadcasting will again be one of the relatively strong growth industries of the nation."

Network TV expenditures in 1974 paced medium to 'modest' gain over year earlier spending, says Bates agency in annual analysis; for 1975: all C-P-M's are on the rise with exception of spot radio

Ted Bates & Co., New York, in its annual tracking of national advertising spending prepared for Broadcasting, says that network television, which represented a 31.1% chunk of total national advertising expenditures in 1974, helped pull up total national media outlays to a "modest" 6% increase over 1973 levels.

The Bates report also looks forward to 1975 and forecasts rising costs-per-thousand for all advertising media except spot radio.

In 1974, according to Bates estimates, the broadcast pace set by network television was followed by network radio, which chalked up a 6% rise over 1973. And though the report cites spot TV as an area in which advertisers were cutting back in 1974, it managed a 4% increase. Spot radio, however, came in for a 4% decrease from 1973 levels.

In nonbroadcast media in 1974, Bates estimates a 4% gain for magazines, a 6% increase for newspapers and supplements and a 10% rise for outdoor.

Bates also sees increases in C-P-M in all media in 1974, except for daytime spot TV, which the agency says declined in 1974, and network radio, which remained at about 1973's level. Bates also says there were declines in audiences for daytime spot TV and network radio, while all other broadcast audiences increased.

For 1975, Bates foresees a 10% increase in the cost of daytime network TV advertising, a 2% decline in its audience and consequently an 8% rise in C-P-M. Nighttime network television costs are expected to go up 5%, its audience 1% and its C-P-M 4%. For spot TV, costs are expected to rise 4%.

The Ted Bates Track record on media costs and audience

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<td>118</td>
<td>99</td>
<td>132</td>
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<td>1973</td>
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<td>125</td>
<td>113</td>
<td>125</td>
<td>114</td>
<td>144</td>
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<tr>
<td>1974</td>
<td>139</td>
<td>148</td>
<td>144</td>
<td>121</td>
<td>133</td>
<td>117</td>
<td>147</td>
<td>110</td>
<td>156</td>
<td>157</td>
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<tr>
<td>1975 (est.)</td>
<td>153</td>
<td>156</td>
<td>151</td>
<td>128</td>
<td>125</td>
<td>141</td>
<td>122</td>
<td>149</td>
<td>115</td>
<td>167</td>
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</tbody>
</table>

Audience trends

| 1968        | 100            | 100             | 100         | 100         | 100    | 100   | 100   | 100           | 100           | 100     |
| 1969        | 118            | 104             | 104         | 96           | 102    | 102   | 82    | 121           | 95            | 103     |
| 1970        | 110            | 100             | 92          | 106         | 100    | 100   | 94    | 120           | 92            | 103     |
| 1971        | 117            | 98              | 102         | 95           | 109    | 101   | 92    | 124           | 103           | 108     |
| 1972        | 124            | 107             | 105         | 105          | 100    | 100   | 93    | 124           | 121           | 110     |
| 1973        | 128            | 108             | 108         | 105          | 101    | 96    | 132   | 123           | 121           | 111     |
| 1974        | 122            | 112             | 109         | 99           | 104    | 101   | 98    | 136           | 122           | 111     |
| 1975 (est.) | 125            | 114             | 112         | 102          | 104    | 101   | 100   | 138           | 124           | 113     |

C-P-M trends

| 1968        | 100            | 100             | 100         | 100         | 100    | 100   | 100   | 100           | 100           | 100     |
| 1969        | 91             | 104             | 112         | 115         | 103    | 105   | 103   | 91            | 100           | 106     |
| 1970        | 103            | 115             | 123         | 131         | 103    | 111   | 102   | 99            | 102           | 113     |
| 1971        | 100            | 103             | 139         | 129         | 100    | 115   | 104   | 101           | 101           | 118     |
| 1972        | 94             | 113             | 135         | 121         | 105    | 118   | 106   | 106           | 91            | 126     |
| 1973        | 105            | 126             | 134         | 119         | 107    | 125   | 109   | 106           | 91            | 130     |
| 1974        | 113            | 132             | 133         | 122         | 113    | 118   | 108   | 91            | 140           |         |
| 1975 (est.) | 122            | 137             | 135         | 125         | 119    | 140   | 123   | 108           | 92            | 147     |

Notes: Calculations are based on measurement units of minutes for radio and TV, black-and-white pages (for newspapers and supplements, 1,000 lines for black and white) for newspapers and 100 showings for outdoor. Audience levels are based on women 18+ for day network, total persons 12+ for excluding network television, and households for spot TV. Network and spot radio audience levels are based on persons 12+. Magazine audience levels are adults 18+ and the outdoor audience is based on total population. Both newspaper and supplement audiences are based on circulation.
The Bates estimates on how they sliced the national advertising pie in 1974

1974

<table>
<thead>
<tr>
<th>Medium</th>
<th>Expenditure</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>TV network</td>
<td>$2.164 billion</td>
<td>31.1</td>
</tr>
<tr>
<td>TV spot</td>
<td>1.510 billion</td>
<td>21.4</td>
</tr>
<tr>
<td>Radio network</td>
<td>74 million</td>
<td>1.0</td>
</tr>
<tr>
<td>Radio spot</td>
<td>375 million</td>
<td>5.3</td>
</tr>
<tr>
<td>Magazines</td>
<td>1.506 billion</td>
<td>21.4</td>
</tr>
<tr>
<td>Newspapers</td>
<td>1.180 billion</td>
<td>16.7</td>
</tr>
<tr>
<td>Outdoor</td>
<td>220 million</td>
<td>3.1</td>
</tr>
</tbody>
</table>

Bates forecasts that in daytime and 6% in prime time, with 3% increases in audiences for both. C-P-M's would be up 1% for day and 3% for nighttime spot television. Bates expects spot radio's C-P-M to remain the same as in 1974, with a 2% increase in both cost and audience. Network radio, with costs expected to go up 4% and its listenership up 2%, will see a 2% rise in C-P-M.

Bates forecasts rises in C-P-M of 6% in magazines, 6% in newspapers, 3% in supplements and 5% in outdoor.

Ford consolidates agency assignments

Designed as a move to maximize its advertising during this drought period in the car industry, the Ford Motor Co. has dropped Grey Advertising Inc. and has given additional assignments to its two other agencies, the J. Walter Thompson Co. and Kenyon & Echardt, effective July 7.

Grey handles advertising for Pinto, Maverick and Mustang II cars, which has been assigned to JWT, and for Ford corporate campaigns, steered to K&E. Grey's billing on the account is estimated at $18 million for 1974 (about 70% in broadcast) but that figure is expected to drop to $9 or $10 million in 1975.

In the change-over, Thompson will be responsible for all Ford Division business. K&E retains the advertising for Lincoln Mercury and Ford Parts and Service Divisions, Ford Motor Credit Co., Philco-Corp. and Ford Glass Division.

John B. Naughton, vice president-sales group, Ford Motor Co., said last week that "with the growing need for multiple-car or 'combination' advertising to stretch our advertising dollars and give potential customers a broader view of our product offerings, we believe we will gain both from assigning all Ford Division business to a single agency and from placing the corporate account with one of the divisional agencies."

Business Briefs


Surrender. Complaint against Zenith Radio Corp. TV commercial claiming all of its TV sets are built in U.S. by Americans but has been dismissed without prejudice by National Advertising Review Board panel. Action came after Zenith said that, though it still believes commercial is true, it has withdrawn from use out of deference to NARB's self-regulatory efforts. NARB said Zenith also offered to submit for review any future commercials with similar theme.

Hot summer for spot TV

Third quarter of 1974 rises almost 7% over previous year; P&G still spends the most.

Investment in spot television by national and regional advertising increased by 6.8% to $340.4 million during the third quarter of 1974, according to figures released by the Television Bureau of Advertising.

TVB's compilation, based on data supplied by Broadcast Advertisers Reports, showed that six companies in the top 100 made sizable gains in third-quarter 1974.
over the comparable 1973 period: Kellogg Co., from $2.5 million to $4.1 million; Lever Bros., $2.3 million to $9.3 million; Carnation Co., $2.0 million to $2.5 million; Nissan Motors, $1.8 million to $2.7 million; Philip Morris, $1.5 million to $3.2 million and American Can Co., $1.4 million to $2.2 million.

Five companies appear in the top 100 quarterly listing for the first time: Crown Zellerbach (paper products), $1.2 million; Levi Strauss, $1.1 million; Allied American (household cleaner), $1.0 million; United Brands (soft drink and ice cream), $869,800 and the California-Oregon-Washington Dairyman Association, $863,100.

The top 100:

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Expenditure</th>
</tr>
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<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$24,305,900</td>
</tr>
<tr>
<td>2. General Foods</td>
<td>11,076,500</td>
</tr>
<tr>
<td>3. Colgate Palmolive</td>
<td>10,464,400</td>
</tr>
<tr>
<td>4. Lever Brothers</td>
<td>9,257,900</td>
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<tr>
<td>5. Coca-Cola</td>
<td>7,853,100</td>
</tr>
<tr>
<td>6. American Home Products</td>
<td>6,370,000</td>
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<tr>
<td>7. Bristol Myers</td>
<td>5,229,000</td>
</tr>
<tr>
<td>8. General Mills</td>
<td>4,161,100</td>
</tr>
<tr>
<td>9. PepsiCo</td>
<td>4,070,000</td>
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<tr>
<td>10. Kellogg</td>
<td>4,065,400</td>
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<tr>
<td>11. General Motors</td>
<td>3,058,600</td>
</tr>
<tr>
<td>12. Dynamic House</td>
<td>3,094,000</td>
</tr>
<tr>
<td>13. Kellogg</td>
<td>2,987,000</td>
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<tr>
<td>14. ATT</td>
<td>2,965,800</td>
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<tr>
<td>15. Philip Morris</td>
<td>2,382,300</td>
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<tr>
<td>16. Ford Motor</td>
<td>2,184,100</td>
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<tr>
<td>17. Gillette</td>
<td>2,097,100</td>
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<td>18. ITT</td>
<td>2,063,800</td>
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<tr>
<td>19. Quaker Oats</td>
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<td>20. William Wrigley Jr.</td>
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<td>21. Miles Laboratories</td>
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<tr>
<td>22. Triangle Publications</td>
<td>2,078,900</td>
</tr>
<tr>
<td>23. Nissan Motor USA</td>
<td>2,004,500</td>
</tr>
<tr>
<td>24. Norton Simon</td>
<td>2,068,900</td>
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<tr>
<td>25. Warner-Lambert Pharmaceutical</td>
<td>2,017,800</td>
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<tr>
<td>26. Carnation</td>
<td>2,004,400</td>
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<tr>
<td>27. Toyota Motor Distributors</td>
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<td>77. Ortho Mattress</td>
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Now! An exclusive local 5-minute Daily Radio Series dealing with America's most talked about medical questions.

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

For demos and rates call or write: The Nevin Company, Inc. 4660 West 77th Street Minneapolis, Minn. 55435

Broadcasting Jan 13 1975
RAB offers priming for radio sales guns

Association cites initial findings of ARMS II to underscore value of aural medium, alone or in mix

Preliminary findings from radio's ARMS II study put radio listening at three hours and 12 minutes per day per adult, with 95% of all adults reached every week.

Miles David, president of the Radio Advertising Bureau, revealed this finding last week and said it provided verification that adults spend almost as much time daily with radio as with TV (estimated, he said, at three hours and 30 minutes daily).

Other initial findings demonstrated that advertisers can reach prospects far better if they include radio in their media mix, according to Robert H. Alter, RAB executive vice president.

In one case, he said, newspapers alone delivered 37% of the prestige-store shoppers 1.5 times each, for a total of almost two million impressions; but when the same money was divided equally between radio and newspapers, the combination delivered 48% 1.9 times each for a total of three million impressions.

In another instance, involving discount shoppers, he said, a combination of TV, radio and newspapers produced 68% more total impressions than when the same amount of money was divided between TV and newspapers.

