

Renewal relief runs aground: chance for salvage?
FM's hopes to reach auto audience get a big boost

Broadcasting Aug 26

The newswkely of broadcasting and allied arts

Our 43d Year 1974

Aug. 26, 1974

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NEWSPAPER

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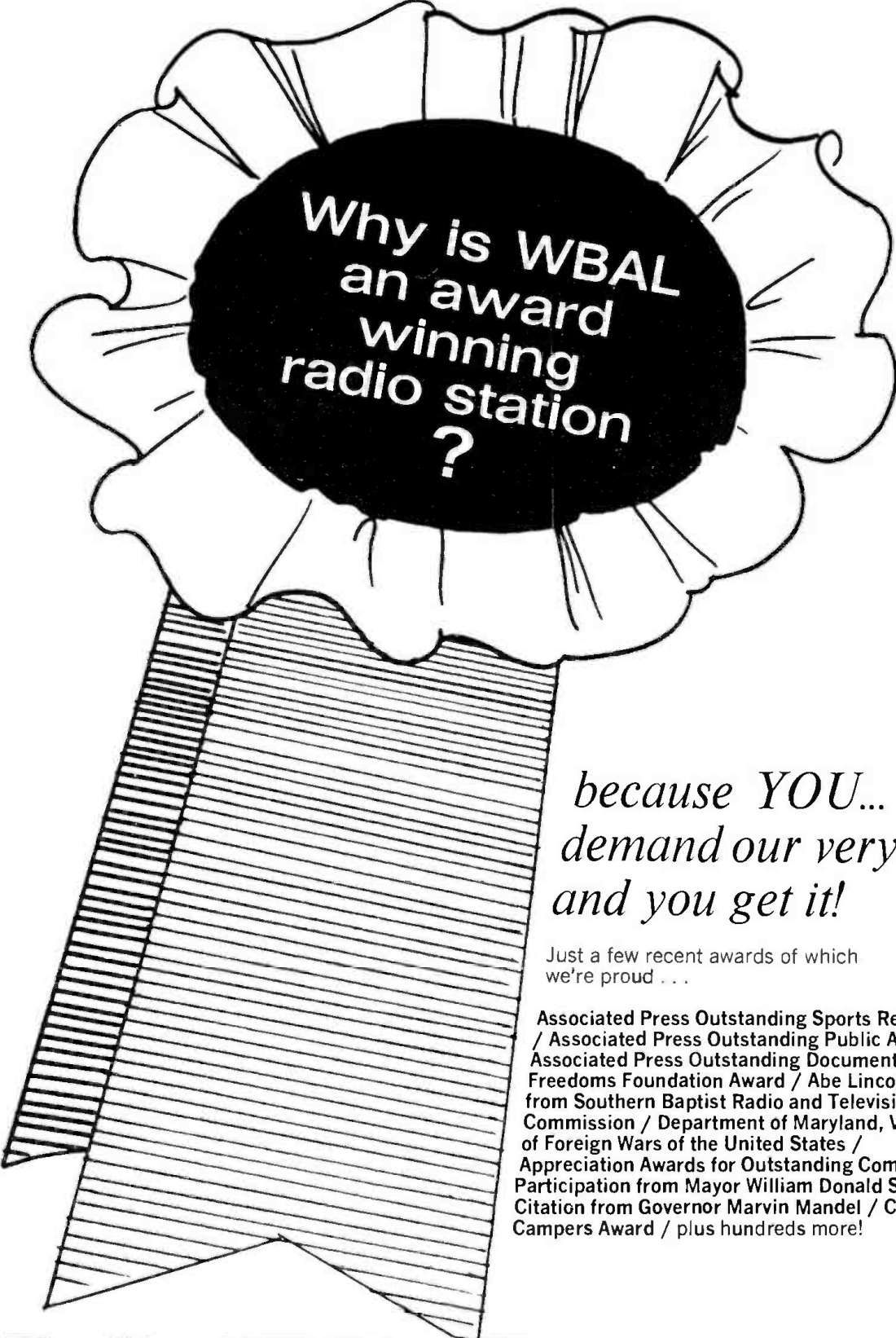
KLZ has skyrocketed into a competitive position in DENVER. Check the latest performance figures in Pulse (Feb./March/April '74) and ARB (April/May '74).

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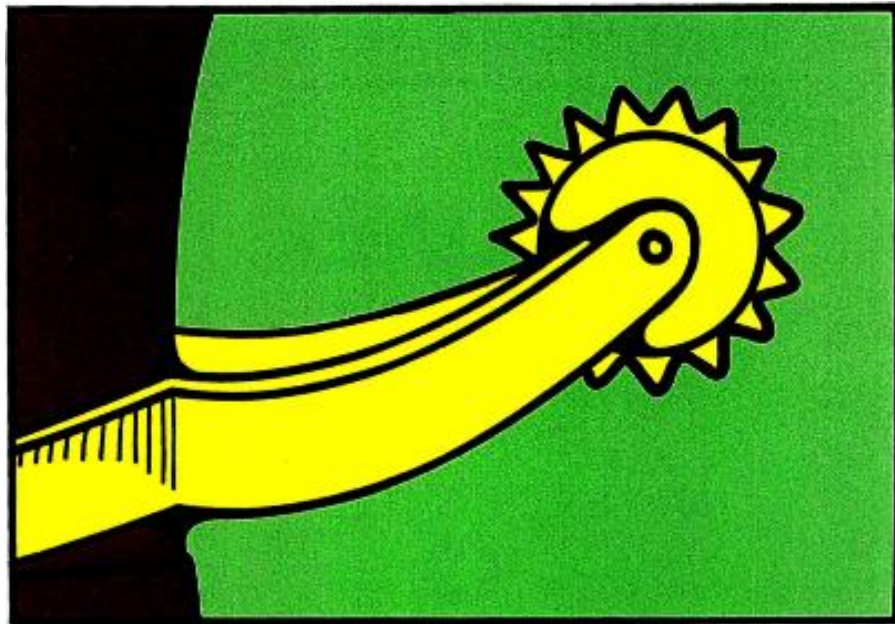
VOLUME
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Ford's friends. L. William Seidman, Grand Rapids, Mich., CPA and adviser to President Gerald Ford, has former broadcast connections. He was chairman of board and 2.13% stockholder in WZZM-TV Grand Rapids from 1968 to 1973. He and his wife owned 22% of KSPN(FM) Aspen, Colo., which they sold two months ago.

Professional broadcaster said to be closest to new President is Ward Quaal, recently retired president of WGN Continental. Their acquaintanceship goes back to early Michigan days. On FCC, Robert E. Lee is closest to Mr. Ford. Mr. Lee, Illinois Republican, was on House Appropriations Committee staff when Mr. Ford entered Congress in 1948. Mr. Ford intervened on Mr. Lee's behalf when latter's appointment to fourth term was discovered to be in jeopardy.

Rocky's friends. Except for family ownership of Rockefeller Center, where 30 Rock is leased to RCA and NBC, Vice President-designate Nelson Rockefeller is known to have no broadcast business connections. He is, however, friend of one of broadcasting's early wonder boys, Sylvester L. (Pat) Weaver Jr., president and later chairman of NBC in 1950's. Two were roommates at Dartmouth in class of 1930.

Another broadcast veteran in Rockefeller camp is Jerry Danzig, 60, also Dartmouth alumnus, whose career included stint at NBC under Mr. Weaver. Mr. Danzig was New York Governor Rockefeller's special assistant in 1962-69 and still advises on broadcast matters. He's now special assistant to Governor Malcolm Wilson, successor to Mr. Rockefeller.

Travelers. FCC will continue policy of moving out into country to meet public and broadcasters with two sessions in next two months or so. Chicago is virtually set for session Oct. 30-31, tying into National Association of Broadcasters regional meeting in that city Oct. 29-31. (Applying lessons of pioneering session in Atlanta in May, public session would be set for night of Oct. 30, broadcasters session next day). Other meeting will probably be held in Omaha early in November. There's also possibility of Kansas City before Chicago. Commission staff at sessions will include Chairman Richard E. Wiley and probably eight staffers who accompanied him to Atlanta.

Last week in October will be hectic one for Chairman Wiley. He will fly into Chicago from Munich, Germany, where he will attend meeting with representatives of European governments to plan for North Atlantic common carrier facilities through 1980. Conference is scheduled for Oct. 28-30. Others due to make Munich trip are Walter Hinchman, chairman of FCC's Common Carrier Bureau, and John Eger, acting director of Office of Telecommunications Policy.

Jax jawboning. Conversations looking toward sale of ch. 12 WTLV(TV) Jacksonville, Fla., NBC affiliate, to Harte-Hanks newspaper chain are under way. Harte-Hanks's only broadcast property is KENS-TV San Antonio, Tex. There are 74 stockholders in WTLV, with largest (Wometco) owning 11%. If Harte-Hanks, whose stock is on New York Stock Exchange, should acquire all of station's stock — regarded

as unlikely — transaction would be in \$11 million range.

In addition to Wometco, stockholders include Gert H.W. Schmidt, president and general manager, 4%; former Florida Governor Farris Bryant, 3%; Frank Pellegrin, former partner in H-R Representatives, 5%; Edmund Bunker, former manager of KFI(AM) Los Angeles, 4%.

Medium's medium. CBS-owned TV stations are using direct approach to new-business development: They're advertising for it on their own air. Spots are currently running in early evening periods and late news giving local phone numbers and inviting anyone interested in getting into TV to "give us a call." Campaign started week ago on four of CBS's five owned TV stations and officials say it's producing "great response," though they acknowledge it may take weeks or months to convert initial response to firm orders.

Campaign, part of continuing new-business program of stations division's market development department, is not running on WCBS-TV New York, presumably on theory that that buying center is already adequately covered. Reason certainly is not that spot business in New York is too good. By most accounts, at CBS and elsewhere, spot sales generally are firming up and showing strength, but buying in New York remains relatively soft.

Room at the bar. For first time in its history, American Bar Association is to have committee on communications law, now being set up under new science and technology section, created by ABA at meeting in Honolulu earlier this month. First chairman of new committee will be Marcus Cohn, of Washington firm of Cohn & Marks. He was tapped by new head of science and technology section, Lee Loevinger, former chief of Justice Department's antitrust division and member of FCC, now with Hogan & Hartson, Washington.

Money men. NBC's top-management is undergoing change. Herbert S. Schlosser, new president and chief operating officer, is in charge and running things, while his predecessor, Julian Goodman, now chairman and chief executive, seems to be moving more into background. Vice Chairman David Adams's position is little blurred — as it always has been from his insistence on low personal profile — but he too may be spending more time on specialized areas, less on day-to-day operational problems. Insiders insist that's what changes were all about: to put Mr. Schlosser in driver's seat and let Messrs. Goodman and Adams concentrate more on policy and longer-range matters.

Whatever's happening to image, it's having no harmful effect on NBC role as RCA profit center. In first six months of 1974, which encompassed three months of old NBC executive structure and three months of new, NBC was clearly RCA's largest profit contributor, accounting for \$24,486,000 or 33% of net profits on \$334,125,000 or 15% of revenues. Broadcasting's move into first place as profit center resulted largely from big drop by former front-runner, consumer electronics. NBC's first-half revenues were up \$6.7 million from same period of 1973, while profits were down about \$1 million (though NBC share of total profits is up from 29%). In full-year 1973 NBC accounted for \$47.7 million or 26% of RCA profits (*Broadcasting*, March 18).

Top of the Week

Fourth down and 10. Industry observers were beginning to sense defeat in efforts to bring about renewal legislation offering more stable existence for broadcasters. Senator Pastore meets with broadcasters who come away worried about losing crossownership provision that was principal reason for their wanting bill in first place. **Page 16.**

Signing out. After four years at helm of Office of Telecommunications Policy, Clay T. Whitehead plans departure for quieter academic life. But the toppling of Nixon administration and all that caused it will not allow Mr. Whitehead total satisfaction for job he did. **Page 17.**

Refund. Congressman Harley Staggers's disaffection for year-round daylight saving time proves popular cause, as House heavily endorses his bill to return country to standard hours during darkest months. **Page 19.**

Skulduggery. Sometime last November, program logs of WJXT(TV) Jacksonville, Fla. disappeared, only to turn up with attorney of competing applicant for facility. Now licensee Post-Newsweek Stations wants FCC to probe incident. **Page 20.**

Not guilty. When radio ratings go down, chances are stations will place blame not on declining audiences but on ratings company. Now one ratings company, Pulse, has study it claims shows that audiences do change from one rating period to next. **Page 21.**

Behind the scenes. In attempt to boost image of news Emmy presentation, ABC's telecast of event promises to give viewers in-depth look at how journalistic efforts being honored come to pass. **Page 22.**

Setting sights. Public broadcasting, long hesitant to look at commercial colleagues in competitive ways, may be shedding weak-sister image. PBS's program chief relates new philosophy, including plans to seek pilots of shows aimed at larger audiences. **Page 24.**

Self-appraisal. ABC News takes look at prime time TV, finds sex getting sexier, violence unabated. Report itself will get prime-time exposure. **Page 24.**

Going mobile. All-channel radio legislation loses some of its clout but retains its prime objective, as House Commerce Committee approves bill requiring AM-FM capability only in car radios. **Page 25.**

Something for everybody. Milwaukee's proposed cable ordinance proves to be unique plan for corporate-public cooperation in establishing system unparalleled in sophistication. But some also claim it's unparalleled in blue sky. **Page 30.**

Looking skyward. Unified industry effort to implement national cable-satellite network is worthwhile endeavor. That's conclusion of 49-member Cable Satellite Access Entity at its first annual meeting. Group votes to continue and expand its investigation. **Page 30.**

Seasoned. At 31, CTIC's W. Bowman Cutter has seen service in a Carribean native village, in the upper reaches of a corporate empire and as evangelist of the cities' side of things in cable development. A Broadcasting "Profile." **Page 48.**

Lobbying against renewal relief is financed by station challengers — all represented by same law firm

Total \$14,000 budget spent last year by Citizens Information Project in lobbying aimed at defeating broadcast license-renewal legislation (HR 12993) was provided by interests challenging licensees for television frequencies on which incumbents are operating.

Tropical Florida Broadcasting Co., competing with Post-Newsweek Stations for channel 10 Miami (WPLG-TV), and Hampton Roads Television Corp., seeking to supplant Landmark Communications' WTAR-TV on channel 3 Norfolk, Va., each contributed \$5,000, according to Joe Browder, executive vice president of Environmental Policy Center, nonprofit, public-interest lobbying organization under which Citizens Information Project functions. (CIP is now headed by Albert H. Kramer, former director of Citizens Communications Center and now on leave from presidency of National Citizens Committee for Broadcasting, who lists himself on lobbying registration form on file with Congress as employee of Environmental Policy Center.)

Mr. Browder provided names of remaining seven contributors. And one was R. Leslie Cizek (\$500), vice president and director of Tropical Florida. Five own between 2% and 10% of Multi-State Communications Inc., which is seeking to oust RKO General Inc. as licensee for channel 9 New York (WOR-TV): Robert A. Silva, Thompson Shea, Abraham Miller, John Cizek (R. Leslie's brother), and Charles Blaisdell. Sixth is New York law firm of Paterson, Michael & Dinkins, in which Basil Paterson, 2% owner of Multi-State is partner. Mr. Blaisdell contributed \$1,000 to lobbying effort; others, \$500 each.

Tropical Florida, Hampton Roads and Multi-State are all represented by Washington law firm of Welch & Morgan.

Renewal bill is designed to afford broadcasters measure of protection at renewal time against both competing applications and petitions to deny. And Mr. Browder said CIP's effort was set in motion last year when it began to appear that bill would sail through Congress unless opposition of citizens groups was marshalled. He said that although Environmental Policy Center focuses mainly on environmental issues, it is concerned also with various public-interest issues, with general question of citizen access to governmental decision-making process, and with opening up sources of information to public. Mr. Browder said Center feels renewal bill would restrict those sources.

CIP, headed last year by Warren Graves, who is now associated with National Citizens Committee for Broadcasting, was unable to block bill in House, which approved it by substantial margin in May. But CIP appears to be having more success in Senate (see page 16).

CIP, headed since June by Mr. Kramer, is no longer taking contributions from broadcast-industry interests, according to Mr. Browder. Reason, he said, is "to make it clear

No cards. KCST(TV) San Diego, Calif., is considering legal action against California Labor Federation after that AFL-CIO organization threw out station's TV cameraman and reporter at start of four-day convention in San Diego last week because station is not unionized. News team were bodily ejected Monday (Aug. 19) when they refused to leave at request of convention officers, and were denied admittance during four days of meeting that followed. Bill Fox, general manager of ABC-affiliate, said local chapter of American Newspaper Guild has passed resolution of support on First Amendment grounds and had asked international Guild office in Washington to use its influence with AFL-CIO officers.

we are doing this because of access and informational issues...We didn't want to make it appear we were fronting for broadcast interests."

Mr. Browder said about \$10,000 had been contributed to CIP since Mr. Kramer assumed control of effort. He listed contributors as Philip Stern (who is behind Stern Community Law firm), \$2,500; Youth Action Inc. (non-tax-deductible lobbying organization), \$1,000; Stanley K. Scheinbaum, Los Angeles, \$1,500; Mrs. Laurence Ottinger, New York City, \$2,000; W. H. and Carol Bernstein Ferry, Scarsdale, N.Y., "about \$2,500"; and Eli J. Segal, New York City, \$500.

According to lobbying registration form on file with House of Representatives, Mr. Kramer receives fee of \$2,000 monthly from Environmental Policy Center, is concerned with "influencing legislation affecting the ability of citizens to influence public interest policies of broadcasting stations," and plans to continue his work "indefinitely." Registration form lists several papers and memoranda Mr. Kramer wrote which Mr. Browder said were sent to public interest groups as part of effort to stimulate opposition to renewal bill.

Gannett buy of KBIX, KHMO, KYTV OK'd

FCC has approved acquisition by Gannett Co., Rochester, N.Y.-based newspaper chain and broadcast owner, of KBIX (AM) Muskogee, Okla., from Oklahoma Press Publishing Co. and KHMO (AM) Hannibal, Mo., and 50% of KYTV (TV) Springfield, Mo., from Springfield Newspapers Inc. for total of \$2,436,438 in Gannett stock (which is traded on New York Stock Exchange). Stations are part of package of acquisitions that include *Springfield (Mo.) News and Leader & Press* and *Muskogee (Okla.) Phoenix and Times Democrat*.

KGBX (AM) Springfield, Mo., owned by Springfield Newspapers, was spun out of Gannett buy to Stauffer Publications, Topeka, Kan., newspaper-broadcast group, for \$500,000 (*Broadcasting*, May 6), in deal awaiting FCC action.

FCC said it approved Gannett transfer "without prejudice" to whatever decision it makes in pending rulemaking to break up co-located newspaper and television station ownerships. Approval was on 5-0 vote, with Chairman Richard E. Wiley and Commissioners Robert E. Lee, James Quello and Abbott Washburn favoring transfer and Commissioner Glen O. Robinson concurring in result.

Gannett owns 54 daily newspapers, WHEC-TV Rochester, WBRJ (AM) Marietta, Ohio, and WMWM (AM) Wilmington, Ohio, last two acquired in deal FCC approved last April on condition Gannett file report of foreign ownership of its stock. FCC rules provide that FCC can deny license to company controlled by other company in which aliens own more than 25% interest. Same condition was applied to transfers approved last week.

KBIX operates on 1490 khz with 1kw day and 250 w night. KHMO is on 1070 khz with 5 kw day and 1 kw night. KYTV, on ch. 3, is NBC-TV affiliate.

Copyright is on vacation

Senate consideration of copyright revision bill (S. 1361) is postponed until after Labor Day recess which ends Wednesday, Sept. 4. Bill was scheduled for floor consideration last week, but was sidetracked for other legislation.

Amendments to bill submitted on Senate floor include one from Senator Howard Baker (R-Tenn.) and Senator Robert Griffin (R-Mich.) to allow Vanderbilt University Television News Archives to continue taping network television news programs and leasing tapes to researchers.

"Who, for example, could imagine studying the events of the Watergate period without being able to study the network news reports produced during that period?" Senator

Possibilities. Several influential congressmen predicted late last week that Congress may have to reconvene after November elections. Representatives Clarence Brown (R-Ohio) and Lionel Van Deerlin (D-Calif.), active in broadcasters' license renewal legislation that passed House last May, reportedly see chance for final action this year, after election, but only if Senate passes bill near enough House version to get into Senate-House conference before Congress adjourns to campaign, probably about Oct. 15. Senate is stalled on renewal bill (see page 16).

Baker said in introducing his amendment. Another amendment, by Senator Birch Bayh (D-Ind.), would eliminate provision in bill limiting to 30 number of copies that could be made of copyright-exempted educational TV programs.

FCC back in OTP's act on cable

FCC and Office of Telecommunications Policy have agreed to "line by line" review of Office of Telecommunication Policy's draft of cable television bill before it is submitted to Congress. Commission missed original deadline for filing comments in Office of Management and Budget clearance process (*Broadcasting*, Aug. 12).

FCC Chairman Richard E. Wiley, in meeting with acting OTP Director John Eger on Thursday, said commission would submit its comments by first week of September. OTP attorneys are redrafting portions of bill in accordance with comments received from other agencies, particularly those of Justice Department (*Broadcasting*, Aug. 19). OTP and FCC may have difficulty reconciling views. Commission's Cable Television Bureau had prepared draft comments for commission's consideration during last meeting in July. Although commission did not have time to review them in detail, they are known to have been sharply critical of OTP bill.

In Brief

Bigger kitty. TV residuals for writers may reach \$9 million this year, compared to \$7.2 million in 1973, according to Maureen D. Beattie, residuals administrator for Writers Guild of America, West. In first seven months of 1974, she noted, residuals for TV programs have gone up 23%, for films-to-TV, 32%. Figures as of end of July (last year's figures in parenthesis): TV programs, \$5,134,813 (\$4,177,582); films to TV, \$768,068 (\$582,050). Meanwhile, movement continues on possible merger of WGA West and WGA East, with meetings scheduled last weekend (Aug. 24-25) in New York between group of negotiators led by WGA president, John Furia Jr., and WGAE president John Merriam.

Pay day. Before recessing last week, Congress passed FCC appropriation of \$46.9 million for fiscal 1975 (see earlier story, page 18). Office of Telecommunications Policy appropriation of \$8.45 million, adopted week before, was signed by President.

No deal. U.S. Court of Appeals in Washington has upheld FCC decision rejecting agreement under which Greensboro Television Co. would withdraw competing application for channel 2 Greensboro, N.C., in return for reimbursement of \$44,195 in expenses by incumbent, WFMV-TV. Agreement was reached after commission issued Jan. 15, 1970, policy statement that was designed to afford advantage, in renewal-comparative hearings to incumbent licensees who could demonstrate they had provided "sub-

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operate and requires no manual adjustment.