Robert H. Alter, RAB executive vice president, reported that a third computer run from the study, dealing with the impact of various media on working women, showed that a mix of radio and TV, with radio getting the bulk of the budget, was the most effective media approach.

Mr. David and Mr. Alter made the disclosures in a presentation at the National Retail Merchants Association convention in New York last Monday (Jan. 6). The findings were from an ARMS II prototype study done last spring. Two major studies in the ARMS series—one covering New York, the other in Los Angeles—have been completed in the field and are now being tabulated, RAB reported.

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**Equipment & Engineering**

**A single alert system**

OTP picks weather service setup; says public would suffer from proliferation of warning techniques

The Office of Telecommunications Policy has designated the National Weather Service's VHF/FM forecasting and warning system as the sole government-operated radio system for communicating attack or disaster warnings to the public.

The system selected incorporates a special tone alert signal permitting home radio receivers to be activated automatically, if desired by the owner, in instances of severe weather warnings or military attack alerts.

The decision to pick one warning system as opposed to embracing the various alternatives now being developed, was taken to check the costs of such receivers to the public. John Eger, OTP acting director, noted that if alternative systems were to be continually developed, there would be a "needless proliferation of home warning systems which could effectively split the market and keep costs to the consumer so high as to be an obstacle to widespread voluntary purchase."

Mr. Eger also reaffirmed a 1971 policy statement of the Warning Steering Committee, an interagency group chaired by OTP, to protect the privacy of the public from undue government intrusion.

---

**The McLendon Collection**

**NEW...SONGS OF FAITH**

The perfect compliment to The McLendon Collection or any other beautiful music format. Twenty-four hours of the finest traditional religious music is now being programed by several leading FM stations as a graceful transition into their regular format.

The McLendon Collection—Songs of Faith—is now available at a surprisingly low price. The entire twenty-four hour package is available for a total purchase price of only $225. Alternative packages tailored to your station’s needs are also available.

For additional information and availability, contact:

The McLendon Collection
McLendon Building
Dallas, Texas 75201
(214) 651-1010

Also available, "The McLendon Collection", total music programming for the sophisticated adult audience.
Technical Briefs

Lightweight color unit. CEI Inc., Mountain View, Calif., has introduced back-pack color TV camera weighing 40 pounds and priced from $43,000. Standard features include 10:1 Angenieux f:2.8 lens, detachable view finder, Bell hip-pack mounting adapters, and camera control unit with NTSC encoder and operating control panel. Camera will operate up to 600 feet from control unit. 880 Maude Avenue, Mountain View, Calif. 94043. (415) 969-1910.

Pair of consoles. Autogram Corp., has introduced two AM/FM broadcast audio consoles: AC-8 (8 channel mono) and AC-10 (10 channel mono-stereo-dual). AC-10 has 40 audio input capability; AC-8 allows for 27 audio inputs. Both units feature solid state construction. Ten-channel console has integrated circuit phone preamplifiers, shielded plug-in modules, 15 watt RMS monitor output, remote control functions and cassette and headphone jacks. Prices for AC-10 ranges from $4,700-$5,400. Standard AC-8 is $2,695. 631 J. Place, P.O. Box 456, Plano, Tex. 75074. (214) 424-8585.

Remote mike offered. Shure Brothers Inc., has developed model SM82 unidirectional microphone for use in remote broadcasts. Unit features own line-level amplifier, peak limiter, 9.8V battery and built-in "pop" and wind filter for protection against extraneous noise. Line level amplifier allows up to mile of unshielded cable used between mic and broadcast equipment without equalization. Price: $165. 222 Hartrey Avenue, Evanston, Ill. 60204.

Music

Never Let Her Go—David Gates (Elektra) * As leader and principal creative force behind the softest of soft rock groups, Bread, in the early seventies, David Gates accumulated an enviable string of gold singles and albums. When he decided to go solo, the similar success was predicted, but audience association of his name with that of his former group was hard to come by, and this single brings him his greatest radio recognition. It has been added by KPRC(AM) San Francisco, KIM(AM) Denver and KMEN(AM) San Bernardino, Calif.

Guava Jelly—Barbra Streisand (Columbia) * The Streisand voice and name alone might be enough to make a hit out of any of her single releases, but with the first single from her best-selling Butterfly album, the singer is taking no chances. The up tempo reggae tune was written by Bob Marley of The Wailers, who gave Eric Clapton his greatest top-40 success with "I Shot the Sheriff," and features arrangement and backup by Tom Scott, prominently featured in recent tours with Joni Mitchell and George Harrison, and a solo artist in his own right. Guava Jelly has been picked up in the past two weeks by KIM(AM) Denver and WINX(AM) Rockville, Md.

Bring It on Home—Dave Mason (Columbia) * Mr. Mason has long been a favorite with FM and concert audiences and had some success with a single release of his "Only You Know and I Know" several years ago. His latest bid for pop recognition marks the return of a Sam Cooke tune to the pop lists (his "Another Saturday Night" was a major hit for Cat Stevens last year). Bring It on Home is also part of the standard repertoires of Van Morrison and Eric Burden, among others. Mr. Mason’s version is mostly acoustic, and has been added by KLOG(AM) Kelso, Wash.

Follow the bouncing signal

A technique for establishing an artificial ionosphere that would serve to bounce radio and TV signals over long distances has been announced by Stanford Research Institute, Menlo Park, Calif. Development of the process of producing a man-made "bubble" through heat effects of shortwave transmitters in the upper atmosphere began in 1970 under a SRI contract with the Office of Naval Research.

The bubble is seen by SRI scientists as having special direct-to-receiver application for narrowband communications (voice, teletypewriter, facsimile), but not so for wideband modes (FM radio and television channels) since signals reflected from the heated region are weaker than the strength of those normally broadcast to the home, the SRI scientists said. Furthermore, they added, the reflected signal suffers from fading.

The technique could, however, be used to relay TV and FM broadcast signals across large distances, up to 1,000 miles from the originating transmitter. The new technology is expected to be discussed at an international scientific meeting that will be held next summer at Lima, Peru.

Tracking the ‘Playlist.’ The “Playlist” has undergone one of those periodic upheavals in which a number of older hits are replaced by surging new ones, as Carl Douglas’s Kung Fu Fighting ends its three-week tenure in the first position and is replaced by Elton John’s Lucy in the Sky with Diamonds. The remake, which features John Lennon on guitar, has undoubtedly benefited in single sales and airplay during the past month, but with this first single from her best-selling Butterfly album, the singer is taking no chances. The up tempo reggae tune was written by Bob Marley of The Wailers, who gave Eric Clapton his greatest top-40 success with “I Shot the Sheriff,” and features arrangement and backup by Tom Scott, prominently featured in recent tours with Joni Mitchell and George Harrison, and a solo artist in his own right. Guava Jelly has been picked up in the past two weeks by KIM(AM) Denver and WINX(AM) Rockville, Md.

THE REVIEWERS SAY — "At last! a book about broadcast law that is presented in a useful and coherent manner..."...a book that should be at the right hand of every program manager, producer, station manager, script and continuity writer, promotion director and performer involved in broadcasting..."""

THE AUTHOR—Daniel Toohy, Richard Marks and Arnold Lustiker — have studied its 200 plus informative and timely papers with fresh interesting hypothetical situations and trenchant comment dramatizing problem areas all too familiar to those in broadcasting—determination, the Fairness Doctrine, political broadcasting, obscenity, copyright, etc.

LEGAL PROBLEMS IN BROADCASTING is a problem-solving, action book for today’s communicators—from Great Plains National.

Member of The Gallup Organization®
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<th>Title</th>
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<th>Current rank</th>
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WRG gets good response

Wells, Rich, Greene Inc., New York, reported that 1,165,580 shares of its common stock were tendered to the company through an exchange offer to common shareholders who expired on Jan. 3. As part of its plan to "go private," WRG had offered to exchange up to 1,405,000 shares of its common stock for cash and debentures. Based on the number of shares tendered, the aggregate principal amount of debentures outstanding would be $39,324,640. Debentures now are being traded on the American Stock Exchange.

Trading in the company's common stock has been suspended on the New York Stock Exchange pending the exchange's application to the SEC for de-listing. There are 466,270 shares of WRG's common stock outstanding; these, 126,850 are owned by directors and 38,202 by officers. White, Weld & Co. Inc., New York, is making an over-the-counter market in the common stock which continues to be registered with the SEC.

No more washing machines

Westinghouse Electric Corp. is getting out of the appliance business. The company has announced that it has reached an agreement with White Consolidated Industries Inc., Cleveland, to sell off all of its major appliance subsidiaries in exchange for cash and securities. The deal was unexpected because, although Westinghouse has been losing money on its major-appliance division in recent years, the company had announced last fall that it was in appliances "to stay."

Dividends up. MCA Inc., Universal City, Calif., has announced five cent increase on quarterly dividend to 25 cents per share payable Jan. 14 to stockholders of record Dec. 30, 1974.

Nielsen rate up. A. C. Nielsen Co. board voted raise of quarterly dividend from prior rate of eight cents per share to nine cents. Amount will be payable Feb. 1 to common stockholders of record Jan. 10.
Media

Gerald Carrus, VP and controller, Metromedia Radio, New York, elected senior VP and controller.

John Detz, VP-general manager of WABX(FM) Detroit, named general manager, KXST(FM) Los Angeles, succeeding Gordon Potter, who became president of Century National Sales (Broadcasting, Dec. 16, 1974). Representative companies and stations are owned by Century Broadcasting Co., Chicago.

Dave Oakley, VP and member of board, Quincy Newspapers, Quincy, Ill., named general manager of WGEM-FM-TV Quincy, succeeding Joe Bonansinga who will retire in mid-1975 but continues as VP of Quincy Broadcasting Co. James Marwood, automation field service supervisor, Gates Division of Harris Corp., Quincy, named to newly created position of radio operations manager, WGEM-FM.

Richard A. Snyder, account executive, WOAN-TV Portland, Me., named general manager, WJBO-AM-FM Portland.

Earl Higgins, VP-finance, Outlet Co. broadcast group, Providence, R.I., joins WMMR-TV Baltimore, as business manager.

William L. Lauer, manager, WMCN(FM) Detroit, named to same post, WMMI-FM Columbus, Ohio.

Marly Colby, general sales manager, XETV(TV) Tijuana, Mexico (San Diego) named to additional position of manager.

Gary Adler, general manager, WJKS-TV Jacksonville, Fla., elected VP. Newly elected officers of Metropolitan Phoenix Broadcasters Association: Eric Hauenstein, KDKB-AM-FM Mesa, Ariz., president; Bill McReynolds, KPRO-TV Phoenix, VP; Betty Mogk, KASA(AM) Phoenix, secretary-treasurer. Board members named are Bob Allingham, KTAR-TV Phoenix-Mesa; Ray Odom, KJJJ(AM) Phoenix; Chuck Gramme, KTUS(TV) Phoenix, and Harry Reith (past president), KBUZ-FM Mesa, Ariz.

Tad Estes, account executive, KBEQ-FM Kansas City, Mo., named general manager, KTGR-AM-FM Columbia, Mo.


Ken Haustie, station manager, WMT-AM-FM Cedar Rapids, Iowa, retires after 39 years with station.

Richard Novik, former sales manager of WLIB(AM) New York, named general manager of WPUT(AM) Brewster, N.Y.

J. Keith Morgan, art director, WPLG-TV Miami, named to newly created position of news graphics director, WBBJ-TV Boston.

Paul C. Hassenplug, director of development, noncommercial WCNY-FM-TV Syracuse, N.Y., named general manager, Northeast New York Educational Television Association, Plattsburgh, N.Y.

Jerry Wishnow, formerly with WBBJ-TV Boston, has formed own public service promotion company in Marblehead, Mass.
Tarheel tapestry team. Roy H. Park (center), president of group owner Park Broadcasting, Ithaca, N.Y., was host to North Carolina Governor James E. Holshouser Jr. (r) and Dr. John T. Caldwell (l), chancellor of North Carolina State University, Raleigh, and 50 executives of major U.S. firms at the Union League Club, New York. Alumnus Park is chairman of university’s development council, is working with other alumni executives in commissioning tapestry for the university.

Rose Ten Eyck, director of research, Jack Masla Co., New York, named research director, KGO(AM) San Francisco.

Broadcast Advertising

Jack W. Copher, VP-account director, Needham, Harper & Steers, Chicago, named managing partner and elected senior VP. James P. Roos, VP-assistant account director, NH&S, Chicago, named account director. Eugene S. Mahany, VP-account director and director of merchandising, NH&S, Chicago, elected senior VP.

Jack Mulderrig, general manager, Avco Television Sales, VP and member of board, Avco Radio Television Sales, New York, elected senior VP, Avco Television Sales.


Ron Woods, with Avco Radio Sales, Los Angeles, named assistant sales manager, that office.

Michael J. Byrne, assistant treasurer, Pickard China, Antioch, Ill., named controller, A. Elecoff & Co., Chicago advertising agency.

Susan Breakefield, local sales manager, WASH(FM) Washington, named general sales manager.


Dorothy Cameron, spot broadcast buyer, Cunningham & Walsh, New York, named broadcast supervisor, media department.

Earl Schoborg, general sales manager, KGO-AM-TV Mason City, Iowa, assumes additional duties in national sales.

Duane Schlichting, broadcast business manager, Omaha office of Bozell & Jacobs International, named VP-broadcast business for company, remaining in Omaha.

M. J. Groothand, local-regional sales manager, WPTZ-TV Plattsburgh, N.Y., named general sales manager.

Jack England, account executive, KEEE(AM)-KWYT(FM) Salinas, Calif., named local sales manager.

Charles C. McCrery, salesman, Jack Masla & Co., New York, elected VP.

Rear Admiral Marles, local sales manager, WDAI(FM) Chicago, joins Masla as Chicago office manager.

John E. McGowan, area sales manager, New York; M. C. Via Jr., sales manager, Dallas, and J. Barry Weed and Thomas R. Will, team sales managers, Chicago, all elected VP’s of Peters, Griffin, Woodward. Robert Steres, salesman for PGW, named to new post of sales manager, Los Angeles.


Dick Kryder, account supervisor at Kelly, Nason, San Francisco, named manager of that office.

Mike Cotter, VP and art director of Cunningham & Walsh, New York, named VP and senior art director, Clyne Dusenberry Inc., New York.

Robert Neidhardt and Eli Kramer, creative directors at Benton & Bowles, New York, named VPs.

Robert Z. Goldberg, sales manager, WANN(AM) Annapolis, Md., elected VP sales.

Charlie O'Donnell, with Prime Time Marketing, New York, joins Ries Cappiello Colwell, New York, as VP-media and research services.

Adrienne Cohen, with Young & Rubicam, New York, joins Welnit Advertising, Atlanta, as associate creative director.

John J. Albert, sales manager, WWJ-AM-FM Detroit, appointed broadcast administrator for Detroit Tigers baseball on WWJ-TV Detroit under new five-year contract in which station will handle sales.
Lister Sinclair, writer, producer and broadcaster with Canadian Broadcasting Corp., Ottawa, elected VP-program policy and development.


Broadcast Journalism

John Sheahan, CBS News correspondent in Bonn, reassigned to Cairo.

Paul Berry, weekend anchorman and public affairs show host, WMAQ-TV Chicago, joins WCBS(AM) New York, in same capacity. Both are CBS stations.

Lee Schell, acting news director, KNXV-TV San Jose, Calif., named news director.

Dead Goldsmith, manager, program development, MGM-Television, named director of specials and TV pictures, same company.

David Goldsmith, manager, program development, MGM-Television, named director of specials and TV pictures, same company.
Former Senator Burton K. Wheeler (D-Mont.), who as chairman of the Senate Commerce Committee played an important role in the drafting of communications regulation, died Jan. 6 at his home in Washington. He was 92.

Senator Wheeler was elected to the Senate in 1922 and became a leading investigator. He figured in the Teapot Dome prosecutions in 1923 and was a candidate for the Vice Presidency in 1924 on the Progressive Party ticket headed by the late Senator Robert M. La Follette Sr. of Wisconsin. He was the Senator leader in opposing President Franklin D. Roosevelt's plan to reorganize the Supreme Court in the 1930's.

Since leaving the Senate in 1946, Senator Wheeler has been identified with the Washington law firm of Wheeler & Wheeler, with one of his sons, Edward Kendall Wheeler. He is also survived by two other sons, John L. Wheeler, of Maryland, Richard B. Wheeler, of Denver (a broadcaster and owner of KXPO(AM) Spokane, Wash.) and two daughters, Mrs. Elizabeth Colman of Hartland, Wis., and Mrs. Marion Scott of Bethesda, Md.

Wiley. He succeeds James Hobson, new chief of renewal branch and transfer division (Broadcasting, Dec. 9).

L. J. Fishkin, formerly assistant to head of U.S. Office of Telecommunications Management, named manager, Audiovisual Services and Coordination Center, Office of Secretary of the Interior, Washington.

Ian D. Volner named partner, and Bruce P. Saypol joins Cohn & Marks, Washington communications law firm.

John D. Hershberger, director of Educational Television Center, Cornell University, Ithaca, N.Y., named director of University Television, University of South Florida, Tampa, Fla.

Deaths

Milton Cross, 77, narrator of Metropolitan Opera radio broadcasts for 43 years, died at his New York home Jan. 3, apparently of heart attack. Since 1931 when broadcasts began, Mr. Cross had missed only two programs, both in 1973 following death of his wife, Elleged Fowler Cross. Program has been sponsored on Saturday afternoons for 35 years by Texaco Inc. and is carried on 120 commercial and 90 college radio stations. Broadcasts are packaged by G. H. Johnston Inc., New York, which said Peter Allen of WQXR(AM) New York, who has been Mr. Cross's standby for several years, will handle opera assignment at least on temporary basis. Mr. Cross leaves two sisters, Margaret and Edith.

Richard B. Rawls, 66, VP and general manager of KPHO(AM)-TV Phoenix from 1952 to 1968, died Jan. 4 at Phoenix. He had been with ABC from 1946 to 1952, serving as manager of TV operations in helping to get ABC-TV network started and then as director of affiliate relations. After leaving, given stations he managed WQXR(AM) Pittsburgh before retiring to Phoenix in 1970. Survivors include his wife, Helen, and brother, John.

Major General James McCormack (USAF-retired), 64, chairman of Communications Satellite Corp. from 1965 to 1970, died Jan. 3 in Hilton Head, S.C. He also had been VP of Massachusetts Institute of Technology, Cambridge. Survivors include his wife, Eleanor, one son, and one daughter.

Edward G. Gallagher, 52, executive VP and director of creative services, N. W. Ayer ABH International, New York, and member of board of directors of agency since 1967, died Jan. 3 after lengthy illness. He is survived by his wife, Musette, and four sons.

Arthur Pierson, 73, TV producer-director as well as stage and screen actor-writer-director, died Jan. 1 at St. John's hospital, Santa Monica, Calif., following massive stroke. His TV credits include production and/or direction of China Smith, Sheena, Queen of the Jungle, Terry and the Pirates, and Do You Trust Your Wife? Surviving are his wife, Marjori, and son, Timothy.

Paul Cahill, 42, former executive producer, WBBM-TV Chicago, died Dec. 28 at Veterans hospital, Chicago, after brief illness. He is survived by his wife, Jill, and daughters, Melissa and Carrie.

George F. Walsh, 47, director, WBBM-TV Chicago and formerly with WBBM(AM) died Dec. 22 at Passavant hospital, Chicago, after brief illness.

Charles W. Stump, 56, business manager and chief meteorologist, WFTV(TV) Orlando, Fla., died Dec. 31 of heart attack, while vacationing in Franklin, N.C. Survivors include his wife, Barbara, three sons and one daughter.

Ray Morgan, 61, TV and radio announcer, died Jan. 5 of cancer in Englewood hospital, Englewood, N.J. Mr. Morgan during 1950's announced for such TV shows as Toast of the Town, The Ted Mack Amateur Hour, The Kraft Music Hall and Studio One. Earlier, he was actor and announcer on Gangbusters and We the People radio shows. He is survived by wife, Sue, and one daughter.
As compiled by Broadcasting, Dec. 27 through Jan. 4, 1973, based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; chi.—chief, CRU—construction permit, D.—day; da.—directional antenna; eff.—effective radiated power; HAAT—height of antenna above average terrain. kHz—kilohertz; kw—kilowatt. MEOV—maximum expected operating voltage. mzh—megahertz. mod.—modulation. n.n.—night. P.A.—primary service authority. SHP—specified hours of transmission. TPO—transmitter power output. U.—unlimited hours. via—wireless. w.w.—wireless. *—noncommercial.

**New stations**

**TV licenses**

Broadcast Bureau granted following licenses covering new stations:


**AM applications**

* **McRae, Ga.** —William T. Dodd and John W. Davidson, seek 1410 kHz, 1 kw-D, P.O. address: 127 Glynn St., Jaspal, Ga. 31545. Estimated construction cost $5,000; first-year operating cost $35,000; revenue $70,000. Format: C&W. Principals: Mr. Dodd (50%); Mr. Davidson (50%).


**AM action**

* **St. Matthew’s, S.C.**—FCC denied petition to deny license renewal to WTMD(AM) Orangeburg, S.C., and granted Central Carolina Broadcasting Co. 710 kHz. T.O. address: Box 149, Hartsville, N.M. 82521. Estimated construction cost $25,920; first-year operating cost $48,450; revenue $92,000. Principals: Richard E. and Gwendolyn T. King (50%); George W. and Helen T. Hutto (49%); et al. Mr. King owns retail furniture store and Mr. Hutto construction business, both Orangeburg, S.C. Action Dec. 17.

**AM start**

* **WEEO Smithfield, Va.—Authorized program operation on 940 kHz, 1 kw-D, DA. Action Dec. 18.

**FM actions**

* **Tucson, Ariz.—University of Arizona-Tucson.** Broadcast Bureau granted 90.3 mhz, Arizona Board of Regents, 12.5 kw, HAAT 3,950 ft. P.O. address: University of Arizona, Tucson 85721. Estimated construction cost $75,000; first-year operating cost $93,365; revenue none. Principals: Margaret A. Murphy is president of Arizona Board of Regents (BET-129). Action Dec. 23.

* **Grand Junction, Colo.—Mesa College.** Broadcast Bureau granted 91.3 mhz, 10 w, HAAT 80 ft. P.O. address: 1175 Texas Ave., Grand Junction 81501. Estimated construction cost $3,376; first-year operating cost $3,500. Principal: Charles R. Hendrickson, director of audio visual services (BPE-1889). Action Dec. 27.


* **Fort Wayne, Ind.—Acting chief, Broadcast Bureau granted initial approval of agreement for scheduling of Fort Wayne Bible College, Fort Wayne Bible College will reimburse Cedarville College $1,000. Fort Wayne Bible College granted 90.3 mhz, 50 kw HAAT 269 ft. P.O. address: 1025 West Rudulfi Boulevard, Fort Wayne 46807. Estimated construction cost $58,185; first-year operating cost $34,760. Principals: Timothy M. Warner, president (BPE-1820). Action Dec. 20.

**FM actions**


* **El Paso, Tex.—Broadcast Bureau granted 92.3 mhz, 100 kw, HAAT 1,600 ft. P.O. address: 4141 Pinacate St., El Paso 79902. Estimated construction cost $69,000; first-year operating cost $69,000. Principals: Glen L. Houston (49%), L. S. Moore (35%), M. A. Alford (15%).


* **Ekins, W. Board of Trustees of Davis and Elkins College.** Broadcast Bureau granted 90.5 mhz, 1 kw, first-year operating cost $2,400. Principal: Dr. Gordon Hendron, president (BPE-1899). Action Dec. 17.

**FM starts**

* **KAAM Berryville, Ark.—Authorized program operation on 91.1 mhz, ERP 1 kw, HAAT 50 ft. Action Dec. 13.