Expect full-time duty from your AVR-1,
too. Except for routine maintenance, we
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Production performance of this kind
pays off, not only in the editing, but, more
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stantial" service. Greensboro cited statement as unique circumstance warranting approval of agreement. However, statement was later struck down by appeals court, and FCC said unique circumstance went with it. Court last week agreed.

The figures. A.C. Nielsen Co.'s tabulations are expected to show 46.9 million homes, or 70.9% of U.S. total, watched network TV coverage of some part of three main events of Aug. 8-9 presidential transition: President Nixon's resignation address, 9-9:15 p.m. NYT; his departure 9:30-10 a.m. and President Ford's inauguration, 11:55 a.m.-12:30 p.m. Actual audience was undoubtedly higher; these figures do not count viewing on independent stations and Public Broadcasting Service.

Nixon resignation speech had average rating of 60.3, representing 39.9 million homes viewing per average minute, with 61.1 rating or 40.4 million homes watching at least six minutes. But those fall short of Nixon rating zenith, which was 66.6 total rating for his first Vietnam peace proposal in 1969, and rank behind such other high points as his arrival in Peking and his Vietnam peace announcement. Nixon departure had average rating of about 19.4, or 12.8 million homes, while inauguration of President Ford had average of 34.8, or 23 million, with total rating of 40.4 representing 26.7 million homes tuned in at some point. Going back few more weeks, Nielsen calculates House Judiciary Committee's impeachment deliberations had total TV audience of 47.3 million homes, or 71.5% of all TV homes.

Regular ratings. First national Nielsens for pre-season National Football League games (with veterans back in camp during 14-day cooling-off period) show fairly solid 16.0 rating and 33 share for Monday's (Aug. 19) Miami-Minnesota game on ABC-TV (9 p.m.-midnight, NYT), and less imposing 10.6 rating and 24 share for Saturday's (Aug. 17) Cincinnati-Atlanta game on NBC-TV (9 p.m.-conclusion).

Moving. FCC denied New York and New Jersey Port Authority petition for reconsideration of commission's April 18 action permitting eight New York area TV stations to move transmitting facilities from Empire State building to World Trade Center. Port Authority asked FCC for preliminary hearing or test to measure interference of transmitter relocation. Commission said hearing would only reintroduce evidence already considered and cause undue delay. TV stations to move transmitters are: WABC-TV, WCBS-TV, WNBC-TV, WNET, WNYC-TV, WNEW-TV, WOR-TV, and WXTV Paterson, N.J.

Toys and TV. Ideal Toy Corp. (through Helfgott, Towne & Silverstein, New York) announced it would spend 95% of reported \$8.8-million advertising budget for 1974 in network and spot television. Buys will be split roughly 50-50 between Saturday-morning children's programs and prime-time family shows. Another toy company, Lesney Products Corp. (through Levine, Huntley, Schmidt, New York), said all of its upcoming budget of \$750,000 for two "male-action toys" would go into television.

Lab's lab. In what could set precedent for use of cable as Madison Avenue test vehicle, Bristol-Myer's pharmaceutical subsidiary, Bristol Labs, has made "open-ended" advertising agreement with Target Network Television, emerging Midwest cable network. Labs will be participating sponsor

in special events as well as advertiser-supplied morning transmission of *The Killers*, health series carried last year by Public Broadcasting Service. TNT, brainchild of KBMA-TV (ch. 41) Kansas City, Mo., now has 71-system line-up.

Late Fates. Donald Witheridge, National Cable Television Association's director of subscription cablecasting since last November, has quit to start own business in native Annapolis, Md. Gary Arlen, who joined association's public information department two weeks ago, will for time being coordinate pay campaign. Cullie M. Tarleton, assistant VP-general sales manager, WBT-AM-FM Charlotte, N.C., named to additional duties as managing director. He succeeds Harold L. Hinson, who resigned to become part owner WBLG-AM and WLEX-FM Lexington, Ky., and general manager, WLEX-FM. Emanuel Gerard, specialist in TV, motion-picture, cable and other entertainment securities, and former partner in Roth Gerard & Co., New York investment concern, joins Warner Communications, New York, on Sept. 1 in management capacity. Vic Ferrante, Chicago office manager for Katz TV, station rep firm, elected divisional VP.

Headliners



Wilson



Johnston



Rather

Edward B. (Ted) Wilson II promoted from president to chairman of J. Walter Thompson Co., longtime largest TV-radio agency, and Don Johnston becomes president and chief executive officer as Dan Seymour gives up chairman/chief executive post in preparation for retirement, at age 60, at end of this year. Till then, Mr. Seymour will be chairman of executive committee. Mr. Wilson, 54, has been with JWT for 28 years, president since January. Mr. Johnston, 47, is 24-year JWT veteran, most recently as executive VP for international operations. In addition, John Treasure, chairman of JWT Ltd., London, continues as vice chairman of parent company and will work with Messrs. Johnston and Wilson in setting long-term goals and priorities.

Dan Rather, CBS News White House correspondent since 1964, named anchorman/correspondent for *CBS Reports*, series of 10-12 one-hour network investigative documentaries; he continues as *CBS Saturday Evening News* anchor, and takes over Sunday 15-minute network evening news anchorship from CBS Pentagon correspondent Bob Schieffer, who succeeds Mr. Rather on White House beat. Network's correspondent Phil Jones, covering Gerald Ford's Vice Presidency, also named White House correspondent. Robert Pierpoint, who covered White House with Mr. Rather, stays there.

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Monday Memo.

A broadcast advertising commentary from Al Ries, chairman, Ries Capiello Colwell, New York

The positioning strategy for successful advertising

Creativity is no longer the key to success in advertising. The name of the marketing game today is positioning and only the better players will survive.

As you might expect, attacking creativity causes howls of anguish to run up and down Madison Avenue. Because positioning is so controversial, it has become an issue between the advocates of "creativity" on the one hand and the advocates of "strategy" on the other.

But why have people been paying attention to what Ries Capiello Colwell has been saying about positioning? I wish I could say it was our cool logic and the brilliance of our deductive thinking.

But it's not. There are two other reasons. One—we have been making some outrageous predictions. Two—many of those predictions have come true.

In computers, we predicted that RCA and General Electric would have no success going head-to-head against IBM. RCA folded its computer operation and GE sold out to Honeywell. We also predicted that Honeywell would do well with its "other computer company" strategy. And Honeywell has developed a profitable number-two position to IBM.

We also predicted that Volkswagen would have trouble selling its big cars—the 411 and 412 models. And as you may know, it recently discontinued the line.

We said Eastern was a bad name for an airline that flies to the West Coast. And I'm sorry to report that Eastern lost more than \$50 million last year.

We predicted the death of *Saturday Review* magazine and the troubles ahead for Protein 21.

A few times we were dead wrong. We won't even mention the anti-TV campaign we did for Compusamp, one of our clients that just discontinued its operation.

But the fact remains that strategy is so important today, that by comparison everything else is trivial. Including creativity.

In the positioning era, research is becoming more and more important. Research is the tool that lets you chart a "positioning map" of the prospect's mind.

What are we looking for? Well, in the positioning game, you're looking for a hole that doesn't belong to someone else.

Such was the case with Western Union's new service called Mailgram. To send a Mailgram, you call Western Union, which transmits the message electronically to the nearest post office where it is delivered the next business day. It's fast, reliable, inexpensive. And it has a very communicative name which was at



Al Ries is board chairman and a founder of Ries Capiello Colwell, New York. The agency now has about \$15 million in billing; major accounts include CPC International, Sabena Airlines, Western Union and Leica Cameras. Along with Jack Trout, president of Ries Capiello Colwell, Mr. Ries has been a staunch advocate of the "positioning" approach to advertising.

the heart of our dilemma. Our mapping showed us that Mailgram lends itself to two possible approaches:

We could position the new service against the mail. Or against the telegram.

So we explored both. Our telegram positioning theme is, "Mailgram: Impact of a telegram at a small fraction of the cost."

Our television commercials show a man striking a big drum with a Telegram on it. Then the drum revolves and you see a Mailgram which the man also strikes, demonstrating the equivalent-impact idea.

Our letter-positioning theme is, "Mailgram: A new high-speed service for important messages." This idea is communicated with "electronic" animation.

Which is the better approach? We think we know, but this is too important a service to commit to judgment alone. So we have been test-marketing both campaigns (at two different media weights) during the first half of 1974 and using computers to track the results.

Results have been spectacular. Mailgram volume in the six test markets as compared with the rest of the country is up 75%. Awareness levels also jumped dramatically. Forty-two percent of our prospects in the six test cities claimed to have heard of Mailgram just before the advertising started. After 13 weeks of advertising, the figure was 62%. Before the advertising started, only 24% could correctly describe a Mailgram. After, the figure was 40%.

Of crucial importance to our client's selling effort are the number of people who "know how to send a Mailgram." Only 8% knew before the advertising started. Twenty-seven percent, three times as many, after.

As you might suspect, there were significant differences in the two creative approaches. And this knowledge, which we're keeping under wraps for the time being, will help immeasurably in the future.

Our second example of using research to find a position is a much simpler story. And a simpler product.

The brand is Milk Duds, a product of M. J. Holloway & Company.

With a product like Milk Duds, the first step is to map the mind of the sophisticated candy buyer, the 10-year-old. And what do we find there? Just what we figured we would find. Candy bars like Hershey's, Nestle's, Reese's, Snickers, Mounds, Milky Way, Almond Joy. Put there by the \$15 million worth of advertising support these brands get every year.

Since Milk Duds would be getting only a small fraction of that kind of money, we had to find a way to reposition the candy bar category. In other words, to make that \$15 million work for us by setting up Milk Duds as a better alternative to the candy bar.

Fortunately, there was a glaring weakness in the competition that could be exploited. From the point of view of the prospect, candy bars don't last very long. A kid can go through a 15-cent Hershey bar in 10 seconds flat. This is the soft-chocolatey underbelly of the candy bar competition.

A box of Milk Duds, on the other hand, lasts a long time. Which is exactly why the product has been so popular in movie theaters.

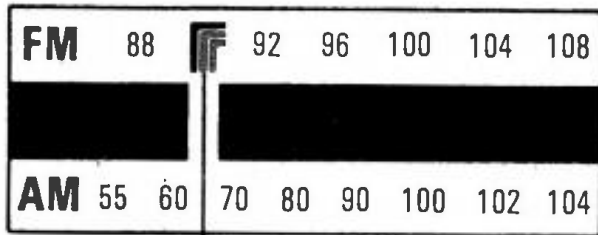
So what is Milk Duds' new position? Why, it's America's long-lasting alternative to the candy bar.

If this seems like the obvious answer to you, it wasn't to the people who used to do the advertising. We went through years of Milk Duds television commercials without finding one reference to the long-lasting idea.

The television commercials bluntly hammer in the position. "Once there was a kid who had a big mouth that loved candy bars, but they didn't last very long. Then he discovered chocolatey caramel Milk Duds. The mouth loved the Milk Duds because they last a long time. (And then our campaign song.) When a candy bar is only a memory, you'll still be eating your Milk Duds."

Now, you might ask if Holloway struck oil. Well, all we can say is that it sold more Milk Duds in the ensuing months than it ever did in its history.

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Long day

EDITOR: The article Aug. 5, "On the Road with Footloose FCC: from Aurora, Ill., to Costa del Sol" prompts me to write. The implication is that these are fun outings at taxpayer's expense. I am writing to detail one specific case I know to be different.

FCC Chairman Richard Wiley was scheduled to speak to the Kansas Association of Broadcasters convention in Dodge City, Kan., on May 3. Chairman Wiley got up at 5:30 a.m. Washington time. Due to the traffic congestion caused by a bus strike in Washington, Commissioner Wiley missed his scheduled flight to Wichita. He was, however, able to get a later flight and arrived in Wichita at 11:30 a.m. Kansas time. A charter plane was waiting to take the chairman on to Dodge City, and he arrived for a luncheon speaking engagement at about 1:15 p.m. Without taking time to eat lunch, he made his talk, answered questions well and had some grassroots conversations with Kansas broadcasters.

He returned to Kansas City by private plane, munching a bag of pop corn he grabbed at the Dodge City airport. He arrived in Kansas City with 10 minutes to spare, catching a flight back to Washington. As best I can calculate it, the chairman would have arrived home at approximately 10 p.m. Washington time. That made a 16½ hour day.—*Thad M. Sandstrom, vice president, broadcasting, Stauffer Publications, Topeka, Kan.*

The trouble with titles

EDITOR: For some time, the networks and their affiliates have struggled with the problems of instant analysis following presidential addresses. KSTW-TV, an independent, ran into a serious problem of instant scheduling.

We normally televise *Star Trek*, an hour-long program, from 6 to 7 p.m. We made arrangements to carry President Nixon's 6 p.m. address, in which he announced his resignation. That meant finding a half-hour program to use from 6:30 to 7.

We have one series, *Rifeman*, which is not currently on our Monday-Friday schedule but we had six episodes in the house. We pulled the first one, and found to our dismay that it was titled "A Short Rope for a Tall Man." Quickly discarding that as inappropriate to follow immediately the President's remarks, we went to the second episode. No better. It was called "A Friend in Need." Episode number three was even worse—"Guilty Conscience." Next came "The Executioner," at which point we felt certain that some sinister force was working against us, too. Episode number five was

"The Decision." The last one, to our relief, was titled "First Wages." We carefully screened every scene and every word of it, found nothing that could be misconstrued, and used it.

Instant analysis must be a breeze.—*Crawford P. Rice, vice president and general manager, KSTW-TV Tacoma, Wash.*

Plus sign

EDITOR: On page 35 of the Aug. 12 issue BROADCASTING reported our 1974 fiscal year earnings erroneously. Earnings were up 15% from a base of \$6,288,000 to \$7,216,000.—*James Conley, vice president-general manager, broadcasting division, Meredith Corp., New York.*

Homecoming

EDITOR: We at KPGY, Iowa State University station, have planned a week-long celebration of the 25th anniversary of the station, Oct. 14-20. KPGY has come a long way since it signed on as KMRA in October 1949 as a carrier current AM serving only one dormitory.

Any radio alumni may consider this

an invitation to the anniversary week, which will include a banquet.—*Jeffrey L. Couch, public relations director, KPGY-AM-FM, Iowa State University, Ames, Iowa.*

Commercial vs. noncommercial

EDITOR: In "Closed Circuit" Aug. 19 you mention that noncommercial WTTW-TV Chicago lost out to WGN-TV for a contract to supply pool pick-up of President Ford's address to the Veterans of Foreign Wars. You mention that commercial stations are beginning to think they are "had" when they get competition from public stations which they helped finance.

It may not have occurred to you that commercial stations have helped educational stations for many reasons which may have included: the elimination of another potential commercial competitor, a tax break, and a very good PR image in their local community.

What's wrong? Can't commercial stations take a little competition, which is as American as cheese blintzes?—*Robert G. Weston, Washington.*

(Mr. Weston is engineering assistant to FCC Commissioner Robert E. Lee.)

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

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

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

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Datebook

■ Indicates new or revised listing.

This week

Aug. 27—New deadline for reply comments in notice of inquiry and proposed rulemaking concerning amending Subpart F of Part 76 of FCC's rules and regulations with respect to network program exclusivity protection by cable television systems. Previous deadline, Aug. 12.

September

■ Sept. 5—Electronic Industries Association's Industrial Electronics Division working meeting, 9 a.m., Tudor Room, Shoreham-Americana hotel, Washington.

■ Sept. 7—American Women in Radio and Television second annual women's broadcast seminar. WMVS-TV Milwaukee.

Sept. 7-9—Southern Cable Television Association annual convention. Disney World, Orlando, Fla.

Sept. 11-13—Radio Television News Directors Association 1974 annual convention. Queen Elizabeth hotel, Montreal.

Sept. 13-15—American Women in Radio and Television northeast area conference. Lodge on the Green, Painted Post, N.Y.

Sept. 14-16—Maine Association of Broadcasters annual meeting. Sebasco Lodge, Sebasco Estates, Me.

Sept. 15—Ohio State Awards competition deadline, for education, informational and public affairs broadcasting. Contact: The Ohio State Awards, 2400 Olentangy River Road, Columbus, Ohio 43210.

Sept. 15-17—Nebraska Broadcasters Association annual convention. Speakers: Thomas Rosch, director, Consumer Protection Bureau, FTC; Earl Stanley, Washington communications attorney. Holiday Inn, Columbus.

Sept. 15-17—Louisiana Association of Broadcasters fall convention. Royal Sonesta hotel, New Orleans.

■ Sept. 16—Deadline for entries, First Annual Uniroyal Journalism Safety Awards contest. Categories are newspapers, radio, television, trade publications and general magazines. Nomination forms from Uniroyal, Box 723389, 1230 Avenue of the Americas, New York 10020.

Sept. 16-21—VIDCOM, International Market for Video Communications. Palais des Festivals, Cannes, France.

■ Sept. 18—Association of Independent Television Stations Inc. (INTV) board of directors meeting. RKO General Television, New York.

Sept. 18-20—Minnesota Broadcasters Association fall conference. Hibbing, Minn.

Sept. 18-24—Electronic Industries Association of Japan Japan Electronics Show '74. Tokyo International Trade Fair Grounds, Tokyo.

■ Sept. 20—Deadline for comments to FCC in prime-time access rule proceeding (Docket 19622), extended from Aug. 26.

■ Sept. 20-21—Second Annual Midwest Seminar on Videotape & Film. Marriott Motor hotel, 8535 W. Higgins Rd., Chicago. Representative Barry M. Goldwater Jr. (R-Calif.), guest speaker.

Sept. 20-22—Florida Association of Broadcasters fall conference. Hudson Millar Jr., WIRA(AM) Fort Pierce, chairman. St. Lucie Hilton.

Sept. 20-22—American Women in Radio and Television western area conference. Camelback Inn, Scottsdale, Arizona.

Sept. 22-24—National Cable Television Association marketing workshop. Fairmont hotel, New Orleans.

Sept. 23-24—National Cable Television Association board meeting. Rancho La Costa, Calif.

Sept. 23-24—Western National Religious Broadcasters chapter convention. Marriott Motor hotel, Los Angeles.

Sept. 23-27—Fifth International Broadcasting convention. Grosvenor House, London.

Sept. 24-27—CBS Radio affiliates convention. Speaker: FCC Chairman Richard E. Wiley. Arizona Biltmore hotel, Phoenix.

Sept. 27-28—Massachusetts Broadcasters Association fall convention. Williams Inn, Williamstown, Mass.

Sept. 29 - Oct. 2—Nevada Broadcasters Association annual convention. Frontier hotel, Las Vegas.

Sept. 29-Oct. 2—American Association of Advertising Agencies Western region meeting. Vancouver, B.C.

Sept. 29-Oct. 2—Institute of Broadcasting Financial Management 14th annual conference. Commissioner Benjamin L. Hooks, speaker. Chase-Park Plaza, St. Louis.

Sept. 30-Oct. 1—Midwest National Religious Broadcasters chapter convention. Moody Bible Institute, Chicago.

October

- Oct. 1-2—*NAB television code review board* fall meeting. Hilton Palacio del Rio hotel, San Antonio, Tex.
- Oct. 1-3—*Video Expo V*, featuring exhibits of 100-plus firms in cable-industrial-educational hardware and software, Madison Square Garden, New York.
- Oct. 2-4—*Tennessee Association of Broadcasters* annual convention. Airport Hilton motel, Nashville.
- Oct. 2-8—*Telecom 75*, second World Telecommunications Exhibition. Palais des Expositions, Geneva.
- Oct. 3-6—*Women in Communications Inc.* annual national meeting. Ballevea Stratford hotel, Philadelphia.
- Oct. 4-8—*American Women in Radio and Television* mid-east area conference. Sheraton Valley Forge, Valley Forge, Pa.
- Oct. 4-6—*Illinois News Broadcasters Association* fall convention. Quad Cities.
- Oct. 6-8—*North Carolina Association of Broadcasters* annual convention. Great Smokies Hilton, Asheville, N.C.
- Oct. 7—Deadline for reply comments to FCC in prime-time access proceeding (Docket 19622), extended from Sept. 10.
- Oct. 7-8—*Mutual Advertising Agency Network* national meeting. Chase Park Plaza, St. Louis.
- Oct. 8-10—*Illinois Broadcasters Association* fall convention. Hyatt-Regency O'Hare, Chicago.
- Oct. 9-11—*Western Educational Society for Telecommunications* annual convention. Golden Gateway Holiday Inn, San Francisco.
- Oct. 10-13—*Missouri Broadcasters Association* fall meeting. Crown Center, Kansas City.
- Oct. 10-13—*National Association of FM Broadcasters* annual convention. Fairmont hotel, New Orleans.
- Oct. 11-13—*American Women in Radio and Television* southern area conference. Mills Hyatt House, Charleston, S.C.
- Oct. 14-15—*North Dakota Broadcasters Association* fall meeting. Featured speaker: Vincent T. Wasilewski, National Association of Broadcasters president. Ramada Inn, Dickinson.
- Oct. 16-18—*Indiana Broadcasters Association and Ohio Association of Broadcasters* joint convention. Kings Island, Ohio.
- Oct. 16-18—*Ohio Association of Broadcasters* and the *Indiana Broadcasters Association* joint fall convention. Kings Island Inn, Mason, Ohio.
- Oct. 16-18—*Information Film Producers of America* 1974 national conference. Vacation Village hotel, San Diego.
- Oct. 17-18—*American Association of Advertising Agencies* central regional meeting. Chicago.
- Oct. 18-20—*National Association of Radio Farm Broadcasters* annual meeting. Crown Center, Kansas City, Mo.
- Oct. 18-20—*American Women in Radio and Television* east central area conference. Marriott Inn, Ohio Hospitality Center, Cincinnati.
- Oct. 18-20—*American Women in Radio and Television* west central area conference. Lincoln Hilton, Lincoln, Neb.
- Oct. 18-29—*MIFED* 30th biannual International Film, TV Film and Documentary Market for film buyers and sellers. Largo Domodossola 1, 20145 Milano, Italy.
- Oct. 21-23—*NAB fall conference*. Waldorf-Astoria hotel, New York City.
- Oct. 23-24—*Kentucky Broadcasters Association* fall convention, Holiday Inn, Lexington.
- Oct. 24-25—*American Association of Advertising Agencies* central regional meeting. Detroit.
- Oct. 25—*NAB Radio Code Board* fall meeting. Royal Orleans hotel, New Orleans.
- Oct. 25-27—*American Women in Radio and Television* southwest area conference. Hilton Inn, Tulsa, Oklahoma.
- Oct. 27-30—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.
- Oct. 27-29—*NAB fall conference*. Hyatt Regency hotel, Atlanta.
- Oct. 29-31—*Institute of Electrical and Electronics Engineers* annual northeast electronics research and engineering meeting. John B. Hynes Veterans Auditorium, Boston.
- Oct. 29-31—*NAB fall conference*. Hyatt-Regency O'Hare hotel, Chicago.

November

- Nov. 1-3—*Loyola University* college radio conference. Lewis Towers Campus, Chicago.
- Nov. 2-4—*Texas Association of Broadcasters* convention. Engineering conference and exhibits. Sheraton hotel, Dallas.

Major meeting dates in 1974-75

- Sept. 11-13—*Radio Television News Directors Association* 1974 annual convention. Queen Elizabeth hotel, Montreal.
- Sept. 29-Oct. 2—*Institute of Broadcasting Financial Management* 14th annual conference. Chase-Park Plaza, St. Louis.
- Oct. 10-13—*National Association of FM Broadcasters* annual convention. Fairmont hotel, New Orleans.
- Oct. 21-23—*NAB fall conference*. Waldorf-Astoria hotel, New York City.
- Oct. 27-29—*NAB fall conference*. Hyatt Regency hotel, Atlanta.
- Oct. 27-30—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.
- Oct. 29-31—*NAB fall conference*. Hyatt O'Hare hotel, Chicago.
- Nov. 13-15—*NAB fall conference*. Fairmont hotel, Dallas.
- Nov. 13-16—*Society of Professional Journalists, Sigma Delta Chi* annual national convention. TowneHouse hotel, Phoenix.
- Nov. 17-19—*Television Bureau of Advertising* 20th annual meeting. Century Plaza hotel, Los Angeles.
- Nov. 17-19—*NAB fall conference*. Brown Palace, Denver.
- Nov. 17-20—*National Association of Educational Broadcasters* 50th annual convention. Las Vegas Hilton, Las Vegas.
- Nov. 19-21—*NAB fall conference*. Sands hotel, Las Vegas.
- Feb. 8-12, 1975—*National Association of Television Program Executives* annual conference. Hyatt Regency hotel, Atlanta.
- April 6-9, 1975—*National Association of Broadcasters* annual convention. Las Vegas convention center, Las Vegas.
- April 13-17, 1975—*National Cable Television Association* 24th annual convention. New Orleans.
- April 23-27, 1975—*American Women in Radio and Television* 24th annual convention. Continental Plaza hotel, Chicago.

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Requests for bookings should be made before 25 September 1974 together with the registration fee of U.S. \$ 20.

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Media

Renewal relief: a sudden turn for the worse

In dispute is core provision to rid renewals of WHDH precedent; if it stays in, Hart threatens delay that could be fatal; if it goes, so goes reason for the bill

Broadcasting representatives in Washington last week were beginning to experience the sinking feeling that presages defeat. Signs were mounting that the kind of license renewal bill they had fought for during the soon-to-end 93d Congress—the kind they say is essential to industry stability—may not be passed.

The key is Section 2(B) of the House-passed bill, which prohibits the FCC from considering in renewal proceedings other media holdings of the renewal applicant or the extent of its integration of management and ownership if the incumbent conforms to existing rules (see House bill text, BROADCASTING, March 4). The section was designed to wipe out once and for all any precedent in the WHDH case, which was the genesis of the industry drive for renewal legislation. In 1969, the FCC denied the renewal of WHDH-TV Boston and granted the competing application of WCVB-TV, largely on the ground that WHDH-TV was co-owned with other local media.

But Senator Philip Hart (D-Mich.), chairman of the Senate Antitrust Subcommittee, has said he will ask the Commerce Committee, which now has jurisdiction over the bill, to refer it to his subcommittee if Section 2(B) is retained. He contends it has antitrust implications.

And to avoid referral, and the consequent delay that might prove fatal—congressional leaders are talking about a mid-October adjournment—Senator John O. Pastore (D-R.I.), chairman of Commerce Committee's Subcommittee on Communications, is exploring "alternatives" to Section 2(B). He talked of his interest in "alternatives" last week in a meeting with a delegation of industry representatives — Vincent Wasilewski, president of the National Association of Broadcasters (who interrupted a Florida vacation to attend the conference), Grover Cobb, NAB's senior executive vice president, and Peter Kenney, NBC's Washington vice president.

The senator urged his visitors to show some "patience," and said he was committed to a "reasonable bill" that would protect the public interest while restoring some stability to the industry.

Despite those assurances, the broadcasting representatives were gloomy after they left the meeting. How, they wondered, could 2(B) be modified in a manner that would eliminate a request for referral to Senator Hart's subcommittee? They saw no pat answer. (Indeed, an aide to Senator Hart said there is probably no answer, pat or otherwise. Either you leave the section in or take it out, he said.)

Another broadcasting source familiar with the content of the meeting put it this way: "Section 2(B) is out if we want a bill this year."

Other industry sources appeared to feel that Senator Pastore was beginning to look to the FCC for help in resolving the dilemma. They noted that he expressed the hope that the commission would



Pastore

speedily conclude its long-pending rule-making aimed at barring media cross-ownership in the same market. The commission, which is not likely to adopt a rule barring all or even most crossownership, is expected to begin final work on the measure by mid-September. And Senator Pastore is seen by some observers as hoping the commission action would provide some of the stability that broadcasters are now looking to Section 2(B) to create.

Although most attention has focused on Section 2(B), that is not the only one that could be the basis for a referral request. One requiring appeals from commission actions in renewal cases to be taken in the circuit where the station is located, rather than in the D.C. circuit, where they have traditionally been considered, could be of interest to the Judiciary Committee.

Again, worried broadcast representatives say, referral to Judiciary for a review of that section could also result in delay that would doom the entire bill for this Congress.

Senator Howard Baker (R-Tenn.), ranking minority member of the Com-

munications Subcommittee, as well as Senator Pastore, sought to discourage speculation about the bill's eventual appearance and to persuade broadcasters to relax. Indeed, Senator Baker told a reporter, "Tell everybody to calm down. People are hearing their own rumors coming back at them, and that is frightening."

Both senators remained firmly non-committal as to what changes might be made in the bill. And both denied reports they had agreed tentatively on changes that would eviscerate the House bill. Among other things, Section 2(B), the section dealing with court appeals and the one extending the license period from three to five years would be eliminated, according to the reports.

Senator Baker said there was no agreement on changes, but he said that he and Senator Pastore had conferred with the subcommittee staff "on virtually every section of the bill."

He provided one piece of hard infor-



Hart

mation: "There will be a bill. But the Senate bill will have substantial differences from the House-passed bill. There will be a significant conference between the Senate and the House. Real issues will have to be ironed out."

Since broadcasters found the House-passed bill generally satisfactory, the Baker assessment could not be reassuring to them.

There is no timetable for subcommittee and committee action on the bill. Senator Pastore said, with some heat, in response to a reporter's question: "The timetable is going to be set by me and nobody else," and that he would set the dates "when I get around to it."

However, indications were that final committee action could be expected within two weeks of the Senate's return from the Labor Day recess on Sept. 4. Subcommittee staffers are expected to complete drafting various alternatives by then; Senators Pastore and Baker will meet the first week in September to consider them and decide what to recommend to the subcommittee.

As hopes of broadcasters began to fade last week, those of the citizen groups

were rising. And if the renewal bill should die, a victim of procedural delays caused by a referral to the Antitrust Subcommittee or Judiciary, or if it emerges but stripped of Section 2(B), the citizen groups will be largely responsible.

For Senator Hart's determination to seek referral if Section 2(B) is retained by the Commerce Committee is the product not only of a request from Senator Edward Kennedy (BROADCASTING, Aug. 5) but also from a host of citizen groups and the AFL-CIO. An aide to Senator Hart said some 40 letters had been received.

What the citizen groups are hoping for is total victory—the death of the bill. Albert H. Kramer of the Citizens Information Project, who has played a key role in rallying opposition to the measure, said compromise would not serve the interests of the consumer because there is nothing in the bill of interest to the consumer. "We would be getting half of a bad deal," he said.

Meanwhile, the possibility of an open committee mark-up session on the bill—a session that would be dramatic in view of the interest in the measure—seemed real last week. Common Cause, the citizen lobby, has requested an open session. And, though a majority vote of the full committee would be required to comply, a committee aid indicated the Common Cause request was reasonable.

After Labor Day is prevailing word on broadcast bills

Congress quit last week for its Labor Day recess, the Senate to return on Wednesday, Sept. 4, and the House a week later. It left town with work unfinished on a number of broadcast-related measures:

- License renewal reform which was adopted by the House last spring (H.R. 12993) is stalled in the Senate after extended hearings before the Senate Communications Subcommittee (see page 16).

- Copyright revision (S. 1361) in different forms has been reported by the Senate Judiciary and Commerce Committees and awaits floor action (see "Top of the Week," this issue). If adopted, it will go to the House.

- All-channel radio set legislation (H.R. 8266 and S. 585) was voted out of the House Commerce Committee last Wednesday, with variations from the bill that the Senate passed (see page 25).

- Establishment of an Agency for Consumer Advocacy (S. 707) which has been caught in a month-old filibuster in the Senate, is scheduled to be brought up again on Sept. 18 (see page 19).

- Amendment of year-around daylight saving time was passed by the House last week. Senate action is expected after the recess (see page 19).

- FCC appropriation of \$46.9 million for fiscal 1975 emerged unchanged from a House-Senate conference last week in a large appropriation package that must now go before both House and Senate.

- Office of Telecommunications Policy

appropriation of \$8.45 million, in a package clearing Congress a week earlier (BROADCASTING, Aug. 19), was awaiting President Ford's signature at midweek.

- Campaign reform (S. 3044 and H.R. 16090) has been passed in both houses, but variations must be resolved in a conference to be called after the recess (see page 21).

- Long-range funding for Corporation for Public Broadcasting (S. 3825), having cleared the Senate Commerce Committee, is now on the agenda of the Appropriations Committee. No hearings have yet been scheduled in the House.

A sadder Whitehead leaves OTP

The full impact of Watergate sours his four years of government service

Clay T. Whitehead is leaving the directorship of the Office of Telecommunications Policy as one of the walking wounded of Watergate. He is depressed by the scandal that brought down the President whom he served to the last, and, though professing satisfaction in some OTP actions, he is consumed by thoughts of what might have been.

He will spend the academic year beginning Sept. 15 in more congenial circumstances, as a fellow at Harvard's Institute of Politics in Cambridge, Mass., where he will also be affiliated with the Massachusetts Institute of Technology. It was at MIT that he took his BS, MS and PhD degrees. Besides teaching and attending seminars, he plans to write a book on the interrelationship of government, media and the public. He is also thinking of writing for newspapers and doing some television commentary beginning in January when he will start spending much of his time in Washington for the balance of his Harvard-MIT tour.

But those activities, which may constitute a kind of therapy, are for the future. Last week, in discussing his four years at OTP, he said he had "a lot of wind knocked out of my sails," particularly in the last two years.

"Watergate pervaded everything," Mr. Whitehead said. "How could I say with any credibility that we don't want to control the press in the wake of those memos [signed by White House aides and suggesting ways in which the FCC and other agencies might be used to influence broadcasters] and that stupid conversation in the Oval office about the Post stations [in which President Nixon and aides talked about threats to licenses of stations owned by the *Washington Post*, as revealed on a tape]?"

Mr. Whitehead even feels the reaction to his own most controversial speech—an address to the Indianapolis chapter of Sigma Delta Chi on Dec. 18, 1972, in which he criticized network news for alleged bias and referred to "ideological plugola"—would have been "different" but for Watergate.

The speech had the ironic result of

dooming an administration-drafted license renewal bill that would have given broadcasters more freedom from government control than has appeared in any other bill on the subject. The Whitehead speech was read as a signal to television stations to demand that networks alter their news in exchange for the promise of liberalized regulation of stations. Press, broadcasters and members of Congress saw the speech as an attempt to intimidate the media.

"The speech," Mr. Whitehead said ruefully last week, "was designed as a rifle shot. We were willing to trade some jawboning for regulation. The media are not above criticism. But they shouldn't be regulated to the degree they are."

The speech was of a piece with a concept of his office Mr. Whitehead developed early on, one that all but guaranteed controversy. "I wanted to make communications policy a matter of debate," he said. "You can argue how well I did it. But there is a better understanding of communications policy today. . . . All you really ask is that a better informed public become aware of the issues, and debate them, and that they be decided in the light of day. It doesn't do anybody any good if policy is made in a 212-page FCC document that no one can understand."

Then, referring to the criticism his tactics aroused among members of the FCC and Congress, he said that Senator Hugh Scott (R-Pa.) had been right when



Whitehead

he observed: "Nobody likes to be checked and balanced."

Throughout his comments last week he indicated he had suffered psychic wounds that will take time healing. "If Watergate hadn't happened," he began at one point, not finishing the thought. Then he began again: "A lot of us who were working for 'four more years' wanted them to be years of accomplishment. But they ground us down. We thought it would blow over. We had a program laid out, but it didn't get out."

But he says there were some good things. The report of the Cabinet Committee on Cable Television finally was released, "though later than it should have been," and a bill implementing it

is now moving through the Office of Management and Budget clearance process. A bill providing long-range funding for noncommercial broadcasting was finally introduced in Congress "though later than it should have been," and not until Mr. Whitehead had gone through "a nerve-wracking time" persuading President Nixon to change his mind about cutting back or cutting off the funding.

Mr. Whitehead's last function in government was to help prepare the transition from the Nixon to the Ford administration. He was part of a team that worked for about two weeks preparing a report on such matters as the kind and size of staff President Ford might find useful, and how it should operate in relation to the executive agencies. Philip Buchen, President Ford's former law partner who is now counsel to the President and who has known Mr. Whitehead for several years—they worked together on the Domestic Council on the Right of Privacy, which Mr. Ford headed as Vice President—asked him to participate; actually, Mr. Buchen first talked with Mr. Whitehead about transition planning several months ago, when it began to appear that the Nixon administration might come to a premature end.

There was a kind of symmetry in that last government job for Mr. Whitehead. As a member of the Rand Corp. think tank specializing in management problems, he had served on President-elect Nixon's task force on budget policies and transition problems in 1968-69.

Changing Hands

Announced

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

▪ **KIKI(AM) Honolulu:** Sold by KIKI Ltd. to Creative World Communications Inc. for \$475,000. Warren Daniels is president of seller. Creative World Communications is wholly owned subsidiary of Creative World Travel, San Francisco, of which Paul Klapper is principal. KIKI operates on 830 khz with 10 kw full time. Broker: Blackburn & Co.

▪ **WTSL(AM) Hanover, N.H.:** Sold by Tri-City Broadcasting Corp. to Sound Citizen Communications Corp. for \$292,500. Principal in seller is Joseph S. Steinberg, president, who is also with Carl Marks Co., New York brokerage. Principals in buyer are David F. Shurtleff (64%) and Talbot R. Hood (26%). Messrs Shurtleff and Hood own **wkbk(AM) Keene, N.H.** WTSL operates on 1400 khz with 1 kw daytime and 250 w at night.

Approved

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

▪ **KIJV-AM-FM Huron, S.D.:** Sold by James Valley Broadcast Co. (Maxwell F. Staley, president, and others) to G.P.C. Inc. for \$493,463. G.P.C. Inc. is wholly owned subsidiary of Gazette Printing

Co., Marshall W. Johnston, president. Gazette owns **wclo(AM)-wjvl(FM)** Janesville and **wbkv-AM-FM** West Bend, both Wisconsin and publishes *Janesville Gazette*. KIJV operates on 1340 khz with 1 kw daytime and 250 w at night; KIJV-FM is on 92.1 mhz with 3 kw and antenna 185 feet above average terrain.

▪ **WAOP(AM) Otsego, Mich.:** Sold by Allegan County Broadcasters (John F. and Rose M. Wismer, 100%) to Robert V. and Dorothy K. Doll for \$240,208. Mr. Doll has interest in **wkfy(AM)-wkvw(FM)** Frankfort, Ky.; **wdlr(AM)** Delaware, Ohio, and **wtre-AM-FM** Greensburg, Ind. WAOP operates on 980 khz with 1 kw daytime.

▪ Other sales approved last week: **wamw(AM)-wfml(FM)** Washington, Ind.; **wklk-AM-FM** Cloquet, Minn., and **wizr-AM-FM** Johnston, N.Y. See page 38 for details.

Reminders for FCC

Proxmire committee states concern over children's TV, agency auto abuse as it approves appropriation

In the report on the bill containing the \$46.9-million fiscal '75 FCC appropriation which passed the Senate (BROADCASTING, Aug. 19), Senator William Proxmire's (D-Wis.) Appropriation Subcommittee made a strong plea to the commission to institute reforms in television programming for children.

A similar appeal was voiced by the House Appropriations Subcommittee when it queried FCC Chairman Richard Wiley on the FCC appropriation last March (BROADCASTING, March 18).

The Senate report said: "The committee . . . joins with the House in urging the commission to proceed as vigorously and as rapidly as possible . . . to determine what is its power in the area of program violence and obscenity, particularly as to their effect on children."

The Senate report also contains a few words about abuse by officials of their automobile privileges, a pet issue with Senator Proxmire.

The report notes that the United States Code specifically prohibits the use of government vehicles by officials between the home and office. But, "the hearings of this committee over a two-year period indicate that this prohibition is violated by almost every agency under its jurisdiction . . ." The FCC is one of the agencies which fall within the subcommittee's jurisdiction over funding.

The report directs the comptroller general to exercise its authority to enforce the U.S. Code's ban. For emphasis the subcommittee added language to the appropriations bill itself saying no funds can be expended for vehicle use in violation of the code.

"The provision in the bill as well as this report language are designed to leave no question that it is the intention of this committee to see that the law is obeyed," the report said.

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74-42

One more try to break out consumer agency bill

Fourth cloture vote set for middle of next month

The Senate tried again and failed again to break the three-week-old filibuster which is strangling progress on the proposed legislation to establish an agency for consumer advocacy (S. 707). On its third attempt the Senate voted 59-35, four votes short of the two-thirds majority required to halt the stall.

The bill is not dead yet. The Senate leadership announced last Tuesday it has scheduled a fourth and final cloture vote—a vote to end the filibuster—for Wednesday, Sept. 18. A similar bill was killed last year by a filibuster led by Senator James Allen (D-Ala.). Senator Allen is joined in this year's stall by Senator Sam J. Ervin Jr. (D-N.C.). The agency would be too powerful and independent, they say, and would have what they say is an impossible task of defining the interests of all consumers.

The measure, which has already passed the House, would establish an independent agency to act as consumer spokesman in proceedings before federal regulatory agencies and courts—including the FCC. But the Senate bill specifically exempts license renewal proceedings from the agency's purview. That exemption is not included in the House bill.

The bill's managers were able to pick up five more votes than they had for the last attempt at breaking the filibuster after agreeing to take some changes proposed by Senator Robert Dole (R-Kan.) aimed at softening the measure.

Former President Nixon had threatened to veto the bill in its present form, but sources say no word has been received from the White House since President Ford took command.

Media Briefs

Call changes. Bonneville International stations in Los Angeles area have changed call letters. New calls are KBRT (AM) Avalon, for KBIG there. KBIG becomes call of FM station, licensed to Los Angeles proper, in place of KXTZ (FM). Daytimer KBRT has changed format to contemporary music with less talk and sports than formerly.

New firm. Bruce J. Bloom, director of advertising and public relations for Corinthian Broadcasting Corp., New York, resigns to open own advertising and public relations firm, Bruce J. Bloom Inc., with Corinthian as one of his first clients. He will create Corinthian's corporate trade advertising and provide promotion and public relations consulting and creative services to corporate staff, five owned



Bloom

TV stations and Corinthian's TVS television network. Other initial clients are in construction and building-materials fields. *Bruce J. Bloom Inc., 14 Donellan Road, Scarsdale, N.Y. 10583. (914) 472-3888.*

Wain opens shop. Norman Wain, 25-year broadcast veteran, has formed consulting firm specializing in radio sales, promotion, programming and administration. Mr. Wain is former general manager and part owner of WIXY (AM)-WDOX (FM) Cleveland and has also worked at WFAS (AM) White Plains, N.Y. and WIXZ (AM) McKeesport, Pa. *Norman Wain, 55 Erieview Plaza, Cleveland 44114. Phone (216) 781-3600.*

More appeals. Community Coalition for Media Change has filed appeal in U.S. Court of Appeals from June 26 FCC opinion and order denying reconsideration of action granting sale of KSAY (AM) San Francisco by KSAY Broadcasting Co. to San Francisco Wireless Talking Machine Co. CCMC's position against sale was based on argument that San Francisco Wireless Talking Machine Co. engaged in discriminatory hiring practices and would not adequately program for needs of community. Also, First Security and Exchange Co. has filed appeal in U.S. Court of Appeals from FCC decision released March 15 denying reconsideration of FSEC's competing application for new FM station at Birmingham, Ala. Voice of Dixie Inc. had been granted application in original FCC decision.

Staggers bill to restore standard time breezes through the House

And Senate will likely consider it soon after Labor Day recess; measure would lift DST for four months

A bill to return the country to standard time for four months this winter passed the House with ease last Monday. The vote was 383-16 on a measure (H.R. 16102) to restore standard time beginning the last Sunday of next October and ending the last Sunday of February 1975.

The bill, drafted by House Commerce Committee Chairman Harley Staggers (D-W. Va.), amends last December's Emergency Daylight Saving Time Energy Conservation Act, passed as an energy saver last December, and will expire when that act expires the last Sunday in April 1975. On expiration, the country will return to the old system of six months of standard, six months of advance time.

The House bill will receive "early consideration" from the Senate after the Labor Day recess, according to a Senate Commerce Committee staff member. Tentative plans of the Commerce Com-

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mittee are to forgo hearings on the measure.

The Senate has already passed a measure similar to the House-passed bill in the form of a rider to the energy research and development bill. But that rider is likely to die in a House-Senate conference because the House research bill does not contain it. For the measure to be passed as a separate bill, the Senate will have to vote it again.

Other provisions of last year's emergency daylight saving act will remain in force, including the section from which the FCC derived authority to grant emergency relief to daytime radio stations which suffered from the loss of an hour of morning broadcasting.

The FCC said last week that that relief would continue if the new bill became law for the two months from the last Sunday in February to the last Sunday in April. Advance time will be in effect for those two months, whereas under the old system, they would have fallen within the standard time period.

The plight of daytime radio operators was acknowledged during House floor debate on the bill last week by Representatives John McCollister (R-Neb.) and Edward Boland (D-Mass.). Those who supported restoration of standard time for four months argued that the morning darkness made the trip to school dangerous for small children and that the energy savings in last winter's experiment were not significant enough to continue it another year.

Opponents to the bill argued that the year-round daylight saving experiment has not run long enough for a definite evaluation to be made of its effects and should be allowed to continue through next winter.

A hint of hanky-panky in Jacksonville, Fla., television challenge

Post-Newsweek outlet discovers Florida TV attorneys had possession of its logs, asks FCC investigation

The Jacksonville, Fla., channel 4 case, which had already been marked by suggestions that political motivations were behind one or more of the three competing applications filed against Post-Newsweek Stations of Florida's renewal application, now has overtones of a second-story affair.