* **KVRE-FM Santa Rosa, Calif.—Authorized program operations on 91.3 mhz, ERP 1 kw, HAAT 100 ft. Action Dec. 20.

* **WFWA Sullivan, Ill.—Authorized program operations on 92.3 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 18.

**FM license**

Broadcast Bureau granted following license covering new station:


**Ownership changes**

**Applications**


* **KLAW(FM) Lawton, Okla.** (101.5 mhz, 29 kw) —Sends to FCC application of license from Broadcast Corp. to Lawton Broadcasting Corp. for transfer (BPE-1889). Action Dec. 19.

* **KFLW(AM) Lawton, Okla.** (91.3 mhz, 1 kw) —Sends transfer of control of Newton Broadcasting Corp. from Charles A. Bell (100% before) to Emergency Committee for Civil Rights. Action Dec. 20.

* **KWHX-FM** (88.5 mhz, 250 w) —Seeks transfer of control of Star of Plains Broadcasting Inc. from James J. S. Ruthmayer and Kermit C. Ashby (100% before; none) to Elmer E. and Amy H. Smith (none before, 100% after). Action Dec. 20.


* **Fort Wayne, Ind.—Acting chief, Broadcast Bureau granted initial approval of agreement for scheduling of Fort Wayne Bible College, Fort Wayne Bible College will reimburse Cedarville College $1,000. Fort Wayne Bible College granted 90.3 mhz, 50 kw HAAT 269 ft. P.O. address: 1025 West Rudulfi Boulevard, Fort Wayne 46807. Estimated construction cost $58,185; first-year operating cost $34,760. Principals: Timothy M. Warner, president (BPE-1820). Action Dec. 20.

**For the Record.**

* **WEBQ(AM)** (1550 kHz, 10 kw) —Seeks transfer of control of Newton Broadcasting Corp. from Charles A. Bell (100% before) to Emergency Committee for Civil Rights. Action Dec. 20.

* **KVWY(AM)** (1550 kHz, 10 kw) —Seeks transfer of control of Newton Broadcasting Corp. from Charles A. Bell (100% before) to Emergency Committee for Civil Rights. Action Dec. 20.

* **WBQR(AM)** (1550 kHz, 10 kw) —Seeks transfer of control of Newton Broadcasting Corp. from Charles A. Bell (100% before) to Emergency Committee for Civil Rights. Action Dec. 20.
to Petersen group: after)

Principal: Mr. Steinert, Springfield, (49%)

Louis Park, (48%)


Consideration: through sale of stock to

WDXR (BAL-395) NHL-AM.

Norton granted transfer of license from

H. Spencer employed as CPA, corporations

WVEZ(AM) Louisville, KEMM(AM) Marshfield Mo. (100%)

WEBC(AM) Duluth, KRSI(AM) -KFMX(FM) (100%)

WJKY(AM) Jamestown, (50% before; none after) to

of licenses from Edward R. and Ruth O. Fritts to Paducah Broadcasters, owned by Mt. and Mr. Fritts (BLA-8312), Action Dec. 27.


WREB(HAM) Holoytk, Mass. (930 khz; 500 w-D) — Broadcast Bureau granted renewal of license from Roy R. Park Broadcasting of Midwest to Roy H. Park Broadcasting of Midwest, after) to

WCCM(WAM)-WCCY(FM) Lawrence, Mass.; WBBX(AM) Port Orchard, N.H. (Curt Gowdy Broadcasting Corp.); KOWB(AM) Laramie, Wyo.; WEAT-AM-FM West Palm Beach, Fla. (Curt Gowdy Broadcasting Corp.) — Broadcast Bureau was designated as assignee of licenses to Curt Gowdy Broadcasting Co., after (50% before; none after) to

WBCM(WM)-WHNF(FM) Bay City, Mich. — Broadcast Bureau granted renewal of license from Robert G. Liaghi Jr. (48% before; 51.2% after), through purchase of stock to licensee corporation; Consideration: $1,180,000 (BTC-7625). Action Dec. 23.

WBCD(AM) Duthku, KRMJ(FM)-KFMX(FM) St. Louis Park, all Minnesota — Broadcast Bureau granted renewal of license from Roy R. Park Broadcasting of Midwest to Roy H. Park Broadcasting of Midwest, after) to

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## Summary of Broadcasting

### FCC tabulations as of Nov. 30, 1974

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<th>CP's name</th>
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<td>885</td>
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</table>

* Special temporary authorization

** Includes off-air licenses

### Facilities changes

#### TV actions
- WTVY, Dothan, Ala.: Broadcast Bureau granted CP to change ERP to 100 kw (vswr); 17.8 kw (aur); height, 1,670 ft.; change at trans. location (BPC7-7573). Action Dec. 18.
- WOCA-TV, Ocala, Fla.: Broadcast Bureau granted mod. of CP to change ERP to 93 kw (vswr); 186 kw (aur); ant. height 930 ft.; make changes in ant. structure (BPC7-7577). Action Dec. 26.
- WPFG-TV, Pittsburgh: Broadcast Bureau granted authority to operate trans. by remote control from 750 ivory Ave. (BTCR-224). Action Dec. 27.
- TV start
  - Following station was authorized program operating and file and was shown: KIV-A-TV Farmington, N.M. (BPC-4639), Dec. 20.

#### AM applications
- KDKO Littlerock, Colo.: Seeks mod. of CP to make changes in ant. system. Ann. Dec. 27.

#### AM actions
- BMB-AM Longview, Wash.: Broadcast Bureau granted involuntary transfer of control of KPMB from Robert E. Shotts to Dorothy J. Shotts, executrix of Robert E. Shotts (BTC-7361) and granted acquisition of positive control of licensee corporation by Bruce E. Jorgenson (50% before, 76% after) through purchase of stock from Dorothy J. Sheets (30% before, 24% after); consideration $7,156 (BTC-7282). Action Dec. 19.
- WSAB-TV (ch. 2) Green Bay, Wis.: Broadcast Bureau granted assignment of license from Norbertine Fathers, religious (BTC-7357) and granted acquisition of positive control of licensee corporation by Bruce E. Jorgenson (50% before, 76% after) through purchase of stock from Norbertine Fathers (BTC-7357) and Norbertine Fathers religious, $5,737,121. Sellers: Norbertine Fathers, religious; buyers: Norbertines, religious (BTC-7357) and Norbertines, religious (BTC-7357). Action Dec. 30.

### FM actions
- KQVJ Lake Owego, N.Y.: Bureau granted CP to change transmitters to 9494 S.S. Estevan Dr., Fort Lauderdale, Fla.; make changes in ant. system; ERP 100 kw; radiated power 0.10 kw; remove control permitted; condition (BPH-9149). Action Dec. 23.
- KPHC-MT, Florissant, Mo.: Bureau granted CP to change ERP to 100 kw (vswr); 47 kw (aur); ant. height 1,020 ft.; remove control permitted; condition (BPH-9013). Action Dec. 24.

#### FM stations
- Following stations were authorized program operating authority for changes on facilities date shown.
  - WXM-FM, Belleville, Ill. (BPH-6183), Dec. 23.
  - KUEQ Red Wing, Minn. (BPH-9293), Dec. 23.

### In context

#### Designated for hearing
- Huntington, Tenn., AM: proceeding: David B. Jordan and Boudin Corp., competing for 1530 mhz (Docs. 20294-5) Bureau designated for hearing applications of David B. Jordan and Boudin Corp. Hearing issues include which program would, in oppositional basis, serve better public interest. Action Dec. 20.
- Parkersburg, W.Va., FM proceeding: Triplette Broadcasting Co. and Electroradio Inc., competing for 95.1 mhz (Docs. 20294-5)—Broadcast Bureau designated for hearing applications of Triplette and Electroradio. Issues include whether tower height and location would satisfy condition of Electrocom that constitute menace to air navigation, and Triplette's ascertainment efforts. Action Dec. 20.

#### Procedural rulings
- Lake Charles, La., FM proceeding: United Broad- casting Corp. and Diocese of Shreveport [417.0 kHz]—Amended Research and Development and DJ of Lake Charles (BFD-1078) (Docs. 20291-17)—Proceeding scheduled hearing for March 19. Action Dec. 23.
- Review board denied request by DJ of Lake Charles for enlargement of issues. Board and DJ had not demonstrated pattern of conduct by United that would warrant injunction issue. It is suggested that issues would be avoided if the applicant's conduct involved matters of significance and whether the conduct concerned showed pattern of inadherence and carelessness. Action Dec. 18.
- Westbrook, Me., FM proceeding: Japan Inc. and Down East Broadcasting Corp. competing for 100.9 mhz at Portland (Docs. 20296-7)—Proceeding scheduled hearing for Oct. 13 to 20. Action Dec. 23.

#### Rapid City and Lead, S.D., TV proceeding: Western Television Co. and Dakota Broadcasting Co. competing for ch. 7 at Rapid City and satellite

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Broadcasting Jan 13 1975 50
on ch. 5 at Loca (2009-3)—Review board granted petition by Western Television to enlarge license area and to add new operations. Board granted petition to authorize new service. Board also granted petition by Central California Radio to enlarge license area.

Initial decision:

Panama City and Key West, Fla., TV and FM proceeding: Panhandle Broadcasting Co. (WDTB-


Review board decision:

Bangor, Me., FM proceeding: Bangor Broadcasting Corp., and Penobscott Broadcasting Corp., contested license of (1962-6)—Review board granted application of Penobscott Broadcasting Corp. and denied competing application of Penobscott Broadcasting Corp. Penobscott granted 92.9 mhz, 6.27 watts, P.O. address: Route 9, Bar Harbor, Bangor 04401. Estimated construction cost $41,900; first-year operating expenses $13,841; revenue Form B, Annual Statement: Principal: James H. Cott (35%); George E. Willey (19.5%); et al. Mears, Gott, and Willey are public relations employees of universities of Rhode Island and Maine respectively. Action Dec. 18.

FCC decision:

WLUM(A)-Baton Rouge, renewal and assignment proceeding: Ervin A. LaRose, receiver in bankruptcy for Capital City Communications (1967-71), proposed that in connection with renewal of license of Mr. LaRose to Jimmie Mowat for consideration: $2,500, the matter noted that Mr. Swaggart, Evangelical minister and manager of WLUX, was not associated with Spain when considered by Capital City Communications. Action dec. in result of renewed recommendation of U.S. Court of Appeals for District of Columbia Circuit. Jan. Action Dec. 18.

Other action:

WMYQ(FM) Miami—FCC censured Barrack Broadcasting of Florida, licensee of WMYQ, for its conduct in broadcast of "Barrack Gold" contest. FCC said WMYQ "fell far short of its responsibility in the operation of its station." Effective Dec. 23, 1974. Judge McIlrath conducted as advertised in public. Prize "was considered quite inadequate to attract public was decided in believing that "massive treasure" was being awarded at time of value of prize was only $1,000. Action Dec. 18.

Allocation:

FCC took following actions on 13 allocations:

Arizona—Broadcast bureau proposed adding 146 and 260 to its list of assignments for noncommercial service in 1987. FCC noted that Mr. Swaggart, Evangelical minister and manager of WLUX, was not associated with Spain when considered by Capital City Communications. Action Dec. 26.

Barnes, La.—Broadcast Bureau proposed assignment of the 261 to Barnes, La. Action Dec. 26.

FCC amended its rules to provide mileage separation protection to noncommercial FM channel assignments within 196 miles of common border between U.S. and Mexico. Since Mexico makes full use of its broadcast assignments for noncommercial use (1987). Action Dec. 17.

Rules making:


Sweatwater Television Co., Denen and Farson, Wyo.—Seeks to operate in violation of resi-

Telereporter Florida CATV Corp., Box 9786, Riviera Beach, Fla., 33404, for Riviera Beach (C4591) andHolbrook operators' club (2511), both Florida: Add WCIIX-TV Miami and delete WIKID Ft. Lauderdale, Fla.; and for Jupiter (C4574) and Palm Beach (C4574), both Florida: Add XCIIX-TV Miami. Action Dec. 18.