Post-Newsweek has asked the FCC to investigate "the removal" of WJXT's logs, "their possession and use" by Florida Television Broadcasting Co., one of the three new applicants, and the effect of the facts on the qualifications of Florida TV to be a commission licensee.

Post-Newsweek is a subsidiary of the *Washington Post*, and some of Florida TV's principals have been linked to former President Nixon—George Champion Jr., president and 33% owner of Florida TV, was Mr. Nixon's chief fund raiser in Florida during the 1972 campaign. Accordingly, there has been speculation that the challenge was part of a

White House effort to gain revenge on the *Post* for its coverage of the Nixon administration.

The second-story wrinkle involves original program logs for November 1972 and a photostatic copy of logs for Aug. 1-15, 1972. The material was returned to WJXT last month by Florida TV after the station's counsel wrote the applicant's attorney that an investigation of the missing logs indicated they were in Florida TV's possession.

Post-Newsweek said it discovered in early March that its November 1972 logs were missing and that its initial inquiry indicated that a former employe might have been involved. But the former employe, Mark Aldren, denied any involvement, according to an affidavit filed by one of the station's local attorneys, John Mathews Jr.

Later, according to Post-Newsweek, another former employe, George Ness, said he had seen the logs in Mr. Champion's office and had discussed them with Mr. Champion and his secretary, Connie Morton, who subsequently was named a Florida TV principal. "Mr. Ness further reported that Champion and Morton were utilizing the logs as part of an effort to prove that WJXT had engaged in violations of the FCC's requirements," Post-Newsweek added.

The allegation was based on an affidavit supplied by station manager Roger W. Schellenberg, who along with Mr. Matthews, interviewed Mr. Ness. However, Mr. Ness refused to execute an affidavit of his own.

One unanswered question raised in Mr. Schellenberg's affidavit was how the photocopy of the Aug. 1-15, 1972, logs was made. Mr. Schellenberg said that the originals were in their proper place and that he did not know how or when the photocopy was obtained.

Florida TV's explanation of how the logs came into its possession also left questions unanswered. Ms. Morton told Florida TV's Washington counsel, Donald Bilger, that the documents were delivered to her apartment "anonymously" on the evening of June 27, 1974. She said she turned the documents over to Mr. Bilger's associate, Carter E. Keithley, without examining the contents.

Post-Newsweek says this explanation cannot be squared with the information the station developed and, moreover, "is inherently incredible." It asked for a "thorough inquiry."

"The possible theft, or inducement to theft, of formal station records for use in an FCC proceeding, or the receipt or use of stolen property for this purpose, casts a pall over the processes of the commission and strikes at the very heart of the applicant's character qualifications," Post-Newsweek said.

Inflation on IATSE's mind

Walter F. Diehl, interim president, has been elected president of the International Alliance of Theatrical Stage Employes and Motion Picture Machine Operators, at the union's 52d annual convention in Los Angeles. Mr. Diehl succeeds Richard Walsh, who was presi-

dent for 25 years.

Among resolutions approved was one recommending that the IA locals seek cost-of-living hikes in contracts; another calling for IA technicians to receive residual payments—even though it was noted that IA's pension fund has received \$14 million from this source. Turned down by the members was a recommendation calling for the IA executive board to have at least one member from broadcasting. Also voted down was a proposal that called for no contract to be viable until it is ratified by members of the local unions involved.

In his report to the membership, Mr. Diehl said cost-of-living hikes were among the top priority of his administration, as well as "catch-up" wages to meet inflation. The present contract, negotiated last year, expires in 1976.

WCOS stations off the hook

The National Organization for Women and the Women's Equity Action League have withdrawn their petition to deny the licenses of WCOS-AM-FM Columbia, S.C., after the stations agreed to procedures to assure nondiscrimination in job recruiting. The procedures, outlining points such as equal opportunity for positions which lead to higher positions and employment advertising aimed at women and minorities, were tacked on as amendments to the stations' renewal applications.

Hernreich: One denial, one renewal doesn't add

Arkansas station owner says if he's qualified to run KFPW-TV he ought to be allowed to operate KAIT-TV; FCC asked to take another look

George Hernreich has asked the FCC to reconsider its July 17 denial of a license renewal for his KAIT-TV Jonesboro, Ark. The FCC said its decision was due to improper payments by Mr. Hernreich to an ABC official to obtain favorable changes in his affiliation contract (BROADCASTING, July 22). Mr. Hernreich contended that since the FCC has found him a "qualified licensee" for KFPW-TV Fort Smith, Ark., it is unrealistic to not judge him as unqualified to operate KAIT-TV. Further, Mr. Hernreich argued that it was his admission alone, though principals of other businesses were involved in similar improper payments, that led to corrective action by ABC, but only his station has been denied renewal.

Mr. Hernreich also maintained that KAIT-TV's operations and its profits are necessary to sustain the continued operation of KFPW-TV.

Last week's request for reconsideration noted Mr. Hernreich's intention to transfer control of both stations (depending on the outcome of KAIT-TV renewal case) along with his radio interests (KFPW[AM] Fort Smith and KZNG[AM] Hot Springs, Ark.) to his sons, Robert and John, divesting himself of all broadcast interests.

Shifts in loyalties to radio stations detected by Pulse

Top stations in New York, San Diego maintain their rankings, but changes show up in audience composition

Station operators marvel or complain when their local ratings shoot up or down from one measurement to the next. Specifically, when the ratings shoot up they marvel; when they go down they complain and tend to blame the disaster on sampling errors in the survey or the way it's executed—anything but the likelihood that their audiences have, in fact, declined.

Now comes The Pulse Inc. with a special radio study that shows, it says, that audiences do change over a period of time and that these changes, rather than sampling fluctuations, are responsible for those sudden ups and downs. Moreover, in the examples Pulse offered, most of the changes were on the down side, just like those that cause the most complaints when they occur in ratings books.

What Pulse did was interview substantial chunks of its New York and San Diego samples twice. Ordinarily it tries never to do that, but in these cases it wanted to see what changes occur in the listening habits of individuals. So in New York it reinterviewed in March-April 1972 a total of 515 persons first interviewed in January-February that year; and in San Diego it reinterviewed in April-May 1973 some 402 persons from its January-February sample of the same year.

The results, summarized in a technological bulletin that Pulse distributed last week, related the findings to the top-10 radio stations in each market. They show definite changes in listener patterns during the interval between interviews. But the rank order of the top stations in each market was not substantially affected by the audience share changes.

These changes, for the most part, were downward. Thus where 63% of the re-interview sample had been listening to the top-10 stations in New York at the time of the first interview, the number dropped to 55% in the second interview. That's a decline of about 13%. In San Diego, the comparable loss was almost 18%.

Just where the missing listeners went was not clear. Presumably they tuned to other stations, though they could have stopped listening altogether. Since Pulse's bulletin did not trace changes below the top-10 stations in each market, it was impossible to pinpoint the answer, but Pulse officials appeared confident that "they probably tuned to other stations."

They saw the study's findings as confirmation of what Larry Roslow, associate director of the Pulse, called "the mobility of the American consumer in all his behavioral aspects," meaning the

consumer tends to shop around among stations as well as among brands and stores, even while establishing loyalties to certain stations, brands and stores.

It was noted that while most stations lost some of their original listeners between the first and second interviews, they invariably gained in terms of weekly cumes across the full measurement period. This is apparent in the tables below, which also show the drop-off between first and second interviews, the relatively little effect these audience changes had on rank order and, in the far right-hand column, a kind of loyalty index, which represents the percentage of original listeners who continued to listen to the same station at the time of the second interview.

New York				
Monday-Sunday 24 hours cume, total persons 6+				
Station	1972	1972	1972	"Loyal"
	Jan.-Feb. %	March-April %	Jan.-April %	
A	19.7	15.0	25.0	49
B	9.5	8.1	14.6	32
C	10.4	8.7	15.0	39
D	8.1	7.0	12.5	32
E	17.8	14.0	24.6	41
F	13.4	10.6	20.8	24
G	8.9	7.8	10.4	71
H	4.5	4.7	7.6	36
I	7.6	7.0	11.7	38
J	4.5	4.0	7.0	33

San Diego				
Monday-Sunday 24 hours cume, total persons 12+				
Station	1973	1973	1973	"Loyal"
	Jan.-Feb. %	April-May %	Jan.-May %	
K	30.6	27.3	37.3	67
L	16.2	15.7	24.4	46
M	7.7	6.9	11.8	49
N	17.7	16.5	25.4	49
O	9.0	11.3	13.1	80
P	18.0	17.7	24.7	61
Q	2.8	5.9	6.9	64
R	10.8	10.5	14.1	67
S	15.7	13.1	19.8	57
T	14.1	15.7	20.8	64

Broadcasting will be hang-up in campaign reform

Conferees have been selected but a time has not been set yet to meet and work out differences in House and Senate amendments to the 1971 Federal Election Campaign Act.

One dispute was previewed recently when Representative Wayne Hays (D-Ohio), chairman of the House Administration Committee which drafted the House's bill, indicated he would not even consider a provision in the Senate's bill which would repeal Section 315—the equal time provision of the Communications Act—for candidates for President, Vice President and Congress.

The Senate provision is a broadcasting issue, a House spokesman said, which Representative Hays believes does not fall within his committee's jurisdiction. All of the House-appointed conferees are members of Representative Hays's committee. Mr. Hays feels that altering Section 315 is an action that would require the attention of the House Commerce Committee, the spokesman said.

Block emphasis back in TV

Block Drug Co., Jersey City, N.J., reversing its marketing strategy in the middle of its fiscal year, is adding \$4 million to \$5 million to network television over the period ending next March 31.

A spokesman said that for the fiscal year ending next March 31, Block had planned to reduced its budget to about \$21 million in measured media from \$26 million in fiscal 1974. Block had been investing more than 80% of its money in television (about 60% in network and 20% in spot), and network was reduced proportionately in original projects for the 1975 fiscal year. In the calendar year 1973 Block spent \$17 million in network

BAR reports television-network sales as of Aug. 11

ABC \$382,981,600 (30.3%), CBS \$462,103,200 (36.6%), NBC \$418,398,300 (33.1%)

Day parts	Total minutes week ended Aug. 11	Total dollars week ended Aug. 11	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	58	\$ 426,200	2,098	\$ 14,236,800	\$ 14,875,900
Monday-Friday					
10 a.m.-6 p.m.	957	7,617,300	31,656	273,888,000	235,620,000
Saturday-Sunday					
Sign-on-6 p.m.	230	2,547,700	8,857	120,691,500	110,759,600
Monday-Saturday					
6 p.m.-7:30 p.m.	101	1,795,200	3,131	65,799,200	58,726,300
Sunday					
6 p.m.-7:30 p.m.	14	294,200	441	9,676,000	9,914,500
Monday-Sunday					
7:30 p.m.-11 p.m.	365	15,193,800	12,472	692,371,200	639,149,000
Monday-Sunday					
11 p.m.-Sign-off	164	2,197,200	5,464	86,820,400	75,241,400
Total	1,889	\$30,071,600	64,119	\$1,263,483,100	\$1,144,286,700

* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

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Send your list of titles today. . . . "Package programs" will be available soon. . . . Please do not ask for catalogs or to buy our collector's recordings. The discs are not for sale. For about \$70.00 you'll get 100 of your selections in our exciting "Quad-Sound" process and suddenly your listeners will be transported to the Terrace Room, the Hotel New Yorker, Roseland, the Aragan Ballroom, etc. . . . It's nostalgia at its very best with today's technology.

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TV and about \$4 million in spot TV.

In addition, the Block official said that some dollars earmarked for television over the past 18 months had been placed into consumer and trade promotion, co-operative advertising and coupon redemption.

"This is not our forte and it has not been successful," he said. "We are returning more heavily to an area—television—in which we have expertise. We are putting more money into advertising than we originally planned to show our confidence in the economy."

Ayer gets clean bill

The Criminal Investigation Command of the Department of the Army, which has been investigating possible misconduct in the awarding of recruitment advertising to N. W. Ayer, New York, has terminated its portion of the investigation, saying that it failed to find basis for any action. However, it said that an "apparent need was shown for improved management controls." Accordingly, the investigation has been shifted to the Army's Inspector General for a further review of management practices including account procurement and accounting procedures. A report from the IG is expected "in a month or more," according to an Army spokesman.

Business Briefs

Sunoco order finalized. Federal Trade Commission has adopted with slight modifications initial decision by administrative law judge ordering Sun Oil Co., Philadelphia, to discontinue use of false performance and uniqueness claims for Sunoco gasolines and stop misleading demonstrations (BROADCASTING, July 22). Commission reaffirmed ruling that radio-TV advertising had misrepresented that Sunoco's high-octane blend gasolines had more engine power than competing brands and that Sunoco's "custom blended" gasoline provided maximum engine power and performance. Sun Oil's agency, William Esty Co., New York, was also cited in order.

That Olds TV feeling. Oldsmobile is fueling up for 1975 advertising season with new theme and expanded use of TV to accent "features and benefits that are common to all, or most, of our car lines," according to Ted Madzia, advertising manager. Umbrella theme line, "It's a good feeling to have an Olds around you," will be featured in Olds ads for entire line. TV exposure begins with twin two-week flights of network participations to start Sept. 23 on NBC and CBS. Total of 14 different commercials have been produced to illustrate "Good feeling" theme, largest number of introductory TV spots in Olds history. Networks will air 62 commercials, and two two-week flight of spot TV is planned to support network buy in top 24 markets. In addition to special sponsorships, Oldsmobile will pick up quarter of Bing Crosby Pro-Am Golf Tournament (ABC-TV in January) and Grambling college football. Leo Burnett Co., Southfield, Mich., is agency.

Broadcast Journalism

ABC adds insight to news Emmy show

Awards broadcast will contain inside look at network journalism

ABC News, which will broadcast Sept. 4 the 1974 Emmy Awards for news and documentaries, has hit upon an innovative approach to awards ceremony production that it hopes will dignify the proceedings and, most important, take full advantage of air time.

Av Westin, ABC News vice president, documentaries, said the awards broadcast "will be a report to the nation on the stewardship of the networks' news division," and could "open the way for other awards programs." The new concept, which Mr. Westin described as a "series of reports" and "mini-documentaries" about each aspect of news programming, will "make maximum responsible use of the 90 minutes we are being given to honor those who have achieved a great deal this year."

The awards cover the period of March 19, 1973 through June 30, 1974. Forty nominations among the three networks and one syndicated series were announced last week. According to Mr. Westin, the telecast, 10-11 p.m. (EDT), will also present material from broadcasts not nominated for the awards. "Each category will have a small 'documentary' done about it," he said. "In the course of presenting that documentary it will be made clear which elements or individuals have been cited for awards and then, at the conclusion of the segment, the awards will be announced."

Each "documentary" is to be narrated by a TV news personality, with each segment introduced by the program's host, Dick Cavett, ABC-TV late-night talk show host. News correspondents will open envelopes announcing winners, "but there will be no acceptance speeches and the statuettes will be brought to the tables where the winners will stand to accept the award," said Mr. Westin.

The ABC News vice president is himself a candidate for an Emmy for the *ABC News Close-Up* series.

The complete list of nominees follows: There is a possibility of one award, more than one award or no award in each of the following News and Documentary Categories.

Outstanding Achievement within Regularly Scheduled News Programs (for program segments, i.e. the presentation of individual stories [in single or multipart] or elements within the programs):

"Inside China," *ABC Evening News*—Ted Koppel and Steve Bell, correspondents. "The Arab World," *ABC Evening News*—Peter Jennings and Barry Dunsmore, correspondents. "Deprogramming: The Clash Between Religion and Civil Rights," *CBS Evening News with Walter Cronkite*—Roger Sims, producer; Steve Young, correspondent. "Coverage of the October War from Israel's Northern Front," *CBS Evening News with Walter Cronkite*—John Laurence, correspondent. "The Agnew Resignation," *CBS Evening News with Walter Cronkite*—Paul Greenberg, executive producer; Ron Bonn, Ed Fouhy, John Lane, Don Bowers, John Armstrong and Robert Mean, producers; Walter Cronkite, Robert Schakne, Fred Graham, Robert Pierpoint, Roger Mudd, Dan Rather, John Hart and Eric Sevareid, correspondents. "The Key Biscayne Bank Charter Struggle," *CBS Evening News*

with *Walter Cronkite*—Ed Fouhy, producer; Robert Pierpoint, correspondent. "Reports on World Hunger," *NBC Nightly News*—Lester M. Crystal, executive producer; Richard Fischer and Joseph Angotti, producers; Tom Strelthorst, Phil Brady, John Palmer and Liz Trotta, correspondents.

Outstanding Achievement for Regularly Scheduled Magazine-Type Programs (for program segments, i.e., the presentation of individual stories, individual segments or a single program of a series):

"It's Enough To Make You Sick," *The Reasoner Report* (ABC)—Ernest Leiser, executive producer; Frank Reynolds, correspondent. "The End of a Salesman," *60 Minutes* (CBS)—Don Hewitt, executive producer; Joseph Wershba, producer; Morley Safer, correspondent. "Local News and the Rating War," *60 Minutes* (CBS)—Don Hewitt, executive producer; Harry Moses, producer; Mike Wallace, correspondent. "America's Nerve Gas Arsenal," *First Tuesday* (NBC)—Eliot Frankel, executive producer; William B. Hill and Anthony Pottier, producers; Tom Pettit, correspondent. "The Adversaries," *Behind The Lines* (PBS)—Carey Winfrey, executive producer; Peter Forbath, producer/reporter; Brendan Gill, host/moderator. "A Question of Impeachment," *Bill Moyers's Journal* (PBS)—Jerome Toobin, executive producer; Martin Clancy, producer; Bill Moyers, broadcaster.

Outstanding Achievement in Coverage of Special Events (for program achievements):

ABC News at Ease—Walter J. Plister, producer; Howard K. Smith and Harry Reasoner, anchormen. *Watergate: the White House Transcripts* (CBS)—Russ Bensley, executive producer; Sylvia Westerman, Barry Jagoda, Mark Harrington and Jack Kelly, producers; Walter Cronkite, Dan Rather, Barry Serafin, Bob Schieffler, Daniel Schorr, Nelson Benton, Bruce Morton, Roger Mudd and Fred Graham, correspondents. *Watergate: This Week* (NBC)—Helen Marmor, producer; John Chancellor and Carl Stern, correspondents. *Watergate Coverage* (PBS)—Martin Clancy, executive producer; the National Public Affairs Center for Television staff, producers; Jim Lehrer, Peter Kaye and Robert MacNeil, reporters.

Outstanding Documentary Program Achievements (for documentary programs dealing with events or matters of current significance):

"Fire!" *ABC News Close Up*—Pamela Hill, producer; Jules Bergman, correspondent/narrator. *Action Biography: Henry Kissinger* (ABC)—Ted Koppel, producer; Howard K. Smith, correspondent. *CBS News Special Report: The Senate and the Watergate Affair*—Leslie Midgley, executive producer; Hal Halley, Bernard Birnbaum and David Browning, producers; Dan Rather, Roger Mudd, Daniel Schorr and Fred Graham, correspondents. "Juvenile Court," *Special of the Week* (PBS)—Fred Wiseman, producer. "The Unquiet Death of Julius and Ethel Rosenberg," *Special of the Week* (PBS)—Alvin Goldstein, producer. "Oil: The Policy Crisis," *ABC News Close Up*—Stephen Fleischman, producer.

Outstanding Documentary Program Achievements (for documentary programs dealing with artistic, historical or cultural subjects):

"Journey to the Outer Limits," *National Geographic* (ABC)—Nicholas Clapp and Dennis Kane, executive producers; Alex Grasshoff, producer. "The Baboons of Gombe," *Jane Goodall and the World of Animal Behavior* (ABC)—Marshall Flaum, executive producer; Hugo van Lawick and Bill Travers, producers. *The World at War* (syndicated)—Jeremy Isaacs, producer. "Culture Thieves," *ABC News Close Up*—Martin Carr, producer; Howard K. Smith, correspondent. "Raoul Walsh," *The Men Who Made The Movies* (PBS)—Richard Schickel, producer. "Power and the Presidency," *The American Parade* (CBS)—Joel Heller, executive producer; Jack Willis, producer. *CBS Reports: The Rockefeller*—Burton Benjamin, executive producer; Howard Stringer, producer; Walter Cronkite, correspondent.

Outstanding Interview Program (for a single program or one entire program of a series produced by a network news division or dealing with public affairs exclusively):

"Solzhenitsyn," *CBS News Special*—Burton Benjamin, producer; Walter Cronkite, correspondent. "Henry Steele Commager," *Bill Moyers's Journal* (PBS)—Jerome Toobin, executive producer; Martin Clancy, producer; Bill Moyers, broadcaster. "Watergate: An Interview With John Dean," *CBS News Special Report*—Ed Fouhy, executive producer; Don Bowers, producer; Walter Cronkite, correspondent. "Crisis of the Presidency," *ABC News Special*—Ernest Leiser, executive producer; Arthur Holch and Joan Richman, producers.

Outstanding Television News Broadcaster (for



Live from the Oval Office. President Ford's announcement of his nomination of former New York Governor Nelson Rockefeller to the Vice Presidency was broadcast live last Tuesday (Aug. 20) at 10 a.m. (EDT) on radio and on all three TV networks. The announcement, which lasted about 15 minutes, was pooled for TV by NBC News. NBC used two standard cameras and one PCP-90 hand-held portable camera for the event. NBC said, however, that it was not the first time the PCP-90 had been used in the small White House Oval Office where the announcement was made. CBS News was the pool network for Mr. Rockefeller's 10-minute press conference, which immediately followed Mr. Ford's announcement and Mr. Rockefeller's acceptance speech in the White House press room. The networks slipped their schedules half an hour, returning to regular programming after brief commentary.

achievements within program segments, one program of a series, or a single program; for reporting, interviewing, interpretation, commentary, analysis within regularly scheduled news programs, magazine-type programs, coverage of special events, interview programs and documentary programs dealing with events or matters of current significance:

Harry Reasoner—*ABC News*. Mike Wallace—*60 Minutes*. Walter Cronkite—*CBS Evening News* with *Walter Cronkite* and various specials. Carl Stern—*Coverage of Watergate and Justice Department, NBC Nightly News*. John Chancellor—*NBC Nightly News*. Bill Moyers—*Essay on Watergate, Bill Moyers's Journal*.

Radio grows as first news source of day

A public opinion poll by the Opinion Research Corp. has found radio to be the primary source of morning news for 57% of those surveyed, while television was the first morning news source for 19% and newspapers for 18%.

The survey, commissioned by CBS Radio, was conducted May 24-June 15 through personal interviews with 2,091 men and women 18 or older. In announcing the survey results last week, George Arkedis, vice president, CBS Radio division and general manager, CBS Radio network, said that "among persons 18-29 years of age, 59% choose radio and among persons 30-39 years of age, 58% do likewise. Sixty-one percent of those in the \$15,000-and-over family income category pick radio" as their primary source of news in the morning.