Cable vision Inc., 256 Lisbon St., Lewiston, Me., 04240, for Lewiston (C4569) and Auburn (C4569), both Maine: Add K544 TV Sherbrooke, Quebec. Action Dec. 18.

Caltec, 5059 York Rd., Baltimore, Md., 21212, for new CATV system in Brandonville (C4521-A2), Pikeville (C4521-A3), Wood-.
Help Wanted Management

Upper Midwest 500 watt daytimer has an opening for sales management. Must have proven market material and want a chance to buy into the action. Highly competitive market of 100,000 requiring a seasoned wide-weeks ideas person. Should be prepared to start modestly for excellent future earnings. Repeat, a piece of business available to the right person. Box A-59, BROADCASTING.

General Manager, Midwest AM-FM separate program. Sales and sales management must be part responsible of portability. Write, state experience, salary requirements. Box A-39, BROADCASTING.

West Management opportunity for a great local salesperson with proven management or sales management experience. Successful fullfiller in beautiful medium growth market. Must possess facility to motivate personnel, execute company policies and produce the bottom line figure. Must have solid, stable, successful record. In-state-to-medium markets with excellent verifiable references. EOE M/F. Reply Box A-45, BROADCASTING.

Need GM for new FM in small Illinois city, CP just granted. You build the station, program it, sell it, run it. Great opportunity! Send complete resume, references and salary needs. Box A-107, BROADCASTING.

Outstanding Spanish language rocker needs bilingual management. Exceptional sales talent and a complete sales and programming. 533-3407. Call Rick Davenport 312-895-6171.

Help Wanted Sales

Account Executive. Major S. Louis radio station has immediate opening. Excellent opportunity. Sales executive has had several years radio sales experience. Position offers challenging territory, commission, and complete fringe benefit program. Must be aggressive. Send resume, references and salary requirements. Box A-49, BROADCASTING.


WDNC is now accepting applications for one RAB trainee. Starting salary $18,000. Address initial application to Mr. Vester, WDNC, Box 2126, Durham, NC 27702.

Florida Coastal Station has openings in sales department for person with proven track record. Delightful living. Webjay is in a fast growing area with a strong economy. Salary, commission and car expense. Send resume, asking salary. Box 2265, P. O. Box, West Palm Beach, FL 33405. Equal Opportunity Employer.

Medison, Wisc. Excellent career opportunity for bright young problem-solving salesman (or woman) on the way up, strong on creativity and ability to build campaigns. Six-station group seeks individual with management potential. Job opening result of promotion. Our people earn far more, city offers superior living, you will have an opportunity for management and equity. WISM, Madison, W1. A Midwest Family Station.

Attention college broadcasters. Need commercial experience. Sales/annoncer/news. Our staff stays one year and then makes a major move. The one you will replace moves to the 21 station in Minneapolis, others to Washington, D.C. and Indianapolis. We demand major market quality and we pay better than most, but it’s hard work in sales, news and air work. We recognize your efforts so expect you to stay one year and then we’ll help you make the big move. If you want. WJCM is an ABC rat affiliate, “clear channel” station serving the Raleigh-Durham markets. Send resume, attention Mr. P. Rieser, P. Rieser, FL 33455. Equal Opportunity Employer.

Immediate opening, General Sales Manager, KYA, San Francisco. Must have proven track record with major market. Must be capable of handling complete charge of a high energy sales staff. Excellent compensation package. Contact Cliff Hunter, Vice President, National Network, Box 535, San Francisco at 415-397-2500. An Equal Opportunity Employer M/F.

Help Wanted Announcers

Morning personality sought for number one morning station in 200,000 meter. Must be dependable, creative, awake, no beginners. Send resume, salary requirements. Box A-117, BROADCASTING.

Midwestern contemporary requires first phone person for all night shift. Will consider beginner. Salary in accordance with experience. Box A-16, BROADCASTING.

Experienced Announcer. Single, 5½ hr. board, news, production. Major ski resort in mountain West. Resume to Box A-83, BROADCASTING.

Aggressive AM/FM station in La. college town needs promotion. Must have creative copywriting capability. Good future. Box A-97, BROADCASTING.

Opportunity plus Outstanding MOR (contemporary) announcer and great production a must. In return, good salary, great benefits, and solid future with growing group. Write Jerry Larsen P.O. Box 888, Burlington, MA 01803.

Personality, Top 40 Jocks. If you're really a great jock and looking for a break to get into the L.A. market at a 20K salary, send your reasons why you think we need you! Individual who is ready to plow their own furrow to Dan Mitchell/Maine Denis, KZYF Radio, 1190 North Broadway, Salem, N. C. 27106.

We don't have an announcer-salesperson that earns less than $12,000 in 1974. We need another one. Must have first phone and desire to earn money. Must be a team player. Send complete resume, first check, and first letter. Roy Mapel, KJIM Radio, Gillette, WY.

Radio as a career? Willing to learn all facets of radio? Needed personality proficient in first ticket required. If interested contact program director, Doc Devere, KPOW, Box 968, Powell, WY 82425. An Equal Opportunity Employer M/F.

Immediate opening, KYA San Francisco, needs morning drive rock personality. Must have great market experience. Good time and some temp jobs only, pros. Contact Roger W. Morgan, Program Director, at 415-397-2500. Equal Opportunity Employer M/F.

Bright, young MOR personality for exciting, ambitious main coastal AM-FM, 6 days; 7-8AM starting. Immediate opening. Send tape to WWKA, Brunswick, ME 04011.

Florida. Top 40 announcer, strong in commercial production. Send tape, resume, asking salary. Manager, WKXY, Box 2500, Sarasota, FL 33578.

Experienced announcer for regular radio shift with opportunity for TV sports and weather. Sports knowledge necessary. Salary open. Male, female applicants encouraged. Send resume, tape, and recent photograph to Program Director, WSBT AM, 530 W. Jefferson Blvd., South Bend, IN 46601.

Top-100 market stereo contemporary, seeking mature on-air production and copywriting talent. Excellent pay and growth opportunities for the right people. Tape and resume to Steve Marshall, WSGH-FM, Box 11670, Winston-Salem, NC 27106.

Stan was busy! Can you do creative copy and production work? Occasional airshift? Assist the PD? Work at a well equipped facility with great people. Air/production check, copy samples, resume to Mike Belaski, PD, WJSM, Box 107, St. Joseph, MI 49085.

Tired of rat race? Come to America’s vacationland. Asbestos, modern country station seeks fast-paced, confident personality. Must be local trained and already in large or medium market. Creative, productive, folks, da ink job/animal skills. Excellent pay and growth opportunities for the right people. Larry James, WPSY, Box 2956, Ashville, NC.

Announcer for all night slot needed. Third endorsed, some experience. MOR AM, automated FM. Available immediately. Contact PREDANSON/MOORE, Box 1, Barre, VT 05641.

Central Wisconsin contemporary station seeks experienced programmers. Good pay and excellent benefits. Resume and tape to Jim Schlub, WSPT, Box 247, Stevens Point, WI 54481.

5 station group needs an’ news director/DJ for its contemporary morning show. Box A-81, BROADCASTING.

Help Wanted Announcers Continued

Gain experience. Take sabbatical from radio school. Join 5,000 watt Spanish-black cooker. Little, little profits from your own personal station in tight top 40 soul format. Some two to three weeks shifts open. Must be honest. Must have car or cyclic exercise to work expense account. Also combination salesperson disc jockey and salesmanship openings open. Send tape to program director, WUNR, 419 Boylston Street, Boston, MA 02116.

Regional 5 kw NBC affiliate seeks first ticket night jock. Best market in Vermont. Format blend of oldies and contemporary hits to grow. Immediate opening. Send air check and resume to Brent Jarvis, WVIT, Box 1044, Burlington, VT 05401.

Chance of a lifetime! Make one of the best moves in your career, recast Gene Pope, top rated Morning Man on WVOI. Great voice, production and first ticket, a must. We’re talking good bread and a top station, so rush tapes and resumes to John Harmon, WVPO, 1435 Ellis Road South, Jacksonville, FL 32205. E.O.E.


Announcer/Engineer with first for daytimer/country format. Would Train to become Chief Engineer. Beautiful setting. With some promotion opportunities. Box A-88, BROADCASTING.

Help Wanted Technical

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

Experienced chief engineer for AM and FM radio tower of Midwest. Excellent benefit package including profit-sharing. Will have full engineering responsibilities for group including hiring and supervising engineering. Preventive maintenance philosophy and directional experience highly desirable. Send resume and salary requirements to Box A-5, BROADCASTING.

Chief engineer for successful small market AM/FM stereo. Station likes to design own equipment and believes strongly in maintenance. Midwest EOE. If you think you’ve earned this send resume to Box A-106, BROADCASTING.


Technical engineer wanted for growing two station cluster in central Massachusetts with heavy maintenance experience. Excellent salary plus top benefits. Send resume containing box and radio news. Newperson wanted to be news director for urban Springfield, Mass. station where news is all important. Contact Bob Bouchard, WDEW, Westfield, MA 01083.


Help Wanted News

News Director to lead three person staff, AM/FM operation. Emphasis on local/regional reporting, investigatory and in-depth reports, editorial. Experience and on-air delivery important. Send resume to Box A-26, BROADCASTING.

Top rocke in major eastern market seeks energetic news reporter. Street work with occasional studio shift. Minority applicants encouraged. Box A-72, BROADCASTING.

Newperson. Work hard and learn with 21 up system. Send resume to Box A-103, BROADCASTING.

Morning news shift. Midwest community of 30,000. Prefer two to three years experience. Send tape, resume, asking salary to KZBS 321 E. 2nd St., Ottumwa, IA 52552.

News director. New educational station with public radio plus heavy coverage in area news, Board shift also required. Bachelor’s degree plus college experience. Excellent opportunity for individual to work on advanced degree. EOE/AFFIRMATIVE ACTION EMPLOYER. Resume and references. Station Manager, KETR, 5th and Market, College Station, TX 77840. No telephone calls.
Help Wanted News Continued

Morning shift plus local news. Top-notch station, small market, NE Montana. Opportunity for bright, hard-working, energetic, and professional. Send resume, references to: LINDA MCKINNON, Box 67, Glasgow, MT 59230. Phone: 406-223-9536.

Only black programmed radio station in Connecticut entices a nation's best. Your resume, copy samples to Box A-15, BROADCASTING.

Producer/director to develop, plan, produce and/or direct commercials, morning show, and/or news. Requires: 3 years experience, plus local, TV or video experience. Excellent benefits. Send resume to: WILLIE HAWKINS, P.O. Box 1480, Windsor, CT 06095.

Help Wanted Programing, Production, Others

Program manager, New educational station with public-radio format. Requirements include bachelor's degree and three years' experience in community or public radio. Experience in promotion, management, and sales. Must have good communication skills. Pay above.


Top ten major-market Rock Jock available. Write Box N-149, BROADCASTING.

Personality, PD and MD experience for top-40 or concept MOR. Strong production, good pipes. Prefer New England. Full time, 36 weeks paid holidays. Box A-8, BROADCASTING.

Experienced country jock available for medium or major market. Box A-21, BROADCASTING.

Situations Wanted Management

Enthusiastic manager and radio pro desires management opportunity in market of 150,000-200,000.00. Interested in pro/manager training Był, and excellent growth opportunity. Salary plus local news. Send resume, copy samples to Box A-115, BROADCASTING.

Manager, non-commercial. All phone; stron, sales, programming. Good administrative, and community relations. Solvent with cash to invest. Prefer market size 10-25,000. Available mid-February. Box A-57, BROADCASTING.

If you want to own it, you have an opportunity. 5,000 wRt. 5,000 kw. Market the best. Send resume, copy samples to Box A-5, BROADCASTING.

GM, currently running highly successful AM in 250,000+ market wishes to relocate in similar or larger market. Professional, EOE. Excellent experience in sales promotions and sales development, tight control in all departments. Box A-55, BROADCASTING.

GM seeking highly successful AM in 250,000+ market wishes to relocate in similar or larger market. Experienced in sales, promotions, and sales development. Pay above. Box A-65, BROADCASTING.

Experienced producer to direct and produce commercials. Experience includes all phases of production. Send resume, copy samples to Box A-64, BROADCASTING.

Situations Wanted Sales

Situations Wanted Answered

3 years experience. Please contact. Looking to team up with a good station. Call after 5, Bill, 516-731-6162.

Experienced professional, available immediately, major to medium market. Strong personality, Top-40. Call 201-749-1114.

Looking for contemporary MOR or Top 40. Up tempo, conversational approach. Enjoy mornings, eight years, good production, first. Dick Hauser, 5421 Fifth Avenue, Ft. Myers, FL 33919.

Mature entertainment with 4 years experience assures you of right move by contacting Don Wright, Waterdown, ON L8L 55011. Call 605-886-4761. Prefer upper Midwest.

Situations Wanted Technical

Engineer/Announcer with first, maintenance experience in CATV, needs break. CATV being sold Box N-125, BROADCASTING.

20 years first, mature, reliable, married, youngster in college. Wide experience in audio, video and maintenance. Send resume, copy samples to Box A-38, BROADCASTING.


17 years experience. Major market chief. Seeking engineering challenge. James Smich, P.O. Box 9016, Maple Hills, OH 44137 216-663-8833.

Situations Wanted News

Experienced female newscaster. Solid skills, reading, Adaptable, Degree. Looking for the right move. Interested? Contact Box A-24, BROADCASTING.

Sports/newman combo, 2 yrs. football, basketball play-by-play during college, 1 yr. commercial exp. (news). Degree and AFN. Box A-43, BROADCASTING.

Looking? Major market all-news anchor/editor, also looking. Forever ND, network contact, documentary narrator, talent. Box A-54, BROADCASTING.

3/4 years experience, program-news director, 3rd time. Box A-60, BROADCASTING.

Broadcast journalist with heavy background. 5 years in magazine market. I've worked in terrestrial, electronic, field anchor with major group, currently with 

Box A-78, BROADCASTING.

MOR or Top 40. Up tempo, conversations, attitude. Looking for the right move. Box A-72, BROADCASTING.

Mid-west sports director seeks similar position. Hard working, motivated, promotion, sales. First-time manager. 7 years experience. Box A-82, BROADCASTING.

Sports, be versatile, BA, AFRTS, 6 yrs TV. Prefer small town station with a future. Box A-67, BROADCASTING.

Thirteen years experience, last seven in same station near NYC. Want career opportunity in established news department. Prefer East. Box A-102, BROADCASTING.

News director, or larger market newsmen. Experienced all phases of human interest, audience-building, sports, news and talk programming. Call 419-991-3377.

Southeastern New England! Need hard-working news or sports reporter? Tonight call or write Bob Morris, 23 Harrier Ave, Belmont, MA 02178-4206. Have experience.

Newsmen, writer, deliv'l, BA, telecommunications. 2nd person, 2 years commercial radio, 1 year college radio ND, Ralph Gonzales, 3327 Thornton Ave., Anchorage, CA 98245 714-928-8113.

News director, town of 15,000. I build award winning news department from scratch! You build news department for reporter job in upper Midwest town of 50-100,000. Call Robb, 318-455-2556.

Is there a position in your station for a 2nd year college student majoring in communications, male, 19, 5 years experience, knowledgeable in Sports, who wants to get into the sports journalism field? Contact Zegami, 911 Linwood St., Hyattsville, MD 20783.

Broadcasting Jan 13 1975

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Applications

One of the nation's top music directors is now available for the right position in one of the nation's most competitive major markets. If you want a rock, MOR, or country sound person to bring you big numbers, write Box A-131, BROADCASTING.

First phone DJ, over 12 years experience, looking to challenge for PD in small to medium Midwest market. Box A-104, BROADCASTING.

Six years in programming, sales. First phone, with know-how on music, sales, operation. Box A-109, BROADCASTING.

Producer/director. Experience in commercial and educational television. Can coordinate all aspects of production, including scripts, casting, music, set design and scheduling studio facilities. Sample tape available. 502-426-2524, Box A-110, BROADCASTING.

First phone, program director, experienced in all phases of radio; wishes to move up. Box A-119, BROADCASTING.

wmw Beth, KROG Los Angeles. Top my resume With over ten years experience, including national agency placement and account management, this mature, articulate, creative jock, is available for the right program directorship at a plant requiring the "drake" approach to top 40 or R&B. I'm expensive, but one you want it. L.D. P.O. Box 9426, North Hollywood, CA 91609.

Well produced air sound, excellent production equal, increased listnerhip, more sales. College grad, first phone with small market and major selected. Programming or production or programming or production position. Write Box A-9790 Southwest Third Street, Miami, FL 33144.

Help Wanted Technical Continued

Video Tape Recorder Technician: We need an electronics technician type person with experience in video production, and who knows how to use Ampex 1200's and IV C 1st machines. Full color package pays $1200 per month plus benefits. You have an opportunity, affordable action employer. Contact: Reverend John Smith, Village of Whispers, Providence, RI 02903.

Television Engineer for Southeastern PTV station. Requires first-class license and experience in broadcast engineering and operation of UHF and VHF transmitters. Send resume: Chief Engineer, WTVI, 42 Coliseum Blvd., Charlotte, N.C. 28205. Equal opportunity employer.

New needs and operation engineer with broad background to maintain sophisticated new color TV/audio/film production facilities. Send resume preferred. Equipment includes: TR-45, IV C 560's, LDH 20's, CI. Requires eight years of experience. Send resume to: Sales Manager, Coastal Central Television, North Beach, FL 33144. Excellent opportunity employer.

Television Instructor/Technician, fulltime renewable appointment available July 1, 1975, teaching fundamental techniques of television production and as resource for students and faculty in variety of academic fields. Responsibilities include supervision and maintenance of fixed studio (one-inch and half-inch equipment) and portable equipment. Candidate should possess significant professional television production experience and performance to be immediately competent in studio/classroom situation. Advanced degree preferred. Salary $10,500-$12,500. Send detailed resume and names of professional references before February 28, 1975, Dr. John Smith, Creator Television, 1101 North Lewis St., Albert, N.D. 58843.

Help Needed News

TV Sports Director needed for large southeast market. Must have background in broadcast, on occasion, be able to shoot own film. Will be anchoring on-air sports; drawing up to $40,000 disposable salary. Send resume and photo to: Box A-91, BROADCASTING.

Repeater, Major Ohio TV. Some air work possible. Send picture and resume for opportunity employer. Box A-112, BROADCASTING.

KGD-1 TV newsroom has opening for assignment editor with strong journalistic and TV background. Reporters with background in broadcast, on occasion, being helpful. Minorities and women candidates encouraged to apply. KGD-1, 101 Bryant St., San Francisco, CA 94103.

TV Sports Editor/Anchor for NFL news in Central Illinois (Big 10 Conference city). Airwork, film packaging important. Should have potential for broadcasting leadership in college or pro circles. Send audition, resume to Paul Davis, News Director, KWDG, 1612 S. 12th St., Austin, TX 78701.

Experienced Journalists needed in expanding Gulf Coast market. Must be capable of handling all aspects of news production: S.C.O.F., editing, scripts and production. Pay increases with responsibility. Send resume and air checks to Bill Jordan, News Director, WREG-TV, 1621 S. 8th St., Memphis, TN 38103. $1,000-$3,000.

Help Wanted Programing, Production, Others

Television Production Manager for major station in growing southeastern group. Heavy sports, local live and commercial production operation. Person selected must be strong with people, budgets, facilities scheduling and prepared to take on added responsibility rapidly, An Equal Opportunity Employer. Reply to Box N-33, BROADCASTING.

Experienced, professional producer/director. Must have quality in-field and film production experience. Knowledge of program packaging desired. Interest in growing group's programming in Southeastern location. Salary open. Send resume Box A-33, BROADCASTING.

Immediate opening for Promotion Director with solid on-the-air promotion experience and knowledge of local and national promotion. Excellent opportunity for the right person to handle their own budget and depart- ment. Must have a college degree. An Equal Opportunity Employer. Send complete details with first reply to Box A-50, BROADCASTING.

Need a Sports Director with TV/radio experience, coverage of pro and college sports, commentary. Gene Blaustock, 412-681-7232.

Help Wanted Programing, Production, Others

Traffic, production assistant, programming experience in top 5 New York television station, Veteran, college graduate, creative, dependable. Seeks challenging position. Box A-64, BROADCASTING.

For Sale—Executive Producer. 13 years major market experience. Want production/programming/opertations experience in any size market. Have complete understanding all areas programming. More interested in job satisfaction than market size. Excellent reputation, top references. Box A-64, BROADCASTING.

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Situated Wanted Programing, Production, Others

Team of two, instrumental in taking this turkey to the top. A music and production director have combined their talents to create a powerful contemporary programming package that has sold to all the top rock oriented and ready to smoke them there other gross. Box A-58, BROAD- CASTING.

Syracuse grad, background in news. Willing to start in another department. Pennsylvania-Ohio preferred. Box A-79, BROADCASTING.

One of the nation's top music directors is now available for the right position in one of the nation's most competitive major markets. If you want a rock, MOR, or country sound person to bring you big numbers, write Box A-131, BROADCASTING.

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Well produced air sound, excellent production equal, increased listenership, more sales. College grad, first phone with small market and major selected. Programming or production or programming or production position. Write Box A-9790 Southwest Third Street, Miami, FL 33144.

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Television Instructor/Technician, fulltime renewable appointment available July 1, 1975, teaching fundamental techniques of television production and as resource for students and faculty in variety of academic fields. Responsibilities include supervision and maintenance of fixed studio (one-inch and half-inch equipment) and portable equipment. Candidate should possess significant professional television production experience and performance to be immediately competent in studio/classroom situation. Advanced degree preferred. Salary $10,500-$12,500. Send detailed resume and names of professional references before February 28, 1975, Dr. John Smith, Creator Television, 1101 North Lewis St., Albert, N.D. 58843.

Help Needed News

TV Sports Director needed for large southeast market. Must have background in broadcast, on occasion, be able to shoot own film. Will be anchoring on-air sports; drawing up to $40,000 disposable salary. Send resume and photo to: Box A-91, BROADCASTING.

Repeater, Major Ohio TV. Some air work possible. Send picture and resume for opportunity employer. Box A-112, BROADCASTING.

KGD-1 TV newsroom has opening for assignment editor with strong journalistic and TV background. Reporters with background in broadcast, on occasion, being helpful. Minorities and women candidates encouraged to apply. KGD-1, 101 Bryant St., San Francisco, CA 94103.

TV Sports Editor/Anchor for NFL news in Central Illinois (Big 10 Conference city). Airwork, film packaging important. Should have potential for broadcasting leadership in college or pro circles. Send audition, resume to Paul Davis, News Director, KWDG, 1612 S. 12th St., Austin, TX 78701.

Experienced Journalists needed in expanding Gulf Coast market. Must be capable of handling all aspects of news production: S.C.O.F., editing, scripts and production. Pay increases with responsibility. Send resume and air checks to Bill Jordan, News Director, WREG-TV, 1621 S. 8th St., Memphis, TN 38103. $1,000-$3,000.

Help Wanted Programing, Production, Others

Television Production Manager for major station in growing southeastern group. Heavy sports, local live and commercial production operation. Person selected must be strong with people, budgets, facilities scheduling and prepared to take on added responsibility rapidly, An Equal Opportunity Employer. Reply to Box N-33, BROADCASTING.

Experienced, professional producer/director. Must have quality in-field and film production experience. Knowledge of program packaging desired. Interest in growing group's programming in Southeastern location. Salary open. Send resume Box A-33, BROADCASTING.

Immediate opening for Promotion Director with solid on-the-air promotion experience and knowledge of local and national promotion. Excellent opportunity for the right person to handle their own budget and depart- ment. Must have a college degree. An Equal Opportunity Employer. Send complete details with first reply to Box A-50, BROADCASTING.