"Recent major competitive efforts of other media notwithstanding, the first part of the day appears more than ever to belong principally to radio," Mr. Arkedis said.

In syndication since January... already booked on 370 stations worldwide!

Good Ideas with Jerry Verbel

260

ONE-MINUTE EPISODES

- Bright ideas that give listeners practical ways to save money and time... to cope with home, school, or work problems... to have fun year 'round!
- Packed with solid advertiser identification, merchandising, and good-will!
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(213) 463-4173

In Canada:

Dennis Goodwin, Manager
National Program Services
199 Church Street
Toronto, Ontario M5B 1Y7
(416) 362-1091

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Grace Gibson Prod. Ltd.
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With more funds now in sight, PBS takes aim at mass audience

Public TV network's program chief says next move is to broaden appeal

Traditionally noncommercial broadcasters have shrunk from talk of ratings or competing with their commercial counterparts for mass audiences. All that may be changing.

John Montgomery, vice president for programing at the Public Broadcasting Service, told BROADCASTING last week: "I don't think it makes any difference what the commercial networks say. We are going after the largest audience we can get. We will counterprogram, and we will program in ways that will allow us the greatest access to our viewers."

During a meeting of the PBS programing committee two weeks ago in San Francisco there was talk of funding a new and apparently costly series of pilots for the national noncommercial schedule. Subsequently, PBS announced that with the launching of public broadcasting's new station program cooperative (BROADCASTING, June 24) and the brightening prospects of long-range federal funding, PBS will now be able to concentrate on long-term program development.

There is money to make it happen. The Corporation for Public Broadcasting has earmarked \$1 million for the developmental project, and PBS has requested an additional \$1.5 million that is presently allocated to "new program production." Any final pilot-funding decisions would come from the corporation—but with substantial PBS input.

With the introduction of the station co-op, Mr. Montgomery noted, there is more national programing in the can. "We've never had a schedule that is as chockful as it is now," he said. "Essentially, we're booked solid through next June." It is also apparent that PBS has something to prove to its member stations. "One of the charges that was leveled against the SPC," Mr. Montgomery noted, "was that it doesn't allow for creative, innovative programing to get onto the system." With limited money to spend on their schedules, the reasoning went, station managers would be forced to go with the tried-and-true series.

"We're going to try to prove that wrong," Mr. Montgomery said. New programs will offer "continuity," rather than quantity, as their most attractive feature. "They will enable us to draw on viewer habits," Mr. Montgomery noted.

"We have a complex set of problems in attempting to schedule on a national basis," he added. Implicit among them has been a lack of money, technical problems "in that so many of our stations are UHF," and the fact that much of the present PBS schedule "is specialized



Montgomery

enough that by its very nature it can only attract a particular segment of the audience." Coverage also appears to be a problem. According to PBS statistics, the most widely distributed of the 25 programs in the SPC—*At the Top*—can be viewed by only 73% of the total U.S. TV households, although it will reach 96.7% of the total PBS potential audience.

Mr. Montgomery emphasized that PBS's ambitions do not necessarily include programs duplicating those on the commercial networks. One immediate direction, for instance, will be the coordination of local program projects—for possible national exposure—commemorating the nation's bicentennial celebration.

"We're not necessarily shooting for ratings of 10," Mr. Montgomery said, "but if we can get the one's and two's, we're making progress."

TV's metamorphosis: from a golden age to blue, black and blue

'ABC News Close-Up' reports violence continues unabated, less barriers ahead for sex

A frank look at the commercial TV networks' programing philosophy, an admission that violence on television has not abated, and a forecast that the tone of shows will get bluer are offered in an upcoming ABC-TV documentary.

The appraisals are part of an ABC News *Close-Up* documentary entitled "Prime Time TV: The Decision Makers," which will be telecast next Monday (Sept. 2, 8-9 p.m. NYT).

The documentary is general on the three-network competition in prime-time and pulls no punches. Commercial television, reports ABC news correspondent Roger Grimsby (reading from a script written by the show's producer-director Marlene Sanders), "is dedicated to giving the greatest number of people entertainment at the lowest cost. It must satisfy its stockholders and not take unnecessary risks. It seeks the highest return in profits from advertising, a factor which determines what gets on the air and what stays on."

A substantial minority of viewers

"whose tastes are more highly developed, or at least different," are "almost invited to turn to public television, to the still infant cable and pay-TV systems, or to other media: books, live theater or music."

In addition, the documentary finds that "there are as many programs employing violence this season as there have been in the past." Also, Mr. Grimsby says, "we find there is too little experimentation. We find too much concern for playing it safe." The show quotes Robert Buchanan, senior vice president of J. Walter Thompson Co., as saying that advertisers may look askance at controversy because "almost all clients are trying to sell a product, and a salesman doesn't deliberately go out and insult his prospect . . . if he can avoid it." When Mr. Buchanan goes on to say that "there are advertisers, and I applaud them, who believe that television should not be just entertainment, or escape," he is asked, "Are they in the majority?"

"No, they are not in the majority" is his reply.

Earlier in the program, Mr. Grimsby wrings the admission out of Michael Dann, former head of programing at CBS-TV, that "there were many shows that I put on the air or was responsible for putting on the air that I never saw once in the three, four, five or 10 years that it was on the air, ever . . . I never programed for my own taste. I would have been fired and should have been, the way broadcasting is run, because our responsibility is to get most of the people to look at the program."

Mr. Dann, who is now consultant to IBM and Children's Television Workshop also forecasts that television will go "probably all the way" in showing "sex films, which will be quite direct and honest."

"Our mores and tastes keep changing," he continues, adding that the standards of the late-night talk shows, "where anything goes," will "seep on to earlier in the evening." However, Mr. Dann puts no date on when this revolution in the depiction of sex on television will take place.

During the course of the documentary, producer-director Sanders talks to some station executives about whether decision-makers in New York and Los Angeles were not imposing too-sophisticated program content on the rest of the country. "I think that the sensitivities of the East Coast and the West Coast are far ahead of the Midwest," says Mike Shapiro, station manager of WFAA-TV Dallas, an ABC affiliate, "and I think some of the things that might be acceptable in the larger metropolitan markets are still a little shocking to middle America." Mr. Shapiro adds: "What I object to—and this is something that creeps into shows from time to time—is the shock or sensationalist approach to get an audience, with one scene or one set of dialogue, while . . . the play could go on just as well without it."

Dr. Melvin Heller, a psychiatrist and ABC consultant, reinforces Mr. Shapiro's point by saying: "I think we recognize the network responsibility to avoid beam-

House committee votes out bill for car AM-FM

Measure differs from Senate's in specifying dual-capacity radios for motor vehicles only

The House Commerce Committee voted out a bill last Wednesday giving the FCC authority to require automobile manufacturers to install both AM and FM capacity in all motor vehicle radio receivers. Prior to Wednesday's mark-up session the bill covered all radios, imported and domestic, but the wording now specifies motor vehicle radios exclusively.

The committee vote on the measure (H.R. 8266), co-sponsored by Representatives Clarence Brown (R-Ohio) and Lionel Van Deerlin (D-Calif.), was 22-9.

Wednesday's meeting was the committee's second attempt to deal with the measure.

After the first meeting, last Tuesday, it appeared the measure was going to be derailed until after the Labor Day recess.

"Things were not going too well," one committee staffer said of the Tuesday mark-up. "It was difficult to discover anybody speaking for the bill."

But Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), absent at Tuesday's session, put the bill back on the track, the spokesman said. The bill was voted out of Representative Macdonald's subcommittee three weeks ago.

Opposition to the measure, led by Representative John Dingell (D-Mich.), focused on two arguments: first, that consumers should be free to choose for themselves whether they want both bands on their radios, and secondly that the prices charged by the automobile industry for car radios equipped with both bands will work an economic hardship on many consumers.

The committee based its decision to confine the bill to the automobile industry on statistics indicating that the majority of home radio sets sold already have dual capacity, while a smaller percentage of car radios have both bands.

In response to charges that automobile manufacturers charge unjustifiably inflated prices for AM-FM receivers, Representative Macdonald asked the Justice Department to study the pricing of automobile radios for possible antitrust implications. The Justice Department replied in a letter that this is the first time the matter has been brought to the department's attention and that it will look into it. Committee staffers say no Justice Department finding is expected for several weeks.

The Senate has already passed an AM-FM bill (S. 585), and if the House passes the version just voted in committee, the differences between the two bills will

necessitate a House-Senate conference. Unlike the House bill, the Senate version does not limit its scope to motor vehicle radios. Further, the Senate bill exempts radios which cost less than \$15, while the House bill does not establish a monetary limit. Senator Frank Moss (D-Utah), the Senate bill's sponsor, has indicated, however, that the Senate is not wedded to the \$15 restriction.

Sources say the leadership on both sides of the Capitol has given indications it will move "expeditiously" to complete the legislation before the 93d Congress adjourns.

Technical Briefs

New antennas. Phelps Dodge Communications Co. is introducing two 1 kw-per-bay, circularly and horizontally polarized, FM broadcast antennas. Antennas are designed to bridge gap between educational series rated at 200 w-per-bay and standard antenna series rated at 5 kw-per-bay. Radiating elements are fabricated of one-inch O.D. by .065-inch wall stainless steel tubing. All elements are fed with 50 ohm corrugated copper transmission line which in turn is fed from 50 EIA flanged power divider and matching transformer. *Dodge Communications, Route 79, Marlboro, N.J. 07746.*

New. Acrodyne Industries Inc. announces MTV chassis designed to expand capability of its TT-200 series of TV transmitters. The five-and-one-half-inch rack mount panel incorporates Dynair VS-206A video switcher and Shure M67 professional microphone mixer to give finger-tip selection of six video signal sources and four audio signal sources. *21 Commerce Drive, Montgomeryville Industrial Park, Montgomeryville, Pa. 18936.*

L.A. labor troubles. Management personnel were manning cameras and assuming operational duties at CBS facilities in Los Angeles last week as some engineers and technicians stayed off job in sympathy with striking building air conditioning and electrical workers, members of the Broadcasting and TV Engineers local 45 of International Brotherhood of Electrical Workers. Picket lines were up in front of CBS Television City as well as CBS-owned KNX-AM-FM and KNXT (TV). Broadcast engineers and technicians are members of same IBEW local, but have separate contract.

AMST claims flaw in Rubin's CPB study

Support of WETA-TV drop-in called contrary to pro-UHF goals

The Association of Maximum Service Telecasters said it detects a contradictory note in a study prepared by Corporation for Public Broadcasting engineer Phil Rubin (BROADCASTING, July 22) which cited disparities between UHF and VHF television and suggested remedies.

In a letter to Mr. Rubin, AMST Ex-

ing material which is offensive to parents, even though we as individuals might not agree with them as individuals. We have to respect their need to shield themselves and their children, if they see it. Their ultimate right is to go to . . . switch to another channel or shut the set off or read, but apparently they don't exercise that right. . . ."

The networks' rigid control of program content still doesn't satisfy critics like the Rev. Constantine Volaitis of Morality in Media, who is quoted in the documentary as saying that television too often shows marriage as "something that's done by squares and by people who should know better." Television also treats "illicit love relationships as something that's done by everyone," continues Rev. Volaitis, and then he adds, "I think again here that the television medium is treading on ground where it has no business at all to be."

The program makes clear that Father Volaitis is not alone in his criticism. When William B. Ray, the chief of the FCC's complaints and compliance division, was asked by Ms. Sanders what most of the gripes he gets are about he said, "Well, the largest category during the last fiscal year fell into what we call complaints against obscenity, indecency and profanity. But that includes a great many things that are not legally obscene or indecent. . . ."

Program Briefs

Yankee, si. Bob Banner Associates, Los Angeles, has received approval of Prime Minister Fidel Castro to shoot segments in Cuba of TV special on Ernest Hemingway. In fact, according to Richard Foster, producer of special who spoke personally with Mr. Castro, prime minister showed interest in appearing on program to discuss his country's attitude toward American author. Ninety minute special, *The House of Hemingway*, which is being offered to all three TV networks, will be shot in Ketchum and Sun Valley, Idaho, Mr. Hemingway's native state; as well as Cuba, Spain, Africa and Key West, Fla. Cuban segment will cover Hemingway's home there, now museum, as well as fishing village that is scene of his famous "The Old Man and the Sea" novel.

Both leagues. R. C. Wold Co., Los Angeles-based sports radio network firm, announces that it has been granted worldwide radio broadcast rights to the 1974 American League baseball championship series. RWC also has owned for four years similar rights to the National League championship series. Both begin Oct. 5, and RCW plans to produce and distribute coverage of each series separately to dual independent networks.

For all ages. National Telefilm Associates, Los Angeles, announces availability of new, first-run TV series of *Billie Jean King's Tennis for Everyone*, five half-hour, or 13 10-minute segments. Built around teaching of tennis basics by Ms. King, series was developed by Jack Douglas and Telescene Inc., Salt Lake City.

We're getting 60 million barrels of oil this year from wells that once were running low.

Using modern recovery techniques, Texaco can now produce enough crude oil from old wells to make enough gasoline to keep a million cars running in 1974.

Years ago when a well began to run low, you had to give up on it.

But starting around 1950, Texaco began using special recovery techniques to force oil out of the rock formations that lie deep in the earth. And in recent years, these "secondary recovery" methods have become more and more important in increasing Texaco's reserves and production in the United States.

Using techniques like water flooding, we pump water into the ground to bring up oil that would otherwise remain buried and useless.

Gas injection, another recovery technique, maintains pressure in the well and helps to increase oil recovery.

Still another recovery method is steam injection. Steam heats up the oil, thins it out, makes it flow easier. In this way, we get oil that couldn't be gotten before.

These techniques now account for over 20% of all the oil we'll produce this year right here in this country.

That's 60 million barrels of crude oil — over a billion gallons of gasoline in 1974.

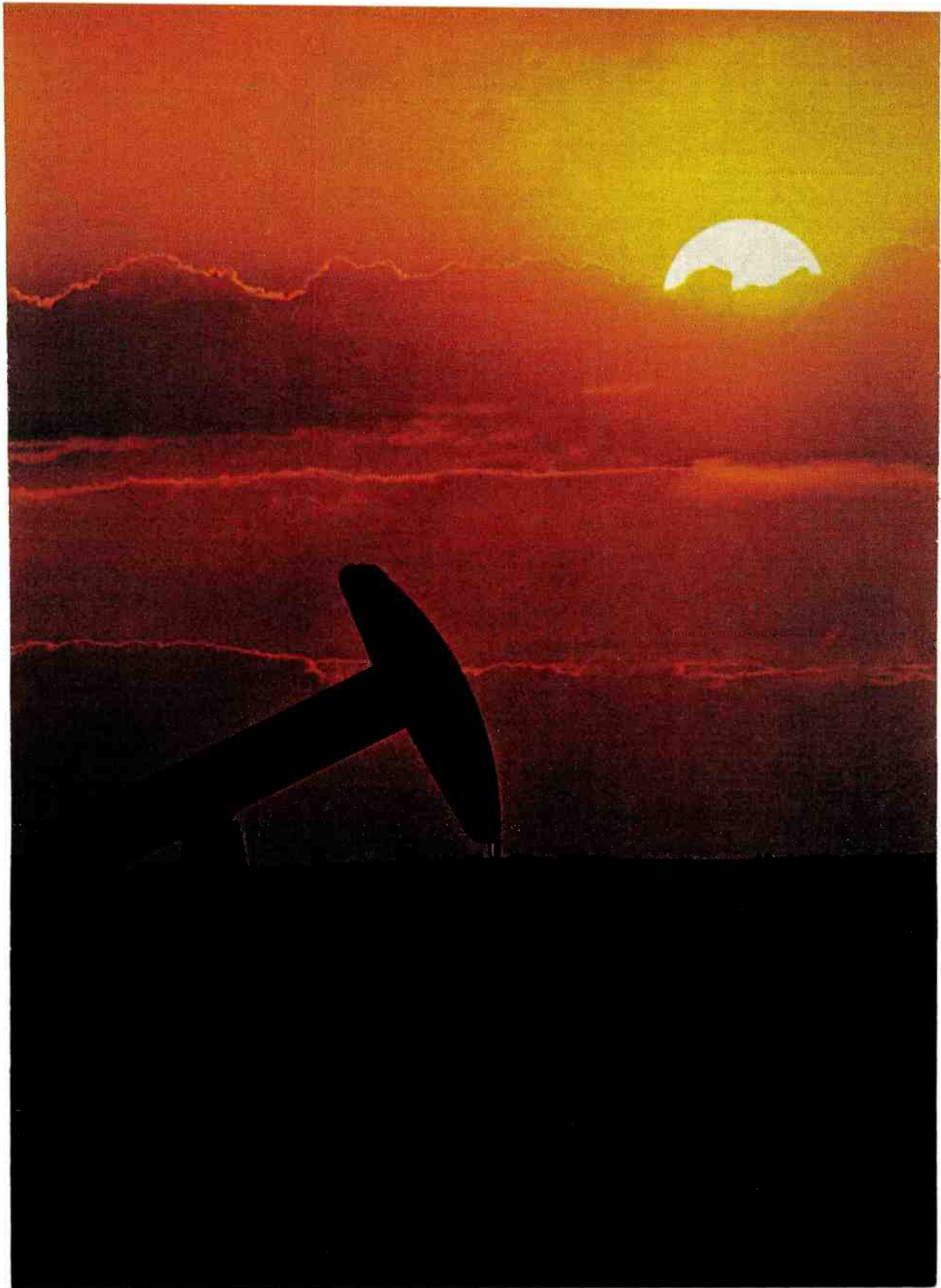
That's enough gasoline to keep over a million American drivers happy for a year.

America needs energy. We're working to see that you get it.



We're working to keep your trust.





ecutive Director Lester Lindow praised the CPB study as recognizing the need for interindustry cooperation to improve the quality of UHF broadcasting. However, Mr. Lindow asserted it was strange that CPB has supported a request by non-commercial WETA-TV Washington to change its allocation from UHF ch. 26 to VHF ch. 12 on an experimental basis. Such drop-in requests, Mr. Lindow claimed, are "a threat to the development and expansion of UHF television" that Mr. Rubin is promoting. Saying he was "astonished" that CPB has not opposed the WETA-TV move, Mr. Lindow maintained that "the case for UHF everywhere is harmed by the argument that UHF is not good enough for public television in the nation's capital."

Mr. Rubin, in paraphrasing the conclusions of his study, stated that "while there are propagation and other inherent and irreversible technical differences between UHF and VHF, these differences are not the major contributing cause of the present disparity between UHF stations and their VHF counterparts." The problems, he said, are that most U's are operating without adequate power or tall enough towers and that UHF signals are being received on inadequate home antennas connected with tuners "which represent the ultimate compromise between cost-cutting and meeting the letter of FCC regulations." Only if these deficiencies can be remedied, Mr. Rubin maintained, can the disparity be corrected.

Music

Breaking In

Straight Shootin' Woman—Steppenwolf (Mums) ■ The Rolling Stones won't be the only show in town with hard rock now that the 60's group, Steppenwolf, has returned. The 70's saw this once very popular group fall apart for awhile with the kind of intraband clashes that eventually toppled the Beatles. But Steppenwolf has bounced back with a new label, Mums, a new single and, soon, a new album of hard rockers called *Stalk the World*.

John Kay, who led Steppenwolf in the group's 60's heyday, is back as powerful lead vocalist, encouraged on this single by even heavier and more raucous instrumentals than the group was previously known for.

Straight Shootin' Woman received instant reception on top-40 stations. After only one week, the single was being played on some 20 outlets including: WYSL(AM) Buffalo, N.Y.; KRLY(AM) Houston; KEEL(AM) Shreveport, La.; KUDL(AM) Kansas City, Mo.; WCOL(AM) Columbus, Ohio; KJOY(AM) Stockton, Calif.; and KRKO(AM) Everett, Wash.

Jazzman—Carole King (Ode) ■ This is the first single from Carole King in quite a while—and nearly a year since her acclaimed concert in New York's Central Park that was likely the high point of a

career that reaches back into the early 60's.

But she is back again with new material. *Jazzman* fronts her new album, *Wrap Around Joy*, due out early next month. This new record is no great departure from her previous material; it contains throwbacks to her days as pop songwriter before the arrival of the Beatles. But, with the production, as always, by Lou Adler, she still sounds fresh. *Jazzman* is the softest of uptempo pop rock, sweetened with saxophone breaks.

Ms. King still carries a lot of weight in top 40 radio, as evidenced by the number of stations that immediately went on her new record in its first week of release. Among them: WAYS(AM) Charlotte, N.C., KIMM(AM) Denver, WBBQ(AM) Augusta, Ga., and WJDX(AM) Jackson, Miss.

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

- CAREFREE HIGHWAY, Gordon Lightfoot, (Reprise).
- DON'T KNOCK MY LOVE, Diana Ross & Marvin Gaye (Motown).
- HELLO SUMMERTIME, Bobby Goldsboro (United Artists).
- JAZZMAN, Carole King (Ode).
- (OLD HOME, FILLER-UP) KEEP ON A TRUCKIN' CAFE, C. W. McCall (MGM).
- KINGS OF THE PARTY, Brownsville Station (Big Tree).
- LITTLE BIT OF UNDERSTANDING, B. W. Stephenson (RCA).
- THE NEED TO BE, Jim Weatherly (Bud-dah).
- ONE DAY AT A TIME, Marilyn Sellars (Mega).
- SICK CITY, Elton John (MCA).
- SKIN TIGHT, Ohio Players (Mercury).
- STRAIGHT SHOOTIN' WOMAN, Steppenwolf (Mums).
- TELL HER LOVE HAS FELT THE NEED, Eddie Kendricks (Tamla).

Tracking the 'Playlist.' New records pepper the bottom third of this week's chart. Coming on at 50, after several weeks of kicking around in the lower regions of the "Playlist" is Cher's *I Saw a Man and He Danced with His Wife*. Other new and 'bolted singles are Jerry Jeff Walker's *Sangria Wine* (60), the Tymes's *You Little Trustmaker* (61), country artist Mac Davis's *Stop and Smell the Roses* (62), Sami Jo's *It Could Have Been Me* (64) and Sam Neely's *You Can Have Her* (65). Among the other new records: Ronnie Dyson's *Just Don't Want To Be Lonely* (67), Donna Fargo's *You Can't Be a Beacon If Your Light Don't Shine* (69), Blue Swede's *Never My Love* (71) and Linda Lewis's *Rock a Doodle Doo* (74). Also bolted this week are Eric Clapton's *I Shot the Sheriff*, as it breaks top 10 at eight, Dionne Warwick and the Spinners' collaboration on *Then Came You* (14) and Helen Reddy's *You and Me Against the World* (27).