New York based electronic animation facility needs innovative technically trained individual for advanced video technology. Needs to know Ampex and IV C, access to color camera, monitors, etc. Exciting, challenging, hard work with a great future. Write, giving detailed salary and requirement to Box A-69, BROADCASTING.
Situation: Product (new, used, or wanted) advertising.

For Sale Equipment Continued

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8037, Phila., Pa. 19101.


Will trade (2) Swilys Model 270 2-speed reversing stereo consoles. Call George Guerin, 615-586-7993.

Complete Beautiful Music/M.O.R. Tape library. 413 hours, 2 track, stereo on 1050 reel, plus 16 reels of Christmas music. Set up at your station available. Call Jeff Goldman at 202-887-1613.

For Sale Equipment

For Sale Equipment

For Sale: 1 Benco 1 Watt Translator (tube type), Channel 7 or 5 in, Channel 2 out, includes 1 Channel 2 color antenna, $750; 1 Adler UHF, 100 Watt Translator, $3,000; 2 Adler UHF, 20, 20 Watt Transmitters, $5,500; 1 RCA UHF Antenna, $1,500 each; 16 Adler UHF Antennas, with mic harness, power splitters. UHF Transmitters Channel 7 input, Channel 79, 79 or 80 out. Please contact: Mr. Charles R. Morris, Director of Engineering, KIRO, Inc., Broadcast House, 3rd and Broad, Seattle, WA 98121. Phone: 206-622-6707.

For Sale RCA TT25AL Channel 6 Transmitter complete with cabinets, with assorted spare tubes and components. Write KRXV-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6311, T. Frank Smith.

TV Transmitters, VHF Ch. 4, both including VSB filter and diode: (1) RCA 25 kw TT25AL with air cooled TT-SA driver, excellent characteristics; (2) RCA TT2AL, 2 kw, Test loads and spare parts available. Write WCCO-TV Transmitter supervisor (612) 484-5539 or write WCCO-TV Engineering, 50 South 9th St., Minneapolis, MN 55402.

Sonex 16-16 double system projector. Two years old, low recording time on heads, excellent condition. Two 10mm Beaureal v/f76-88, 2000 hrs, 1000 ma. batteries, complete. Write or call Terry Johnson, WGR-TV, Buffalo, NY 14201. 636-1414.

For Sale: 1 Model 15SM62 Kohler Remote Electric Plant. Complete accessories. Natural gas. Can be converted. 1000 Btu output. 6 RCA Type 77 miles, 2 RCA Type 65B5 miles, 14 EY miles: Type 655, 647, 654, 665, 666, WHIC, Box 747, Dearborn, MI 48126. Phone 313-845-8300.

RCA TR 22 Low Band with mono and color ATC and RCA TRS Low Band color video tape recorder. Dinair TS-100 Side Band Mics. WDAY-TV, P.O. Box 2068, Minneapolis, Wn 2400. 919-762-8581.

RCA/BTA-5F transmitter parts available. Tell us what you need. Contact Chief Engineer, WQGQ, Watertown, CT 06702-9212.

Marin. Immediate delivery from our inventory, recommended repair parts and studio transmitter links. Terms available. BESCO, 8555 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-605-3600.

Cable

Help Wanted Technical

Video Engineer, Major MSO. Top 100 Market is looking for an aggressive person to be chief engineer of our Pay TV and Local Operation. Call David Keeke, 329-792-2300, or write RCA Type 664, 665, 666, Minneapolis, MN 55401.

For Sale: RCA Type 665, 666. For Sale: Sitco Translator (tube type), complete. Price: $2,500 in, Channel 279, Superior St., N., Milwaukee, WI 53207.Phone: 414-335-2700.

Call WCCO cooled tower with 500 WATT output, for Seattle, $1,500 each; 405. 355.7000.

WANTED: New pedestal. Any reasonable price. One month, $5.00; 6 months, $20.00. Thunderbuzzi, P.O. Box 222, Bellevue, NE 68121.

RADIO

Help Wanted Sales

REGIONAL SALES MANAGER

Immediate East and West coast broadcast sales openings for go-getters with a minimum of 5 years sales experience. Excellent compensation package. Send letter or resume with earnings history and expectations to:

ANTHONY R. PIGNONI
BOSCH FERSEH
279 Midland Ave.
Saddlebrook, NJ 07662

Help Wanted Announcers

Creative Morning Radio Personality: Major Market.

One of America's Great Cities: One of America's Great Radio Stations is Looking for this person.

An Equal Opportunity Employer.

Help Wanted Sales Continued

SALES PERSON
Must Have Recent Experience
Beautiful Music
Format
Master Broadcast Services, Inc.
212-687-4104

For Sale Equipment

Complete IGM 500 Series automation system. Good condition. Includes accessory equipment. For details contact David McGowan, Chief Engineer, KWPC, Muscatine, Iowa 52761. Phone 319-263-2442.

Box A-56, BROADCASTING

Broadcasting Jan. 13, 1975

55

INSTRUCTION

Broadcast Teachers: Learn advanced electronics and earn your degree by correspondence. Free brochure.

Eliot, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer/dj—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., licensed and V.A. benefits.


First Class FCC, 6 weeks, $400.00 money back guarantee. V.A. approved. Nair's Inst. Communications, 11516 Oxendale St., N., Hollywood, CA 90066. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 73 East Wacker Drive, 312-236-8105 or 414-445-3090.


MISCELLANEOUS Continued

MISCELLANEOUS

Wanted: Miss Bicchard Beams. With or without pedestal. Any reasonable condition, Quote best price. Box N-116, BROADCASTING.

Wanted. New or used Type S81-7C Kirkstron, Contact Jim Lockman, KW30-TV, Box 708, Lewiston, O. 73501. 403-355-7000.

We need used 250, 55, 1 kw, 10 kw AM and FM transmitters. Used or new. Contact City Cities Cablevision, 3900 26 Avenue, Moline, Ill 61265.

Used 5 kw AM transmitter in good condition. Call G.M. or C.E., 915-344-7876.

300 feet Tower for Ohio FM Station. Phone A. Be- liski, 216-244-1644.
Situations Wanted Management

MAJOR BROADCASTING EXECUTIVE
Nationally recognized broadcasting executive presently employed desires to relocate.
Experience in all phases of high level corporate management, Radio and Television. Outstanding track record. Current and previous experience includes total P & L responsibility for group broadcaster: acquisitions, long-range planning, financial forecasting, programing, sales direction, etc., leader, innovator, motivator. Results oriented. Top references. Early 40's. Replies held in strictest confidence. Reply to Box A-47, BROADCASTING

Situations Wanted Announcers

Jock, one to one communicator, presently at 50 kw in top 5 market, looking for contemp-MOR, non-screaming Rocker, or PD position. Box A-77, BROADCASTING

1st phone, B.A., speech grad with 5 yr experience and mature voice seeks position in warmer climates. Will relocate any time. Must be stable position. Box A-117, BROADCASTING

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR
I'm a major market personality who wants to be your next PD. I have no magic formula, but I know what sounds good, and why. 28 years old with eight years experience. All offers will be considered, providing you are honest, sincere, competitive, creative and straight with your people. Patrick Jay (610 PM) 54/KBW St. Louis (314) 867-6635

Mr. GM and/or National PD
I am P.D. of a Top 50 mkt. Contemporary personality station and doing a 3 hour shift. This is my 2nd P.D.'s job. I'm looking for my third and last. In radio full-time since 1967. Let's talk. 216-867-3795.

Jack Hayes 340 N. Sutro Terrace Carson City, Nev. 89701

Television

TV NEWS DIRECTOR
We are the No. 1 rated television news station in our medium-size market. Our news staff is small, but professional. We are looking for a leader who is also a worker to become Director of News for our market. We have the state and local assignments a worker to become Director of News for our market. The person we want, and can afford, is most likely working in a small market, perhaps below the top 100. In addition to serving as News Director, we will also cover a beat, and do some anchoring. Experience should be a minimum of four to five years in broadcast journalism. Must possess sound news judgment, believe in investigative reporting, and have the ability to develop news stories of general interest in addition to concise coverage of day-to-day hard news. References will be carefully checked with the exception of present employer. Starting salary will be in area of $12,500. If interested and qualified, send complete resume to: Box A-71, BROADCASTING. An Equal Opportunity Employer M/F

Help Wanted News Continued

NEWS DIRECTOR
KMOL-TV, formerly WOAI-TV, has an immediate opening for a News Director. Candidates must be familiar with modern electronic news equipment, have journalistic background and have at least several years' news management experience. Company offers excellent starting salary and fringe benefits. Please send complete resume including earnings history and requirements to: Edward Cheviot Vice President General Manager AVCO Broadcasting Corp., KMOL-TV P.O. Box 2641 San Antonio, Texas 78299 An Equal Opportunity Employer M/F

Situations Wanted Announcers

ANNOUNCER - TALK SHOW HOST
Ready for Major Market
Experienced in all phases of TV & Radio B.A. Degree Radio/T.V./Film Tape on Request Available for Interview Now Box A-88, BROADCASTING

Situations Wanted News

Woman Attorney/Reporter
I am looking for a TV reporter position where I can use my legal training. If you could use a woman reporter who is 27, has two years of press experience, and who has a solid background in general and consumer law, write: Box A-96, BROADCASTING

Wanted To Buy Stations

Flexible Gulf South AM looking for unprofitable FM in SE, MW or SW large, medium or satellite market.
Box A-52, BROADCASTING

Help Wanted News Continued

Would To Buy Stations Continued

Financially Strong Radio Chain seeks additional Stations in Northeast and Midwest Markets. We are serious buyers prepared to move promptly and confidently. Financial Credentials available. Write Box A-116, BROADCASTING

For Sale Stations

Fulltime AM/Class "C" FM, growth area, programed separately. Top rated, low operating cost, solid staff, recession proof area. $750,000. Quallified buyers only.
Box A-22, BROADCASTING

AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.

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DALLAS, TEXAS 75231
(214) 368-8545

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RADIO—Fulltime pioneer regional AM in one of New England's better matro markets. Unit operation. Asking $6000M.

TV—Perhaps the best UHF opportunity for 1975. Personal considerations require prompt sale of major market independent. Growing operation shows operating profits. Excellent plant and equipment, strong signal. Management is available. Outstanding value at $6M. Substantial bank financing may be assumed. Stock exchange considered.

Brokers & Consultants to the Communications Industry

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200 William Street Elmira, New York 14902
P.O. Box 948 (607) 733-7138
New England office: St. Albans, Vermont 05478
(P.O. Box 270) (802) 524-5963

BUSINESS OPPORTUNITY
We are a highly respected national company doing business exclusively with broadcast stations. We are building our business in 45 states. We are acquiring the 45 states into sales territories. If you are presently or have been a broadcaster on a broadcast station, or a station executive, employed a minimum of 5 years with one company, we will sat you one of the 26 exclusive territories. Prices range from $2,500 to $10,000 depending on territory. You will make between $5,000 and $25,000 a year in sales commissions, depending on your sales territory, based on presents business. We guarantee to buy back from you, at any time the first fiscal year, your territory, for your original investment, whatever your results for our buying our interest. You must be available for a five day training session at our expense at our home office. You will be expected to represent us at state broadcast conventions but there is limited travel involved.
Mail "Letter of Interest" to:
Box A-96, BROADCASTING

Mississippi

MISCELLANEOUS

BUSINESS OPPORTUNITY
We are a highly respected national company doing business exclusively with broadcast stations. You know our name, many of you are now doing business with us. We are building our business in 45 states. We are acquiring the 45 states into sales territories. If you are presently or have been a broadcaster on a broadcast station, or a station executive, employed a minimum of 5 years with one company, we will sat you one of the 26 exclusive territories. Prices range from $2,500 to $10,000 depending on territory. You will make between $5,000 and $25,000 a year in sales commissions, depending on your sales territory, based on presents business. We guarantee to buy back from you, at any time the first fiscal year, your territory, for your original investment, whatever your results for our buying our interest. You must be available for a five day training session at our expense at our home office. You will be expected to represent us at state broadcast conventions but there is limited travel involved.
Mail "Letter of Interest" to:
Box A-96, BROADCASTING
Profile

Independent-minded Jim Terrell of INTV

For Jim Terrell, as for many another broadcaster before and since, becoming manager of an independent TV station meant many changes, one of the most startling of which was "all that programming," meaning some 18 hours a day to be filled and no network to turn to. Since all independents are in that boat, it is not surprising that the Association of Independent Television Stations (INTV) has given program- ming high ranking of the agenda for its second annual convention, being held today and tomorrow (Jan. 13-14) at Atlanta, or that Mr. Terrell, who is chairman of INTV, is anxious to have the membership explore "new directions in programming."