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The Broadcasting Playlist™ Aug 26

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of Arbitron Radio audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (▲) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	The Night Chicago Died (3:30) Paper Lace—Mercury	1	1	1	1
4	2	2	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	2	2	2	2
7	3	3	(You're) Having My Baby (2:32) Paul Anka—United Artists	3	3	4	3
2	4	4	Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	5	4	3	5
3	5	5	Annie's Song (2:58) John Denver—RCA	4	5	5	6
8	6	6	Tell Me Something Good (3:30) Rufus—ABC/Dunhill	7	6	6	4
5	7	7	Rock Your Baby (3:14) George McCrae—T.K. Records	6	8	7	9
18	▲	8	I Shot the Sheriff (3:19) Eric Clapton—Atlantic	9	7	8	7
6	9	9	Rock the Boat (3:05) Hues Corp.—RCA	8	10	11	13
9	10	10	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	10	11	10	10
13	11	11	Please Come to Boston (3:57) Dave Loggins—Epic	11	9	14	8
11	12	12	Sideshow (3:25) Blue Magic—Alco	12	12	13	16
16	13	13	Rock Me Gently (3:28) Andy Kim—Capitol	17	17	9	11
24	▲	14	Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	16	15	12	12
10	15	15	The Air that I Breathe (3:33) Hollies—Epic	14	13	15	15
14	16	16	Can't Get Enough of Your Love (3:15) Barry White—20th Century	15	14	16	14
12	17	17	I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	13	16	17	17
15	18	18	Waterloo (2:46) ABBA—Atlantic	18	18	18	18
26	19	19	Nothing from Nothing (2:40) Billy Preston—A&M	19	20	20	21
22	20	20	Hang On In There Baby (3:23) Johnnie Bristol—MGM	21	21	21	20
23	21	21	Wildwood Weed (2:40) Jim Stafford—MGM	20	19	23	22
17	22	22	Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill	22	22	24	24
20	23	23	Wild Thing (2:56) Fancy—Big Tree	23	23	22	23
19	24	24	Radar Love (2:53) Golden Earrings—MCA	24	25	19	19
33	25	25	Another Saturday Night (2:28) Cat Stevens—A&M	27	26	26	25
30	26	26	Who Do You Think You Are (2:59) Bo Donaldson & the Heywoods—ABC/Dunhill	27	27	25	26
38	▲	27	You & Me Against the World (3:08) Helen Reddy—Capitol	25	24	27	31
21	28	28	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	26	29	28	32
36	29	29	I Honestly Love You (3:35) Olivia Newton-John—MCA	29	28	29	30
28	30	30	Keep on Smiling (3:25) Wet Willie—Capricorn	30	31	31	28
27	31	31	It's Only Rock 'n Roll (4:46) Rolling Stones—Rolling Stones	31	33	32	27
25	32	32	Call on Me (4:00) Chicago—Columbia	33	30	33	29
34	33	33	Beach Baby (3:02) First Class—U. K. Records	32	32	34	34
43	34	34	Let's Put It All Together (2:55) Stylistics—Avco	34	35	30	33
41	35	35	Clap for the Wolfman (3:29) Guess Who—RCA	35	34	35	36
37	36	36	Sweet Home Alabama (3:20) Lynyrd Skynyrd—MCA	39	37	36	37
29	37	37	Sure as I'm Sitting Here (2:55) Three Dog Night—ABC/Dunhill	36	38	37	40
40	38	38	Rub It In (2:12) Billy "Crash" Craddock—ABC/Dunhill	37	39	38	48
44	39	39	Steppin' Out (Gonna Boogie Tonight) (2:51) Tony Orlando & Dawn—Bell	38	40	41	43
31	40	40	On and On (3:20) Gladys Knight & the Pips—Buddah	48	43	39	35
42	41	41	Earache My Eye (5:17) Cheech & Chong—A&M	40	44	39	39
46	42	42	Free Man in Paris (2:56) Joni Mitchell—Atlantic	41	42	42	41

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
47	43	43	Sugar Baby Love (3:33) Rubettes—Polydor	42	46	43	42
32	44	44	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	50	36	48	38
68	▲	45	Kung Fu (3:47) Curtis Mayfield—Curton	49	40	46	44
48	46	46	Shinin' On (3:23) Grand Funk—Capitol	43	47	44	45
45	47	47	You Haven't Done Nothin' (3:20) Stevie Wonder—Tamla	47	45	45	47
55	48	48	One Hell of a Woman (2:52) Mac Davis—Columbia	46	53	51	51
64	▲	49	Can't Get Enough (3:20) Bad Company—Atlantic	53	50	50	49
—	▲	50	I Saw a Man and He Danced with His Wife (3:13) Cher—MCA	51	52	51	53
51	51	51	Eyes of Silver (2:47) Doobie Brothers—Warner Brothers	56	48	53	50
35	52	52	Sundown (3:37) Gordon Lightfoot—Reprise	44	84	47	77
39	53	53	Band on the Run (5:09) Paul McCartney & Wings—Apple	70	49	59	46
49	54	54	You Won't See Me (3:07) Anne Murray—Capitol	45	88	49	90
57	55	55	I Love My Friend (2:24) Charlie Rich—Epic	54	51	56	59
72	▲	56	Tin Man (3:25) America—Warner Brothers	52	54	58	56
74	▲	57	Captain Howdy (3:16) Simon Stokes—Casablanca	59	57	54	54
50	58	58	Machine Gun (2:45) Commodores—Motown	64	64	55	52
70	▲	59	Time for Livin' (3:15) Sly and the Family Stone—Epic	58	55	57	62
—	▲	60	Sangria Wine (3:25) Jerry Jeff Walker—MCA	57	62	62	61
—	▲	61	You Little Trustmaker (2:49) Tymes—RCA	63	63	60	57
—	▲	62	Stop & Smell the Roses (2:55) Mac Davis—Columbia	61	58	67	72
63	63	63	Rings (3:24) Lobo—Big Tree	71	56	63	67
—	▲	64	It Could Have Been Me (3:17) Sami Jo—MGM South	67	60	69	69
—	▲	65	You Can Have Her (3:00) Sam Neely—A&M	60	65	73	75
67	66	66	Moonlight Special (3:47) Ray Stevens—Barnaby	76	61	64	60
—	67	67	Just Don't Want to Be Lonely (2:55) Ronnie Dyson—Columbia	65	70	65	64
73	67	67	Hollywood Swinging (4:35) Kool and the Gang—Delite	65	70	65	64
—	69	69	You Can't Be a Beacon If Your Light Don't Shine (3:18) Donna Fargo—Dot	82	68	70	70
—	70	70	Get Out of Denver (2:38) Bob Seger—Reprise	73	59	75	63
—	71	71	Never My Love (2:27) Blue Swede—EMI	68	73	70	70
66	72	72	Come Monday (3:07) Jimmy Buffett—ABC/Dunhill	55	67	84	89
75	73	73	River's Risin' (2:52) Edgar Winter Group—Epic	78	69	68	58
—	74	74	Rock a Doodle Doo (3:13) Linda Lewis—Reprise	69	74	72	68
—	75	75	Falling in Love (3:30) Souther, Hillman, Furay Band—Asylum	87	78	61	55

Alphabetical list (with this week's over-all rank): The Air that I Breathe (15), Annie's Song (5), Another Saturday Night (25), Band on the Run (53), Beach Baby (33), Billy Don't Be a Hero (44), Call on Me (32), Can't Get Enough (49), Can't Get Enough of Your Love (16), Captain Howdy (57), Clap for the Wolfman (35), Come Monday (72), Don't Let the Sun Go Down on Me (4), Earache My Eye (41), Eyes of Silver (51), Falling in Love (75), Feel Like Makin' Love (2), Free Man in Paris (42), Get Out of Denver (70), Hang On In There Baby (20), (You're) Having My Baby (3), Hollywood Swinging (67), I Honestly Love You (29), I Love My Friend (55), I Saw a Man and He Danced with His Wife (50), I Shot the Sheriff (8), It Could Have Been Me (64), I'm Leaving It (All) Up to You (17), It's Only Rock 'n Roll (31), Just Don't Want to Be Lonely (67), Keep on Smiling (30), Kung Fu (45), Let's Put It All Together (34), Machine Gun (58), Moonlight Special (66), Never My Love (71), The Night Chicago Died (1), Nothing from Nothing (19), On and On (40), One Hell of a Woman (48), Please Come to Boston (11), Radar Love (24), Rikki Don't Lose that Number (22), Rings (63), River's Risin' (73), Rock a Doodle Doo (74), Rock Me Gently (13), Rock the Boat (9), Rock Your Baby (7), Rock & Roll Heaven (28), Rub It In (38), Sangria Wine (60), Shinin' On (46), Sideshow (12), Steppin' Out (Gonna Boogie Tonight) (39), Stop & Smell the Roses (62), Sugar Baby Love (43), Sundown (52), Sure as I'm Sitting Here (37), Sweet Home Alabama (36), Taking Care of Business (10), Tell Me Something Good (6), Then Came You (14), Time for Livin' (69), Tin Man (56), Waterloo (18), Who Do You Think You Are (26), Wild Thing (23), Wildwood Weed (21), You Can Have Her (65), You Can't Be a Beacon If Your Light Don't Shine (69), You Haven't Done Nothin' (47), You Little Trustmaker (61), You Won't See Me (54), You & Me Against the World (27).

Milwaukee plans one-of-a-kind cable system

Advisory committee report, still subject to much review, envisions system broken into components, with basic service for free

The citizens advisory committee commissioned by the Milwaukee Common Council to re-draft the city's proposed cable ordinance has completed its work. As expected, the committee report foresees an urban cable system unlike any other.

The 54-page ordinance, which has been sent to the council's utilities and licenses committee, is regarded by city officials as highly "flexible." By that they mean that there is adequate room for revision. But based on present language, Milwaukee's eventual cable system would look like this:

The various areas associated with planning, construction, operating and managing the system would be broken down into several system "elements." Separate contracts would be awarded for the completion of each phase. While a single commercial interest could conceivably be given awards for more than one of those functions, the ordinance specifies that all programming functions—other than the basic delivery of over-air broadcast signals and perhaps a few local origination channels—would be doled out to separate concerns. Ownership of the system would be shared by all the firms providing input. (The city would have the right to buy the system outright, however.)

Milwaukee's 250,000 potential subscribers—all of whom would be required to be given access to the system within a few years—would have several options as to how much they would have to pay for the service. For example, local broadcast signals would hopefully be supplied free. For \$2, the subscriber would get the "basic services" now offered by conventional cable systems (broadcast sig-

nals, public access channels, etc.). The price range goes up to \$10 a month, for which the subscriber would receive, among other things, burglar and fire alarm services and access to a computer data bank.

Understandably, the city has gotten its share of negative feedback over the proposal's blue-sky implications (BROADCASTING, April 8). Nevertheless, 12 of the 13 firms that originally applied for the Milwaukee franchise have remained in the race, and have been invited to submit comments on the ordinance in time for committee hearings, which are expected to begin in mid-September.

A spokesman acknowledged that at present the city doesn't know exactly where it will begin in the franchising process. Among other things, it will have to come to terms with a separate proposal, which already has the council's endorsement, to establish a model cable system in the city's downtown sector. "Somewhere, the two are going to have to come together," the spokesman said. He added that the model-system scheme could eventually wind up becoming the "first phase" to the city system. The city is currently looking for ways to subsidize that plan with public or foundation money.

The city may also have to contend with the FCC. The proposed ordinance lists 20 specific areas where its own provisions are either in conflict with commission rules, or for which no FCC precedent currently exists.

Officials hope, however, whatever end-product emerges can be enacted and executed by the end of the year.

California cablemen rattle swords over pole-attachment increase

Pacific Gas & Electric Co., which provoked the rage of Western cable operators last January when it announced its intentions to double pole-attachment fees (BROADCASTING, Jan. 14), has been given an ultimatum by those interests: Withdraw the proposed increase or face a multimillion-dollar antitrust suit.

The suit was filed in court seven months ago, but was not served on the

PG&E. An attorney for the cable operators says the suit will be served and litigation will go forward if serious negotiations are not entered by Sept. 1.

If the cablemen prevailed, the suit would cost PG&E and co-defendants AT&T, Western Electric, Pacific Telephone, General Telephone, Southern California Edison and California's joint pole-ownership consortium a bundle. The litigation seeks \$1 million in compensation for every cable system in the class (there are over 100). Since the case is of an antitrust nature, assessed damages would be automatically trebled. In addition, the cable operators would seek a flat \$500,000 assessment in punitive damages plus an unspecified amount for recovery of allegedly unjust re-arrangement charges.

The California case has no immediate bearing on national pole-attachment negotiations taking place between the National Cable Television Association and AT&T and General Telephone (BROADCASTING, Aug. 19).

Cable satellite group marks its first year, moves ahead confidently

Booz, Allen study, still private, is said to bolster the hopes of those who see future network

The 49-member consortium of cable firms, which banded together last year to explore the feasibility of a cable network linked by domestic communications satellite, last week took stock of its first year and declared itself on firm ground.

The Cable Satellite Access Entity (CSAE), during its first annual meeting, in Chicago, resolved to continue and to branch out into other study areas left untouched in the first year. The key item on the group's agenda was the comprehensive analysis on cable-satellite hardware and software availability prepared by Booz, Allen & Hamilton ("Closed Circuit," Aug. 5).

The report itself was not publicly available and, in deference to the wishes of several consortium members to keep the report an internal matter for the time being, may not be for a while. Members of the group have acknowledged privately that Booz, Allen & Hamilton has done an impressive job of plotting the costs and activities entailed in establishing the network. Several, however, have expressed reservations over the cable industry's near-term ability to program the system competitively.

Rex Bradley (Telecable Corp.), chairman of CSAE, expressed little doubt, however, that the necessary software is available—if not affordable. "All the information we have," he said, "indicates that there is a considerable potential market for all kinds of programs which commercial television cannot provide because of its particular make-up and limitations." He cited several possibilities, including "uncut movies, sports which are not now televised, the performing arts, children's programs, educational material, special

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interest programs, and special events."

Mr. Bradley acknowledged that combining the technological and programing resources will be "quite an undertaking" but "it can be done and our group wants to take part in its development."

At last week's meeting, four new standing committees were established to explore areas not embraced by the Booz, Allen & Hamilton study. Chairman for the units—under the working titles of economics, programing, engineering and regulation—will be named later. In other actions, Mr. Bradley was re-elected chairman of CSAE, as were the other incumbent officers—Carter Page (Tele-Communications Inc.), vice chairman; Robert Schwartz (Comax Telcom), secretary, and Douglas Dittrick (Viacom), treasurer.

Cable Briefs

Transactions. Sierra Video Inc., operator of 1,250-subscriber system serving Springfield, Three Rivers, Camp Nelson, California Hot Springs and Balance Rock, all California, has been sold by Russ Lane and Jesse Dismuke to Michael Kelly for undisclosed amount. Buyer is president of Cable Kor Communications, with systems in Atascadero and San Luis Obispo county, both California. Sellers leave cable business. Daniels & Associates was broker. In another transfer, Sammons Cablevision, Texas subsidiary of MSO Sammons Communications, was sold for undisclosed cash amount to Valley Cable TV, Harlingen, Tex. Company, with 25,000 present and 35,000 potential subscribers, serves Alice, McAllen, Brownsville, Faifurrias, Mission, Pharr, San Diego, Rio Grande City, Alamo, Donna, Edinburg, Harlingen, LaFeria, Mercedes, Raymondville, San Benito, San Juan and Weslaco, all Texas. Oliver J. Hensler is president of buying firm. Donald A. Perry & Associates, Newport News, Va., was broker.

Financed. Heritage Communications Inc., Des Moines, Iowa, has obtained \$3-million line of credit from Union Commerce Bank, Cleveland, and National Bank & Trust Co., Des Moines. Gulf Coast Cablevision Ltd. obtained \$1.7-million senior secured loan, due 1984, from Becker Communications Associates, to finance purchase of systems in Pasca-goula and Moss Point, both Mississippi. Tele-Media Corp., State College, Pa., obtained \$4.725-million financing package from Firstmark Financial Corp., Indianapolis, and Fidelity Bank, Philadelphia, to finance purchase of systems in Colum-biana and East Palestine, both Ohio. Mt. Kisco Cablevision, Mt. Kisco, N.Y., secured \$650,000 loan from Heller-Oak Cable Finance Corp., Crystal Lake, Ill.

Wait. ABC has opposed Home Box Office Inc. petition for waiver to show "Butch Cassidy and the Sundance Kid," and petition by Motion Picture Association of America for wholesale suspension of all pay-cable regulations. ABC contends, each case must wait outcome of current pay-cable proceedings, where comments are due Sept. 16; reply com-

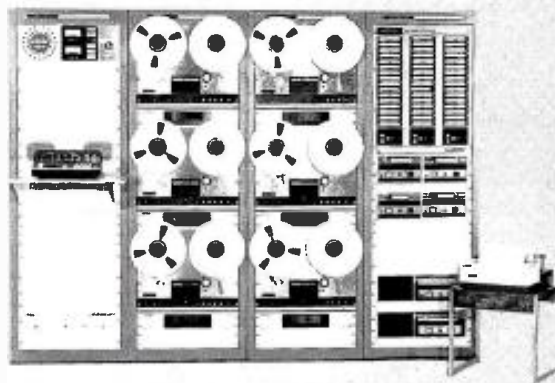
ments Sept. 30, with oral arguments commencing Oct. 23.

Frozen. FCC has stayed April decision that ordered hearing on charges that Richard Eaton's United Cable Television of New Hampshire and New England Telephone Co. acted in collusion to deny pole space to competing Continental Cablevision. (BROADCASTING, May 6). Latest action was voted to permit United to seek judicial review of hearing order.

Money squeeze brings cutback. Theta Cable of California, CATV firm serving 45,000 subscribers in greater Los Angeles area, has reduced its origination channel service by about 40%, due to operating

losses that stem, officials say, from lack of fee raises since basic \$5 monthly charge was established in 1967. Origination channel carries such programs as community news, psychologist on telephone and remote pickups of area sports, and had staff of about 30. Weekly service now has been cut from seven days to five days, from 12 hours to eight hours daily, and staff has been halved. Part of problem, Theta officials say, is long time required for consideration of positions for rate increases; applications for rate hikes from \$5 base to \$6.95 base have been pending for almost nine months in Los Angeles, Beverly Hills, El Segundo and Santa Monica.

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

Company	Period/Ended	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Adams-Russell	9 mo. 6/30	10,285,000	+ 2.2%	195,000	- 79.1%	.15	10,066,000	349,000	.28
American Television & Comm.	1 yr. 6/30	26,731,723	+ 30.3%	1,902,145	- 11.5%	.46	20,511,207	2,120,965	.26
Ampex Corp.	3 mo. 7/27	64,495,000	+ 4.0%	13,125,000*	+ 50.4%	1.21	62,000,000	872,000	.08
Comcast	6 mo. 6/30	3,574,817	+ 21.1%	140,016	+ 36.0%	.08	2,951,191	102,996	.06
Concert Network	26 wks 6/30	625,932	+ 24.3%	75,461	**	.03	503,393	22,995	.08
Rockwell International	9 mo. 6/30	3,115,878,000	+ 33.6%	108,786,000	+ 12.6%	3.07	2,332,464,000	96,509,000	2.70
RSC Industries	6 mo. 6/30	6,832,000	+ 21.6%	510,000	+ 33.5%	.15	5,618,000	382,000	.11
Sonderling	6 mo. 6/30	10,738,000	- 13.6%	466,000	**	.59	12,199,000	1,942,000	1.71
Telemation Inc.	6 mo. 6/30	8,663,278	- 1.3%	73,633	+ 42.0%	.07	8,555,078	51,879	.05
Times Mirror Co.	28 wks. 7/14	382,714,198	+ 9.2%	28,168,480	+ 7.8%	.83	350,392,685	26,139,982	.78
Walter Reade	6 mo. 6/30	13,033,000	+ 10.8%	+ 23%	23.0%	***	11,757,000	91,000	***

* Includes pre-tax income of \$13 million from IBM in settlement of antitrust and patent litigation.