"There are a lot of creative people in independent television," Mr. Terrell says. "They have to be creative," he adds wryly, "because they're programming 18 hours a day in most cases." But he isn't joking when he suggests that one of the "new directions" may be found in local output: Don't some or many local programs being produced by independents lend themselves to syndication to other independents?

It's challenges such as that make Mr. Terrell call independent television one of the "most exciting" areas he can think of, offering "a lot of opportunities and room for more growth."

This enthusiast has been in independent television since 1962, when Oklahoma Publishing Co.'s WKY Television System Inc. acquired KTVT(TV) Fort Worth and moved him from WKY-TV Oklahoma City to take charge. He has built the station not only as a profitable operation but as one of the country's top independents in terms of audience share, and has impressed other independents with his sense of station promotion as well.

He broke into broadcasting as a salesman, but his hankering for the field went back a lot farther. "As a kid," he recalls, "I used to read Time magazine aloud." When he graduated from high school in Little Rock, Ark., where he was born and grew up, he toyed briefly with the idea of becoming a lawyer, but that apparently was a very passing engagement. "I thought about it," he says, "but then I started working parttime at a radio station, and once I did that, that was that."

He started out working parttime for UPI, covering the state legislature and the capitol, and that led to night news jobs with two Little Rock stations, KGHI(AM) and KLR(AM), while he was attending Little Rock University. In 1943 the Army intervened, and after Officer Candidate School he was commissioned and rose to captain in the Air Force before he was released in 1946.

The individual types that were back to radio news, this time at KARK(AM) Little Rock, where he handled the 10 p.m. news for years. In 1951 he moved to WKY-TV starting as a salesman and becoming news director a year later. Three years of that management broadened his horizons, making him national sales manager. Two years

James Robinson Terrell — vice president and general manager, KTVT(TV) Fort Worth, and chairman, Association of Independent Television Stations (INTV). b: Dec. 5, 1922, Little Rock, Ark.; attended Little Rock University (now University of Arkansas, Little Rock) and worked parttime at UPI. KGHI(AM) and KLR(AM) Little Rock, 1941-43; Army Air Force (rank of captain), 1943-46; newscaster, KARK(AM) Little Rock, 1948-51; newsmen, WKY-TV Oklahoma City, 1951; newsmen, WKY-TV, 1952-55; national sales manager, WKY-TV, 1955-57; general sales manager, WKY-TV, 1957-58; assistant manager, WKY-TV, 1958-62; station manager, KTVT, 1962-67; present job since 1967, member of board of parent WKY Television System Inc. since 1964; m. Betty Falk Jan. 18, 1947; one child, Jim 2d, 15; member of NAB television code board; immediate past president, Texas Association of Broadcasters.

later, in 1957, he was made sales manager and the year after that, assistant manager of the station—the post he held till the station owners bought KTVT and made him station manager there.

Mr. Terrell's background in news may be reflected in KTVT's treatment of news, which is not slouchy by either independent or affiliate standards. It totals an hour and a quarter a day and is put together by a staff of 10, four of whom are based in Dallas where KTVT has a studio, technicians and a sales office. KTVT does four newscasts a day: 15 minutes in the morning (including five minutes in Spanish), a 30-minute block at noon, a quarter-hour at 10 p.m. and a quarter-hour at sign-off, usually around 1 a.m.

Indicative of some of the innovations that independents make, the 10 p.m. news interrupts the evening movie, apparently with no harm to the ratings of either. "We tried it at 10:30 and at 10:40 and finally went back to 10 o'clock," Mr. Terrell says. At 10, the movie has been playing for an hour, and the news at that time generally "carries about the same rating as the movie."

Like many other broadcasters he has found value in working with local organizations. A 30-

minute weekly program produced in cooperation with the Parent-Teachers Association has been on the air since 1966 and is a state award winner. For instance, a half-hour series in which sign-language is introduced into dramatic and information programs in cooperation with the Tarrant County Association for the Hearing Impaired, has been part of a KTVT rotation of local college shows for the past two years.

"We try to put something into the community both personally and corporately," says Mr. Terrell, echoing a philosophy that many broadcasters have proved valid over the years. He himself holds office, or has just held office, in a dozen or more civic organizations, with current responsibilities ranging from chairmanship of the Tarrant county 1975 United Way campaign to president of the County Health Planning Council, vice president of the County Safety Council and vice chairman of the County Red Cross.

He is also active in broadcast affairs in Texas and nationally, serving on the National Association of Broadcasters television code board as well as in the INTV chairmanship. He will obviously represent independents on the NAB code board and will be their missionary there, if present INTV plans proceed on schedule, in seeking a little more commercial time than the code currently gives them at night. In any event, INTV is moving toward adoption of its own time standards.

The organization, formed in 1972, has already come a long way, in his judgment. "One thing it's done in its short existence," he says, "is an excellent job in generating enthusiasm among the membership and in getting recognition of independents." The membership now exceeds 50 stations, including "all the major" independents, and one of INTV's big weapons in getting greater recognition is a major sales presentation to top-100 advertisers, which is being made available for local adaptation and use. "We think the future is bright for independent TV and we're going to keep telling its story," says Mr. Terrell.

If he is enthusiastic about INTV and its cause, INTV leaders seem no less hearty in their regard for him. He was said to have the unanimous backing of the other INTV board members when they elected him chairman last fall.

He is soft-spoken, but that, according to close associates, could be misleading. As one put it, "There's plenty of steel beneath that soft manner." This associate thought he might best be described as a man "sane, sensible and sound, who doesn't go to extremes," and added: "He can tell a funny story, too, but that is not his forte." As chairman of INTV, many think, his forte may prove to be reconciling differing points of view. The INTV membership includes, as one observer put it, "a bunch of rugged individual types—and they are very comfortable with Jim Terrell." For his part, Jim Terrell gives every appearance of being comfortable, but not in any way complacent. And he retains his enthusiasm for his work. "Broadcasting," he says, "has been my one and only job, and I can't imagine being out of it."
Not this time

The television code review board of the National Association of Broadcasters was wise last week to resist urgings that it rush to write new rules for "family viewing" periods in evening television. It has referred the matter to a committee for study—which will surely lead to the conclusion that the code has no business extending its restrictions this way.

As has been noted here before, the enlargement of the code apparatus to declare specific time periods off limits to programs deemed unsuitable for general audiences would lead only to the creation of program standards to be ultimately enforced in the FCC's licensing process. First the code would be obliged to define the programming it proscribed. Next the FCC would begin looking for that kind of programming in the forbidden time periods. Once again broadcasters would in effect provide the government with rules that it could not write for itself without violating the First Amendment and the no-censorship provision of the Communications Act.

This publication has some sympathy for the arguments advanced by advocates of this code excision. No network really wants to bind itself to the presentation of relatively bland programming in the valuable first hour of prime time without at least some insurance against a rival's counterprogramming with sex and action. Network affiliates, understandably, are similarly concerned over counterprogramming by independents.

Greater dangers lie, however, in the expansion of the code to make everyone conform to a "family viewing" hour. If the FCC, at whose chairman's instigation this whole episode began, succeeds in bringing off another tightening of the code, it will have all but perfected the mechanism to get almost anything it wants by government nudge and industry response. It pioneered the technique by adopting the radio code's commercial time standards as its own. It improved it by persuading the NAB to adopt new standards for commercial loads in children's television programming. A third application would complete the institutionalizing of code amendment as an easy substitute for government rulemaking.

If broadcasters submit to this, they will have abandoned all reasonable claims to any independence of action.

Fair enough

Some of the very worst features of broadcast regulation by the government would be eliminated by adoption of the bill that Senator William Proxmire (D-Wis.) is preparing for introduction in the 94th Congress (Broadcasting, Jan. 6). The bill would give legislative endorsement to the principle that broadcasting is entitled to the full freedom of the press that the First Amendment guarantees.

As this publication has reported, Senator Proxmire has emerged as an unexpected champion of constitutional liberties for radio and television. It was he who introduced the fairness provision in the 1959 amendment of the political broadcasting section of the Communication Act, thus elevating a loosely defined FCC policy to the status of a federal law. But however unexpected, his 180-degree reversal of opinion is perhaps the most salutary sign for broadcasters in Washington these days.

Mr. Proxmire has no illusions about the obstacles he faces in his attempt to emancipate broadcasters not only from the pernicious fairness doctrine but also from the repressiveness of other federal controls over broadcast content. A declaration of opposition has already been issued by the formidable Senator John O. Pastore (D-R.I.) (Broadcasting, July 22, 1974). Mr. Pastore is chairman of the Communications Subcommittee, to which the Proxmire bill will presumably be referred.

Still Mr. Proxmire is not without resources of his own, including a reputation for independence that convincingly refutes any notion that his conversion was arranged by broadcasters. A less suspect champion would be hard for broadcasters to find.

Whatever other legislative objectives broadcasters assign themselves for 1975, support of the Proxmire bill must be given high priority.

The bargain medium

When the heads of radio networks and radio rep firms get together to support a project, you can bet that something more than purely selfish interest is at stake. On this basis alone, then, we could commend the current campaign, led by the Radio Advertising Bureau, to sell radio as advertising's "affiliation fighter" (Broadcasting, Jan. 6).

The past couple of years have not been fantastically good to radio despite its obvious values. Now, with the economy in a crunch, those values stand out more than ever. As just one example, some Ted Bates & Co. estimates reported elsewhere in this issue show radio is by far the biggest cost-per-thousand value obtainable anywhere in media. Aggressive promotion of all of radio's values could turn around a questionable year into a good one. It wouldn't be a wholly selfish exercise, either, because 1975 would be better for a lot of advertisers, too.

Only the beginning?

The FCC may have performed one of its slickest tricks of recent time in the Alabama Educational Television Commission decision that came out last week. On a verdict of inadequate programming for a specific audience, the agency applied the maximum penalty, denial of license renewal. But it then effectively diluted whatever urge the Alabama commission may have had to appeal by declaring the AETC eligible to reapply for its facilities.

The precedent for commercial broadcasters can only be unsettling. Without a test of constitutionality the FCC has made a life-or-death judgment of program content, which in this case happened to be in context with the black segment of the television audience but could as well pertain to any other element of the public that claimed to be underserved. The facilities at issue in Alabama are reserved for noncommercial use and are therefore not particularly inviting to rival applicants. That condition would not apply to, say, a major-market VHF in commercial operation.

The end of this decision is out of sight.

"It's not a good commercial, but we worked the sponsor's kid into it."
"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 _______________________________________

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What it's all about
Marx Brothers

"I thought this razor was dull, until I heard that speech!"

They shatter the establishment in four of their all-time great romps—blazing their inevitable trail of havoc and consternation among friend and foe...to the unending delight of all onlookers.

W.C. Fields

"Remember, Lady Godiva put everything she had on a horse."

He curdles the milk of loving kindness in fourteen of his finest films with such famous straight men and women as Gary Cooper, Cary Grant, Jack Oakie, Charlie Ruggles, Martha Raye, Dorothy Lamour, Bob Hope, George Raft, Charles Laughton, George Burns & Gracie Allen, Rudy Vallee, Bing Crosby...

Mae West

"Goodness, what diamonds!" "Goodness had nothing to do with it, dearie."

She shamelessly exposes her talents in eight "fascinating" collector's items...in which she collects such eager victims as Randolph Scott, Cary Grant, Victor McLaglen, George Raft...

26 movie classics
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from MCA TV