** Change too great to be meaningful.

*** Preferred-stock dividends absorb all earnings.

Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Aug. 21	Closing Wed. Aug. 14	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N 19 1/2	21	- 1 1/2	- 7.14	28 3/8	19 1/2	7	16,582	323,349
CAPITAL CITIES	CCB	N 29	30 3/4	- 1 3/4	- 5.69	39 1/4	22 3/4	11	7,164	207,756
CBS	CBS	N 34 3/4	35 1/2	- 3/4	- 2.11	40	25	10	28,092	976,197
CONCERT NETWORK*	O	1/4	1/4		.00	7/8	1/4		2,200	550
COX	CDX	N 12 3/4	13 1/8	- 3/8	- 2.85	19 3/8	12 1/4	7	5,831	74,345
GROSS TELECASTING	GGG	A 8 1/4	8	+ 1/4	+ 3.12	13 5/8	8	6	800	6,600
LIN	LINB	O 2 7/8	2 3/4	+ 1/8	+ 4.54	6 3/4	2 5/8	3	2,297	6,603
MOONEY*	MOON	O 2 1/2	2 1/2		.00	3 5/8	2 1/4	7	385	962
PACIFIC & SOUTHERN	PSOU	O 4	4 5/8	- 5/8	- 13.51	6 1/4	3 1/8	1	1,750	7,000
RAHALL	RAHL	O 2 1/2	3	- 1/2	- 16.66	6	2 1/2	5	1,297	3,242
SCRIPPS-HOWARD	SCRP	O 14 1/4	14 1/2	- 1/4	- 1.72	17 1/2	14 1/4	6	2,589	36,893
STARR	SBG	M 5	4 1/2	+ 1/2	+ 11.11	9	4 1/2	4	1,069	5,345
STORER	SBK	N 13 5/8	14	- 3/8	- 2.67	17 3/8	11 1/4	6	4,751	64,732
TAFT	TFB	N 15 7/8	17	- 1 1/8	- 6.61	23 3/8	15	5	4,011	63,674
WOODS COMM.*	O	3/4	7/8	- 1/8	- 14.28	1	1/4	6	292	219
TOTAL									79,110	1,777,467
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A 1 5/8	1 5/8		.00	2 1/2	1 3/8	5	1,259	2,045
AVCO	AV	N 4 1/4	4 1/2	- 1/4	- 5.55	8 7/8	4	4	11,481	48,794
BARTELL MEDIA	BMC	A 1	1		.00	2 3/8	1	2	2,257	2,257
JOHN BLAIR	BJ	N 5 1/4	5 1/4		.00	7 1/2	4 7/8	4	2,403	12,615
CAMPTOWN INDUSTRIES*	O	1/4	1/4		.00	7/8	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N 2 1/8	2 1/4	- 1/8	- 5.55	4 1/4	2 1/8	8	4,162	8,844
COMBINED COMM.	CCA	A 8	9 1/8	- 1 1/8	- 12.32	13	7 7/8	5	3,280	26,240
COWLES	CWL	N 5	5 1/2	- 1/2	- 9.09	7 1/8	5	9	3,969	19,845
DUN & BRADSTREET	DNB	N 23	22 5/8	+ 3/8	+ 1.65	36	22 1/4	15	26,555	610,765
FAIRCHILD IND.	FEN	N 5 5/8	5 7/8	- 1/4	- 4.25	6 3/4	4 1/8	8	4,550	25,593
FUQUA	FOA	N 6 1/2	7 1/4	- 3/4	- 10.34	10 3/4	6 1/2	3	7,273	47,274
GENERAL TIRE	GY	N 13 1/2	13 1/4	+ 1/4	+ 1.88	18 1/4	12 7/8	4	21,515	290,452
GLOBETROTTER	GLBTA	O 2	2 1/4	- 1/4	- 11.11	4 3/4	2	3	2,731	5,462
GRAY COMMUN.*	O	6	6		.00	8 1/2	6	4	475	2,850
HARTE-HANKS	HHN	N 8 1/8	8 1/2	- 3/8	- 4.41	14 1/4	8 1/8	6	4,330	35,181
JEFFERSON-PILOT	JP	N 22 1/2	23 1/8	- 5/8	- 2.70	38 1/4	22 1/8	11	24,126	542,835
KAISER INDUSTRIES*	KI	A 6 1/8	6	+ 1/8	+ 2.08	8 1/2	5 1/8	4	27,487	168,357
KANSAS STATE NET.*	KSN	O 3 1/2	3 1/2		.00	3 7/8	3 1/4	6	1,741	6,093
KINGSTIP	KTP	A 3 3/4	3 5/8	+ 1/8	+ 3.44	6 3/4	3 5/8	6	1,154	4,327
LAMB COMMUN.***	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A 14 3/8	15 1/8	- 3/4	- 4.95	16 1/4	10 3/4	9	3,352	48,185
LIBERTY	LC	N 8 7/8	9 3/4	- 7/8	- 8.97	15 5/8	8 7/8	4	6,632	58,859
MCGRAW-HILL	MHP	N 7 3/8	7 1/2	- 1/8	- 1.66	9	6	6	23,426	172,766
MEDIA GENERAL	MEG	A 21 3/4	22 3/4	- 1	- 4.39	26 1/2	20	9	3,552	77,256
MEREDITH	MOP	N 9 3/4	10	- 1/4	- 2.50	11 3/8	8 1/4	4	2,908	28,353
METROMEDIA	MET	N 6 1/8	6 1/8		.00	10 5/8	6	6	6,447	39,487
MULTIMEDIA	MMED	O 10 3/4	11	- 1/4	- 2.27	14 1/4	10 1/2	7	4,388	47,171
NEW YORK TIMES CO.	NYKA	A 10	10 1/4	- 1/4	- 2.43	13 3/4	10	6	10,231	102,310
OUTLET CO.	OTU	N 8 1/8	8 1/4	- 1/8	- 1.51	9 3/4	7 5/8	4	1,379	11,204
POST CORP.	POST	O 6 1/2	6 1/2		.00	10 3/4	6	5	882	5,733
PSA	PSA	N 5 5/8	5 3/4	- 1/8	- 2.17	10	5 1/2	7	3,181	17,893
REEVES TELECOM	RBT	A 1 1/8	1 1/8		.00	1 3/4	1 1/8	13	2,376	2,673
RIDDER PUBLICATIONS	RPI	N 15 1/2	15 1/2		.00	16 5/8	11	10	8,305	128,727
ROLLINS	ROL	N 8	8 3/4	- 3/4	- 8.57	19 3/4	8	7	12,705	101,640

Stock symbol	Exch.	Closing Wed. Aug. 21	Closing Wed Aug. 14	Net change In week	% change In week	1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
RUST CRAFT	RUS	A	6 7/8	7 3/8	- 1/2	-	6.77	10 1/4	6	2,366	16,266	
SAN JUAN RACING	SJR	N	9	9 1/4	- 1/4	-	2.70	13 3/8	8 1/2	2,367	21,303	
SCHERING-PLOUGH	SGP	N	46 1/2	48	- 1 1/2	-	3.12	74 3/8	46 1/2	53,823	2,502,769	
SONDERLING	SD8	A	5 1/4	5 1/4	-	-	.00	10	5 1/8	3	788	4,137
TECHNICAL OPERATIONS	TD	A	3 5/8	3 3/4	- 1/8	-	3.33	6 3/4	3 5/8	3	1,344	4,872
TIMES MIRROR CO.	TMC	N	11 1/2	13 1/8	- 1 5/8	-	12.38	17 5/8	11 1/2	7	31,385	360,927
TURNER COMM.***	O		3 3/8	3 3/8	-	-	.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPD	A	18	20 3/4	- 2 3/4	-	13.25	24 3/8	14 3/4	6	4,749	85,482
WDMETCO	WDM	N	7 5/8	8	- 3/8	-	4.68	10 1/4	7 5/8	5	6,034	46,009
TOTAL									346,354	5,749,361		

Cablecasting

AMECO**	ACD	O	7/8	7/8	-	-	.00	1 7/8	1/4	1,200	1,050	
AMER. ELECT. LABS	AELBA	O	1 1/2	1 1/8	+ 3/8	+	33.33	2 1/8	3/4	4	1,673	2,509
AMERICAN TV & COMM.	AMTV	O	8	8	-	-	.00	19 1/4	7	19	3,181	25,448
ATHENA COMM.**	O		1/4	1/4	-	-	.00	3/4	1/4		2,374	593
BURNUP & SIMS	BSIM	O	4 3/4	6 5/8	- 1 7/8	-	28.30	24 1/8	4 3/4	5	7,907	37,558
CABLECOM-GENERAL	CCG	A	2 1/2	2 1/8	+ 3/8	+	17.64	4 1/2	1 3/4	14	2,560	6,400
CABLE FUNDING*	CFUN	O	4 3/4	4 3/4	-	-	.00	7 3/8	4 3/4	22	1,121	5,324
CABLE INFO.+	O		1/2	1/2	-	-	.00	3/4	1/2	1	663	331
CITIZENS FIN.**	CPN	A	1 3/4	1 7/8	- 1/8	-	6.66	4 1/4	1 3/4	8	2,697	4,719
COMCAST*	O		2 1/2	2 1/2	-	-	.00	2 1/2	1 1/2	10	1,705	4,262
COMMUNICATIONS PROP.	COMU	O	1 3/4	1 3/4	-	-	.00	3 3/8	1 3/8	19	4,761	8,331
COX CABLE	CXC	A	4 1/4	4 1/2	- 1/4	-	5.55	15 1/4	4 1/4	8	3,560	15,130
ENTRON*	ENT	O	5/8	3/4	- 1/8	-	16.66	7/8	1/2	4	1,358	848
GENERAL INSTRUMENT	GRL	N	8 3/4	9	- 1/4	-	2.77	17 1/8	8 1/2	5	7,060	61,775
GENERAL TV*	O		1 1/4	1 1/4	-	-	.00	1 1/2	3/4	63	1,000	1,250
SCIENTIFIC-ATLANTA	SFA	A	6	5 3/4	+ 1/4	+	4.34	9 1/2	5 7/8	6	917	5,502
TELE-COMMUNICATION**	TCOM	O	1 5/8	1 5/8	-	-	.00	5 3/4	1 1/2		5,181	8,419
TELEPROMPTER**	TP	N	2 3/4	3 1/8	- 3/8	-	12.00	8 1/4	2 3/4		16,013	44,035
TIME INC.	TL	N	30 3/4	35	- 4 1/4	-	12.14	40 1/4	30 3/4	6	9,986	307,069
TOCOM*	TOCM	O	3	3 1/8	- 1/8	-	4.00	4 7/8	2 1/2	7	634	1,902
UA-COLUMBIA CABLE	UACC	O	4 3/8	4 1/4	+ 1/8	+	2.94	6	3 3/4	10	1,795	7,853
UNITED CABLE TV CORP	UCTV	O	2 1/4	2 1/4	-	-	.00	4 5/8	2 1/4	45	1,879	4,227
VIACOM	VIA	N	3 5/8	4	- 3/8	-	9.37	7 1/2	3 5/8	5	3,850	13,956
VIKOA**	VIK	A	1 7/8	1 3/4	+ 1/8	+	7.14	4	1 3/4	8	2,534	4,751
TOTAL									85,609	573,242		

Programming

COLUMBIA PICTURES**	CPS	N	2 1/4	2 1/8	+ 1/8	+	5.88	4 3/4	2	6,748	15,183	
DISNEY	DIS	N	35	36 1/8	- 1 1/8	-	3.11	54 1/2	34 3/4	22	29,155	1,020,425
FILMWAYS	FWY	A	2 5/8	2 3/4	- 1/8	-	4.54	6	2 5/8	4	1,791	4,701
FOUR STAR	O		5/8	3/4	- 1/8	-	16.66	1 3/8	5/8	1	665,950	416,218
GULF + WESTERN	GW	N	20 5/8	19 3/4	+ 7/8	+	4.43	29 1/8	18 3/8	4	14,088	290,565
MCA	MCA	N	20 3/4	21 1/2	- 3/4	-	3.48	26 1/2	19 1/4	7	8,386	174,009
MGM	MGM	N	14 1/4	14	+ 1/4	+	1.78	16 3/8	9 1/4	14	5,918	84,331
TELE-TAPE****	O		1/2	1/2	-	-	.00	3/4	1/8		2,190	1,095
TELETRONICS INTL.*	O		2 1/4	2 1/2	- 1/4	-	10.00	4 1/8	2 1/4	5	943	2,121
TRANSAMERICA	TA	N	6 1/4	6 3/4	- 1/2	-	7.40	10 3/8	6 1/4	5	65,115	406,968
20TH CENTURY-FOX	TF	N	6 3/8	6 5/8	- 1/4	-	3.77	9 1/8	4 3/4	9	8,280	52,785
WALTER READE**	WALT	O	1/4	1/8	+ 1/8	+	100.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	9 1/8	8 1/2	+ 5/8	+	7.35	18 1/2	8 3/8	4	16,317	148,892
WRATHER	WCO	A	4 7/8	5	- 1/8	-	2.50	8 1/8	4 1/8	54	2,229	10,866
TOTAL									831,577	2,629,275		

Service

8800 INC.	O		11 1/2	12 1/8	- 5/8	-	5.15	14 1/4	10	5	2,513	28,899
COMSAT	CO	N	25 1/2	25 7/8	- 3/8	-	1.44	40 3/8	25 1/2	6	10,000	255,000
CREATIVE MANAGEMENT	CMA	A	3	3 1/8	- 1/8	-	4.00	6 5/8	3	4	1,016	3,048
DOYLE DANE BERNBACH	DOYL	O	7	7 1/2	- 1/2	-	6.66	11 1/2	7	4	1,796	12,572
ELKINS INSTITUTE****	ELKN	O	3/8	3/8	-	-	.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCB	N	7 1/2	8 1/4	- 3/4	-	9.09	11 1/4	7 1/2	5	2,065	15,487
GREY ADVERTISING	GREY	O	6 5/8	6 1/2	+ 1/8	+	1.92	8 3/8	6 1/2	3	1,255	8,314
INTERPUBLIC GROUP	IPG	N	9 1/4	9 1/2	- 1/4	-	2.63	13	9 1/4	4	2,319	21,450
MARVIN JOSEPHSON*	MRVN	O	4 1/2	4 1/2	-	-	.00	8 1/2	4 1/2	3	802	3,609
MCI COMMUNICATIONS+	MCIC	O	1 7/8	2 1/8	- 1/4	-	11.76	6 1/2	1 5/8		12,912	24,210
MOVIELAB	MOV	A	7/8	7/8	-	-	.00	1 5/8	5/8	5	1,407	1,231
MPO VIDEOTRONICS**	MPD	A	1 3/8	1 3/8	-	-	.00	2 5/8	1 1/8		539	741
NEEHAM, HARPER	NOHMA	O	4	4 1/4	- 1/4	-	5.88	7 1/2	4	2	918	3,672
A. C. NIELSEN	NIEL8	O	9 7/8	13	- 3 1/8	-	24.03	28	9 7/8	9	10,598	104,655
OGILVY & MATHER	OGIL	O	12 3/4	13	- 1/4	-	1.92	17 1/4	12 3/4	5	1,807	23,039
PKL CO.***	PKL	O	1	1	-	-	.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	7 1/2	7	+ 1/2	+	7.14	12	6 7/8	17	2,624	19,680
UNIVERSAL COMM.***	O		5/8	5/8	-	-	.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	5 7/8	5 7/8	-	-	.00	9 5/8	5 7/8	3	1,632	9,588
TOTAL									57,633	537,170		

Electronics

AMPEX	APX	N	3 7/8	3 1/8	+ 3/4	+	24.00	4 7/8	2 7/8	10	10,878	42,152
CCA ELECTRONICS*	CCAE	O	1 1/8	1 1/8	-	-	.00	1 1/8	5/8	2	881	991
COMU, INC.	COMU	A	2 1/4	2 1/8	+ 1/8	+	5.88	3 7/8	2 1/8	6	1,542	3,469
COMPUTER EQUIPMENT	CEC	A	1 1/2	1 3/8	+ 1/8	+	9.09	2 1/8	1 1/4	9	2,333	3,499

Stock symbol	Exch.	Closing Wed. Aug. 21	Closing Wed. Aug. 14	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
CONRAC	CAX	N 13 1/4	14 1/2	- 1 1/4	- 8.62	21	13	6	1,261	16,708
GENERAL ELECTRIC	GE	N 38 5/8	43 1/4	- 4 5/8	- 10.69	65	7 1/2	12	182,114	7,034,153
HARRIS CORP.	HRS	N 15 5/8	17 1/8	- 1 1/2	- 8.75	33 1/2	15 5/8	5	6,229	97,328
INTERNATIONAL VIDED	IVCP	O 2 7/8	3 1/8	- 1/4	- 8.00	7 1/2	2 7/8	10	2,728	7,843
MAGNAVDX	MAG	N 4	4		.00	9 7/8	4	22	17,799	71,196
3M	MMM	N 60 1/4	63	- 2 3/4	- 4.36	80 1/2	60 1/4	22	113,401	6,832,410
MDTDRDLA	MDT	N 46 7/8	43 7/8	+ 3	+ 6.83	61 7/8	40 1/2	15	27,968	1,311,000
DAK INDUSTRIES	DEN	N 9 7/8	11 3/8	- 1 1/2	- 13.18	12 7/8	9 1/2	4	1,639	16,185
RCA	RCA	N 13	13 1/2	- 1/2	- 3.70	21 1/2	12 1/2	6	74,457	967,941
ROCKWELL INTL.	ROK	N 22 3/8	25 7/8	- 3 1/2	- 13.52	28 3/8	22 3/8	5	30,315	678,298
RSC INDUSTRIES	RSC	A 1	1 1/8	- 1/8	- 11.11	2 1/8	1	6	3,458	3,458
SONY CORP	SNE	N 15 5/8	15 7/8	- 1/4	- 1.57	29 7/8	15 5/8	29	165,625	2,587,890
TEKTRONIX	TEK	N 24 1/2	25 1/4	- 3/4	- 2.97	47 3/4	24 1/2	10	8,651	211,949
TELEIMATION	TIMT	O 1 3/4	1 3/4		.00	2 3/4	1 5/8	10	1,050	1,837
TELEPRO IND.***	O	7	7		.00	8	2 1/2	44	475	3,325
VARIAN ASSOCIATES	VAR	N 8 1/8	8	+ 1/8	+ 1.56	13 1/4	6 5/8	7	6,617	53,763
WESTINGHOUSE	WX	N 11 3/4	12 1/2	- 3/4	- 6.00	26	11 3/4	8	87,876	1,032,543
ZENITH	ZE	N 16	18 1/2	- 2 1/2	- 13.51	31 5/8	16	7	18,797	300,752
TOTAL									766,094	21,278,690
GRAND TOTAL									2,166,377	32,545,205

Standard & Poor's Industrial Average

82.5 86.2 - 3.7

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

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly highs and lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

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

* P/E ratio computed with earnings figures for last 12 months published by company.
† No annual earnings figures are available.
** No P/E ratio is computed; company registered net losses.

Fates & Fortunes®

Media

Kathleen F. Gilpin, administrator, press and publicity, named manager, press and publicity department, West Coast, NBC, Burbank, Calif. Other changes at NBC West Coast public relations offices: **Earl Zeigler**, manager, press administration, named manager, photography and publicity; **I. M. Bill Stein**, manager, media publicity, named manager, media contacts.

Harvey A. Pearlman, general sales manager, WCBM(AM) Baltimore, named VP-general manager, WDFW(FM) Chicago. Both are Metromedia stations.

Harvey Tate, general manager, WAYE(AM) Baltimore, elected VP and director, Adler Communications Corp., (WHAG-AM)-WQCM(FM) both Hagerstown, Md., and WAYE).

Harold Greenberg, president, KTDY-AM-FM Santa Barbara, Calif., named VP-general manager, KTAC-AM-FM Tacoma-Seattle, Wash.

Michael P. Evans, broadcast management consultant, Los Angeles, named business manager, KLAC(AM)-KMET(FM) Los Angeles.

Robert C. Young, general sales manager, KSJO-FM San Jose, Calif., named station manager.

Roger Divens, operations manager, KXMB-TV Bismarck, N.D., and KXMD-TV Williston, N.D., joins WLVA-TV Lynch-

burg, Va., as manager of television operations.

Steve Wrath, general manager, KPOI(AM)-KHSS(FM) Honolulu, elected VP-general manager, Communico Oceanic Corp., Honolulu, licensee.

Robert Burns Taylor, VP, Sonderling Broadcasting Co., New York, named station manager, WRAU-TV Peoria, Ill.

Howard L. Hoffman, secretary-treasurer, WBBH-TV Fort Myers, Fla., named interim general manager, succeeding **Joseph Buery Jr.**, president and general manager, who has resigned.

Bruce Campbell, sales manager, KWKC(AM) Abilene, Tex., named VP-general manager, KKYN(AM) Plainview, Tex., scheduled to go on air Sept. 1.

Kerry Richards, promotion manager, WTNH-TV New Haven, Conn., joins WBAL-TV Baltimore, as director of advertising, promotion and public relations.

Earl Whitley, accounting supervisor, WSB-AM-FM Atlanta, named controller-business manager.

John K. Baty, news director and head of

Leonard H. Goldenson, chairman of the board, ABC Inc., will be guest of honor at centennial celebration of his home town, Scottdale, Pa., Sept. 14. Mr. Goldenson was born in Scottsdale, Dec. 7, 1905, and lived there until he left to enter Harvard College in 1924.

client copy services, KAIR-AM-FM Tucson, Ariz., adds duties of creative director.

Phyllis Essex, staff artist, WPLG-TV Miami, named art director.

George Marketos, controller, noncommercial WNET(TV) Newark, N.J., elected treasurer, Educational Broadcasting Corp., licensee.

Richard W. Russell, director of development, noncommercial WETA-TV Washington, named president and general manager, Public Broadcasting Council of Central New York, which operates WCNY-FM-TV Syracuse, N.Y.

Broadcast Advertising

Robert M. Feldman, VP-sales, WOR-TV New York, named VP-corporate sales development for RKO General Television division, New York, with responsibility for WOR-TV, KHJ-TV Los Angeles, WNAC-TV Boston and WHBQ-TV Memphis.

Thomas M. Driscoll and **Kenneth P. Fehskens**, senior VP's and management service directors, Marschalk Co., Chicago, and **Joseph M. Murray**, senior VP-media director, Marschalk, New York, elected directors.

Geraldine Cashman, media buyer, Erwin Wasey, Los Angeles, joins Foote, Cone & Belding, Los Angeles, as media budget coordinator; **Barbara S. Woolf**, former researcher and financial analyst, Hanlan Consulting Co., Boston, joins FC&B, Los Angeles, as media estimator.

Frederick N. Doner, VP-account supervisor, **Stephen G. LaGattua**, VP-creative group supervisor, **Martin Lieberman**, VP-director of radio and television, and **Dale Silverberg**, VP-creative group supervisor, named VP's, W. B. Doner & Co., Southfield, Mich.

Gil Farley, group media director at Cunningham & Walsh, New York, elected VP.

William D. Reber, VP-regional manager, BBDO, Boston, named to same position, Minneapolis office. **Norman F. Bierman**, VP-member of board of directors, BBDO, London, assumes Mr. Reber's post in Boston. Mr. Reber succeeds **Forrest F. Owen Jr.**, VP and member of agency's board of directors, who retires.

Stephen S. Marriott, salesman, H-R Stone Inc., radio sales representatives, named manager of company's Detroit office.

Andrew T. Rogin, account executive, ABC Spot Sales, Chicago, named manager, Detroit office, CBS Television National Sales.

Thom Rhodes, VP-director of media operations-Canada, Ted Bates International, Toronto, joins Wilson, Haight & Welch, Boston, as media director.

Robert H. Baker, national sales manager, WSPD-TV Toledo, Ohio, named general sales manager. He succeeds **Douglas Sinn**, named general manager, WSPD(AM) Toledo (BROADCASTING, Aug. 19).

Thomas Steele, account supervisor, Arnold E. Johnson Associates, Chicago agency, elected VP.

Steven W. Dammers, account supervisor, Grey Advertising, New York, elected VP.

Shawn McGreevy, Storer Television Sales representative, Chicago, named manager of company's San Francisco office.

Jack Grainger, media director, Deltakos division, J. Walter Thompson, named VP-marketing services director, Diogenes Marketing Research Inc., JWT affiliate, New York.

Sal Lanza, producer, director and writer, Pepsico International, joins Kenyon & Eckhardt, New York, as senior producer.

Mark Doyle, VP-creative director, Carrill, Wilson & Acree, Atlanta, joins Tracy-Locke Advertising, Dallas, as associate creative director.

Allen L. Gilburne, on staff of John Murray Advertising, New York, joins Warwick, Welsh & Miller, New York, as VP-associate creative director.

William G. Wolfe, VP-creative director, The Doubleday Advertising Co., New York, elected president. He succeeds **Edward Stoddard** who becomes VP, Doubleday Book Shops.

Dan Wiberg, sales representative, KCST-TV San Diego, named assistant sales manager.

Stan Byrnes, salesman, KEZM(FM) Los Angeles, named sales manager.

Rouen Westcott, sales representative, Katz Television, Los Angeles, named sales manager of agency's America Team,

same city. He succeeds **Norman Levine**, who has resigned.

Don Bollinger, marketing consultant to Northwestern corporations, named marketing director, KIRO-TV Seattle.

Christian R. Caggiano, program director-national sales manager, WVUD-FM Kettering, Ohio, named assistant manager-general sales manager, WHWH(AM) Princeton, N.J. **R. Geoffrey Vargo**, account executive with WVUD-FM succeeds Mr. Caggiano as program director-account executive. **Kathy Ross**, account executive, named national sales manager-account executive, WVUD-FM.

Mary Beth Ratty, research account executive, Post-Keyes-Gardner, Chicago, joins Needham, Harper & Steers, Chicago, as research supervisor.

Margaret Alcott, director of sales service, The Katz Agency, New York, elected assistant secretary of board of directors.

Curt Reed, continuity clerk, KMOX-TV St. Louis, named to newly created position of sales service manager.

James L. Adam, president of Magmedia Ltd., Canada, elected president, Radio Bureau of Canada, Toronto, succeeding **Cedric P. Haynes** who is retiring. **Peter N. Harricks**, VP-marketing, elected executive VP of RBC, equivalent of Radio Advertising Bureau in U.S.

Programing

Al Simons, president since 1959 of Filmways TV Productions Inc., subsidiary of Filmways Inc., Los Angeles, resigns, effective Sept. 1. He will remain in independent TV production, however, and as consultant to Filmways where he was involved in such shows as *Beverly Hillbillies*, *Petticoat Junction*, *Green Acres*, *Mr. Ed*, *Addams Family*, *Trials of O'Brien* and *Ozzie's Girls*.

Tom E. Dooley, production manager, WJZ-TV Baltimore, named executive producer, WTOP-TV Washington.

Diane Sokolow, story editor, RSO Films, New York, named Eastern story editor for Lorimar Productions, Los Angeles.

Terry Hourigan, program manager, WMAL-FM Washington, named program manager, WMAL(AM).

Richard E. Miller, production and commercial manager, WFLD-TV Chicago, joins Olympic Broadcasting Service, sports programing firm, Chicago, as production manager.

Dan Lovett, sports director, KTRK-TV Houston, joins WABC-TV New York as sports correspondent.

Ran Reina, play-by-play announcer, named sports director, KFMB(AM) San Diego.

Albert Fisher, producer-director, WKYC-TV Cleveland, named senior producer-director.

Johnna Levine, New York attorney specializing in entertainment transactions, named associate director of business affairs, East Coast, for ABC Entertainment.

Hal Barton, program director, WTAD-AM-FM Quincy, Ill., retires to do freelance announcing. **Gary Schmedding**, former news director, KHMO(AM) Hannibal, Mo., named program director, WTAD-AM-FM and KHQA-TV Hannibal-Quincy.

Richard A. Best, head of Children's Television Workshop development program, named director of national field services, CTW, New York.

Robert T. Driscoll, manager of news and press relations, information and public relations division, Michigan Farm Bureau, joins The Michigan Farm Radio Network and Agri-Communications Inc., Milan, Mich., as one-third partner.

Broadcast Journalism

Robert E. Page, recently appointed superintendent of bureau operations, United Press International, elected VP, UPI world headquarters, New York. **Norman A. Cafarell**, director, UPI North America sales, named administrative assistant to president. Succeeding Mr. Cafarell is **James P. Buckner**, Pacific Division business manager, UPI San Francisco. **Richard Shemonoski**, network manager, UPITN, named facilities manager, UPI. **Kearney S. Bothwell Jr.**, regional executive, UPI, Philadelphia, named Maryland-Delaware news editor, Annapolis, Md., succeeding **Jeffrey C. Reynolds**, appointed assistant bureau manager, UPI, Washington. **Robert Schnitzlein**, UPI Asian newscopies editor, Hong Kong, named foreign newscopies editor.

James H. Gallant, news and public affairs manager, WMAL(AM) Washington, named broadcast operations manager, combined departments of news and public affairs, programing and engineering. **Theodore Landphair**, news operations and public affairs assistant, named news and public affairs manager.

James Thistle, executive producer for programing, WBZ-TV Boston, joins WCVB-TV Boston, in newly created position of executive producer for news and public affairs.

Jay Boland, news reporter-anchorman, WREC-AM-FM Memphis, named news and public affairs director.

Joe Coffer, senior news editor and news director, KXYZ(AM) Houston, joins KTRH(AM) Houston as director of special projects.

Ed Shannon, reporter-anchorman with National Black Network, joins KHOU-TV Houston as field reporter.

John Elder, on staff of WLWD(TV) Dayton, Ohio, joins WKRC-TV Cincinnati as news photographer. **Mark Pierce**, news director, WKEF(TV) Dayton, Ohio, joins WKRC-TV as reporter. **Denny Connor** promoted to assignment editor and **Terry Murphy**, reporter, named anchorperson for weekend news, WKRC-TV.

Hank Mayhall, member of news staff, KHMO(AM) Hannibal, Mo., joins news staff, KHQA-TV Hannibal-Quincy, Ill.

Cable

John Egan, consultant for Jack A. Rickel

The exciting new space saver from Harris/Gates ...Criterion III.



Criterion Compact III is a brand new 3 in 1 playback from Harris/Gates—the originator of tape cartridge machines. It offers three playback decks in a single compact unit, for flexibility and space saving.

You can mount two CC-III's side by side in a standard rack—and have six playbacks in about the same space that's required for two regular size playbacks!

All three decks of the CC-III operate as separate units, with separate controls and amplifiers—each feeding a different program input. Operation is extremely quiet ... fidelity is excellent.

There's more—including most of the great performance-proven features that have made Harris/Gates Criterion 80 the industry standard. Mono or stereo, rack or desk mount. For complete information, write Harris Corporation, Gates Broadcast Equipment Division, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Associates, Washington, joins Anixter-Pruzan, CATV equipment distributor, as Northeast district manager.

Earle Davis, director of marketing, Cambridge Products, Seattle, manufacturer of CATV connectors, elected VP.

Bert Wolf, general manager, distributor sales division, Jerrold Electronics, Horscham, Pa., elected VP and general manager, distributor sales division.

Equipment & Engineering

Gene Schillinger, national sales manager, Hitachi, New York, named national sales manager, audio products division, Sankyo Seiki (America) Inc., New York.

John G. Curtis, on marketing staff, Signetics Corp., Sunnyvale, Calif., named to new post of manager of marketing, complementary metal-oxide semiconductor products department.

Fred Rodey, station engineer, WMAQ-TV Chicago, named manager of technical operations.

Douglas Williamson, in sales position with various New Jersey equipment manufacturers, has formed Douglas C. Williamson Associates to represent electronics firms. 65 Page Drive, Oakland, N.J. 07436.

Charles Vinson, producer, Studio Center Corp., Norfolk, Va., named director, agency audio services.

Allied Fields

Robert L. Coe, veteran broadcast executive-engineer, who retired last year from faculty of Ohio University, Athens, has established practice as consultant-appraiser with headquarters in New York. He is former vice-president of ABC-TV station relations, and had been general manager of WPIX-TV New York. 11 East 78th Street, New York 10021. Telephone: 212-737-4554.

Aaron Beckwith, independent producer, has formed casting firm, Beckwith Presentations Inc., 39 West 55th Street, New York, to serve film, TV commercials and advertising agencies.

Charles E. Shepherd, Air Force colonel, formerly chief, Interoperability and Standards Office, Defense Communications Engineering Center, Defense Communications Agency, named military assistant, Office of Telecommunications Policy, Washington.

Walda W. Roseman, publications editor, National Cable Television Association, joins Office of Telecommunications Policy, Washington, in media and congressional relations.

Wayne B. Cooper, trial attorney with Goldstein, Barceloux, Goldstein, San Francisco, becomes partner in firm of Farrand, Malti & Spillane, in that city, specializing in communications law.

Donald Schultz, account executive, A. C. Nielsen Co., Chicago, and **Harry Thurman**, district manager, A. C. Nielsen Co., Atlanta, elected VP's.

H. William Falk, senior account executive, Daniel J. Edelman Inc., New York

public relations agency, joins Softness Group, New York public relations firm, as account supervisor and broadcast director.

Leigh T. Stowell, on media services staff, Frank N. Magid Associates, Marion, Iowa, research and consulting firm, elected executive VP, media services division. **Dallas Murphy Miller**, research staff, elected executive VP, research division, Frank N. Magid Associates.

Dennis E. Robich, on staff of Media Payment Corp., New York, named director of business development.

Gordon W. Joyner, sports director, WEEK-TV Peoria, Ill., joins information staff, U.S. Department of Agriculture, Agricultural Research Service, north central region, as public information specialist for radio and television.

Deaths

Mort Lloyd, 43, Tennessee broadcaster for more than 20 years, killed in plane crash Aug. 20 in Manchester, Tenn. Most recently anchorman, WDEF-TV Chattanooga, Mr. Lloyd was on leave of absence to run for House of Representatives and was successful in Democratic primary Aug. 1. He is survived by his wife, Marilyn, one son and one daughter.



Reiner

Manny Reiner, 59, executive vice president, international sales, Paramount Television, died Aug. 17 of cerebral hemorrhage at Westhampton Beach, N.Y. Mr. Reiner did public relations for *Quiz Kids* radio show in 1930's. After stint with Office of War Information during World War II, he became managing director of Selznick Organization in Latin America and Australia, then foreign manager of Samuel Goldwyn Productions, then president of Four Star Television and Filmways International, before he joined Paramount. He is survived by wife, Elaine.

John F. Tobin, 51, VP, sales, Hughes Television Network, died Aug. 15 of heart attack in Greenwich, Conn. He started as sales executive with NBC Films, and held posts of VP with ABC Films and national sales manager of NBC-TV before joining Hughes nine years ago. He is survived by wife, Anne, and two daughters.

Russ Stewart, 65, retired vice president, Field Enterprises Inc., Chicago, drowned Aug. 12 near his Sun Valley, Idaho, home. He was executive VP of Field Communications Corp. and chief executive officer of WFLD-TV Chicago from April 1972 to June 1973.

deQuincy V. Sutton, 75, one-time chief accountant, old FCC radio division, died Aug. 18 at Arlington, Va., hospital of heart condition. Survivors include his wife, Sue, and daughter.

For the Record®

As compiled by BROADCASTING, Aug. 12 through Aug. 16 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz.—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM application

■ Morgantown, Ky.—Lincoln Broadcasting Co. seeks 1570 khz., 2.5 kw-D. P.O. address: 100 N. Lincoln Blvd., Hodgenville, Ky. 42748. Estimated construction cost \$2,064; first year operating cost \$36,905; revenue \$48,000. Format: MOR/C&W. Principals: Joseph W. Myers, Joseph R. Jones, James L. Jones (33⅓% each). Mr. Myers is manager of WLCB-FM Hodgenville. Messrs. Jones, brothers, are supermarket owners. Lincoln Broadcasting owns WLCB-FM. Ann. Aug. 14.

AM action

Broadcast Bureau granted following CP modification to extend completion time to date shown:

■ WEOO Smithfield, Va.—To Feb. 3, 1975 (BMP-13832).

FM applications

■ Redding, Calif.—Northern California Communications Corp. seeks 98.1 mhz, 30 kw, HAAT 1,710 ft. P.O. address: 1139 Hartnell Ave., Redding 96001. Estimated construction cost \$5,900; first year operating cost \$10,860; revenue \$12,000. Format: Relig. Principals: Arta B. Nead, owner of lumber and mining companies; David Morrow, Redding attorney; and Royal Blue, Redding minister. Northern California Communications, non-stock, non-profit corporation, owns KVIP(AM) Redding. Ann. Aug. 16.

■ Clinton, Ill.—Cornbelt Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 160, Clinton 61727. Estimated construction cost \$23,700; first year operating cost \$12,000; revenue \$18,000. Format: MOR/C&W. Principals: Mr. and Mrs. J. R. Livesay, daughter and son (100%). Cornbelt owns WHOW(AM) Clinton. Ann. Aug. 12.

■ Grand Rapids, Minn.—Grand Rapids Radio seeks 96.7 mhz, 3 kw, HAAT 385 ft. P.O. address: Box 310, Grand Rapids 55744. Estimated construction cost \$29,633; first year operating cost \$48,000; revenue \$84,000. Format: MOR. Principals: Roger D. Olsen (70%), James R. Courselle (25%), et al. Mr. Olsen is tire dealer and owns FM translator in Grand Rapids. Mr. Courselle has interest in KKIN(AM)-KEZZ(FM) Aitken, Minn. Ann. Aug. 16.

■ Clinton, Mo.—Osage Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT 177.3 ft. P.O. address: Box 113, Clinton 64735. Estimated construction cost \$38,500; first year operating cost \$28,000; revenue \$36,000. Format: Diversfd. Principals: William R. Tedrick, Eva G. Tedrick, and estimate of William J. Allen (33⅓% each). Mr. Tedrick owns KWRT(AM) Boonville, Mo. and has interest in several other midwestern radio stations. Mrs. Tedrick has interest in food processing company. Osage owns KDKD(AM) Clinton. Ann. Aug. 16.

■ *Memphis—Southern Communication Volunteers seeks 90.3 mhz, 10 w. P.O. address: 1369 Court St., Memphis 38104. Estimated construction cost \$3,510; first year operating cost \$8,100. Format: Ed. Principal: Dennis M. Batson, director of runaway house. Ann. Aug. 16.

■ *Memphis—Southwestern Inc. seeks 90.3 mhz, 10 w. P.O. address: 2000 N. Parkway, Memphis 38112. Estimated construction cost: \$95; first year operating cost \$200. Format: Ed. Principal: James H. Daughdrill Jr., president. Southwestern plans to use facilities of its *WLYX(FM), on 89.3 mhz. Ann. Aug. 16.

■ Uvalde, Tex.—Uvalde Broadcasters Inc. seeks 95.3 mhz, 3 kw, HAAT 125 ft. P.O. address: Box 758, Uvalde 78801. Estimated construction cost \$13,869; first year operating cost \$12,000; revenue \$24,000. Format: Contemp./C&W. Principals: E. J. Harpole (99.6%), et al. Mr. Harpole has interest in KVOU(AM) Uvalde; KVOZ(AM)-KOYE(FM) Laredo; and KEPS(AM)-KINL(FM) Eagle Pass, all Texas. Ann. Aug. 16.

■ Bennington, Vt.—Bennington Radio Inc. seeks 94.3 mhz, 125 w, HAAT 1,175 ft. P.O. address: 142 W. End Ave., New York 10023. Estimated construction cost \$38,773; first year operating cost \$42,124; revenue \$27,000. Format: Contemp. Principals: Thomas J. Dunn, news anchorman at WOR-TV New York; Anna M. Mitchell, production supervisor at CBS-TV and WCBS-TV New York (30% each); et al. Ann. Aug. 12.

FM actions

■ Tuskegee, Ala.—New South Broadcasting Corp. Broadcast Bureau granted 95.9 mhz, 2.45 kw, HAAT 320 ft. P.O. address: 623 Roberts Circle, Tuskegee Institute 36088. Estimated construction cost \$33,266; first year operating cost \$41,316; revenue \$53,865. Principals: William A. Gordon (84%), et al. Mr. Gordon teaches at Tuskegee Institute (BPH-8697). Action Aug. 8.

■ *Panama City, Fla.—Gulf Coast Community College. Broadcast Bureau granted 90.7 mhz, TPO 10 w. P.O. address: 5230 W. Highway 98, Panama City 32401. Estimated construction cost \$2,070; first year operating cost \$3,691. Principal: Dr. Richard Morley, president (BPED-1790). Action Aug. 1.

■ *Mattoon, Ill.—Community College District #517. Broadcast Bureau granted 90.3 mhz, 10 w. P.O. address: S. Rte. 45, Mattoon 61938. Estimated construction cost \$17,520; first year operating cost \$1,875. Principals: Edward M. Resch is attorney and chairman of board of trustees (BPED-1778). Action Aug. 6.

■ Columbus, Ind.—Bartholomew County Broadcasting Inc. Broadcast Bureau granted 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 102 North Perkins St., Rushville, Ind. 46173. Estimated construction cost \$58,874; first year operating cost \$42,400; revenue \$150,000. Principals: Edward Roehling, Gene Kinman (28% each), et al. Messrs. Roehling and Kinman have interest in WRCR(FM) Rushville, Ind. (BPH-8736). Action Aug. 2.

■ *Brentwood, N.Y.—Brentwood Union Free School District. Broadcast Bureau granted 88.5 mhz, TPO 1 w. P.O. address: c/o Everett A. Reese, Ross Building, First St. and Fifth Ave., Brentwood 11717. Estimated construction cost \$8,712; first year operating cost \$2,500. Principal: Everett A. Reese, assistant principal (BPED-1787). Action Aug. 8.

■ *Hamilton, Ohio—Hamilton City School District. Broadcast Bureau granted 89.5 mhz, 10 kw. P.O. address: 332 Dayton St., Hamilton 45012. Estimated construction cost \$9,245; first year operating cost \$1,150. Principal: Dr. James Fry is superintendent

of schools (BPED-1779). Action Aug. 9.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ KLFM Ames, Iowa—To Feb. 21, 1975 (BMPH-14177).

■ KICR Cedar Rapids, Iowa—To Feb. 8, 1975 (BMPH-14172).

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WAFL Milford, Del., Broadcasters Inc. (BLH-5861). Action Aug. 8.

■ WSOJ-FM Jesup, Ga., Happy Acres Broadcasting Co. (BLH-6286). Action Aug. 8.

■ WKRV Vandalia, Ill., Clark Communications Corp. (BLH-6276). Action Aug. 8.

■ KJLS Hays, Kan., Lawrence E. Streckline and Janet Sue Bozeman (BLH-6287). Action Aug. 8.

■ KNDY-FM Marysville, Kan., Appollo Broadcasting Corp. (BLH-6326). Action Aug. 8.

■ *WUFK Fort Kent, Me., University of Maine, Fort Kent (BLED-1281). Action Aug. 8.

■ WJBO-FM Scarborough, Me., Greater Portland Radio (BLH-6314). Action Aug. 8.

■ WVOI-FM Tisbury, Mass., Wasque Corp. (BLH-6321). Action Aug. 8.

■ WITW Cadillac, Mich., Chief Pontiac Broadcasting Corp. (BLH-6317). Action Aug. 8.

■ WQOX Munising, Mich., George A. Freeman (BLH-6291). Action Aug. 8.

■ KCPI Albert Lea, Minn., Communications Properties (BLH-6310). Action Aug. 8.

■ *KMSM-FM Butte, Mont., Associated Students of Montana Tech. (BLED-1157). Action Aug. 8.

■ WGRF Pleasantville, N.J., WMID Inc. (BLH-6264). Action Aug. 8.

■ WSWV-FM Pennington Gap, Va., Lee County Broadcasting Co. (BLH-6288). Action Aug. 8.

■ KREW-FM Sunnyside, Wash., Bennett Broadcasting Co. (BLH-6308). Action Aug. 8.

■ WLKE-FM Waupun, Wis., Collins Broadcasting Corp. (BLH-6300). Action Aug. 8.

Ownership changes

Applications

■ KWJB(AM) Globe, Ariz. (1240 khz, 250 w)—Seeks assignment of CP from Mace Broadcasting Co. to Broadcasters Inc. for \$52,500. Seller: James Mace (100%). Buyers: James H. Adams, owner of public relations firm; James R. Courselle, stockholder in KKIN(AM)-KEZZ(FM) Aitken, Minn. (30% each), et al. Ann. Aug. 12.

NOTE
NEW
ADDRESS

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& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
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Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164



Summary of broadcasting

FCC tabulations as of July 31, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,390	2	21	4,413	58	4,471
Commercial FM	2,510	0	57	2,567	154	2,721
Educational FM	670	0	17	687	84	771
Total radio	7,570	2	95	7,667	296	7,963
Commercial TV	695	1	11	707	38	759
VHF	505	1	8	514	5	521
UHF	190	0	3	193	33	238
Educational TV	219	0	15	234	13	251
VHF	88	0	3	91	6	98
UHF	131	0	12	143	7	153
Total TV	914	1	26	941	45	1,010

* Special temporary authorization

** Includes off-air licenses

■ **KBIB(AM)** Monette, Ark. (1560 khz, 250 w-D)—Seeks assignment of license from Buffalo Island Communications to Craighead County Broadcasting Co. for \$35,000. Seller: George Norman Wimpy, president, is retiring. Buyers: Charles O. Isbell, Jerry Wright and Tom Doty (33⅓% each). Mr. Isbell is program director and sales manager at KBOA(AM) Kennett, Mo.; Mr. Wright is manager of fertilizer company, and Rev. Doty is Arkansas minister. Ann. Aug. 12.

■ **KLRB-FM** Carmel, Calif. (101.7 mhz, 630 w)—Seeks assignment of license from Monterey Bay Area Media to Walton Radio for \$250,000. Seller: L. E. Johnson Jr., president. Buyers: John B. Walton Jr. (55%) and his mother Helen W. Walton (45%). Mr. Walton has 100% interest in Walton Enterprises, licensee of KERP-AM-TV El Paso, KDJW-AM-FM Amarillo, KBUY-AM-FM Fort Worth, all Texas, and KAVE-TV Carlsbad, N.M. Ann. Aug. 12.

■ **KIRV(AM)** Fresno, Calif. (1510 khz, 500 w-D)—Seeks assignment of license from KIRV Radio Inc. to New Life Enterprises for \$147,500. Seller: Henry Nagel Jr., president. Buyers: Dan W. Jantz,

Dennis L. Klassen and N. James Patterson Jr. (33⅓% each). Mr. Jantz owns bookstore and film library in Fresno; Mr. Klassen is sales representative at KRDU(AM) Dinuba, Calif., and Mr. Patterson was station manager of KBIF(AM) Fresno. Ann. Aug. 16.

■ **WOGO(AM)** New Smyrna Beach, Fla. (1550 khz, 250 w-D)—Seeks assignment of license from William Henry Brown to Astro Enterprises for \$60,000. Seller: Mr. Brown owns 22% stock in Astro. Buyers: Arthur Fox (18.1%), Mercer L. King Jr. (22%), et al. Astro owns WWBC(AM) Cocoa, Fla. Ann. Aug. 12.

■ **KBRV(AM)** Soda Springs, Idaho (790 khz, 5 w-D)—Seeks assignment of license from Empire Broadcasting Corp. to Thomas W. Mathis for \$135,000. Seller: Eldon Mengel, president. Empire owns several stations in Montana. Buyer: Mr. Mathis (100%) is free-lance TV announcer. Ann. Aug. 16.

■ **KWTO-AM-FM** Springfield, Mo. (AM: 560 khz, 5 kw-DA-N; FM: 98.7 mhz, 100 kw)—Seeks assignment of license from Ozarks Broadcasting Co. to Salina Broadcasting for \$1,250,000. Sellers: Mildred L. Cox and Lester L. Cox (49.9%), co-executors of estate of Lester E. Cox, et al. Mrs. Cox has interest in KOAM-AM-TV Pittsburg, Kan. Mr. Cox has interest in KYTV-TV Springfield. Buyers: James Stuart (83.47%), et al. Mr. Stuart has interest in several stations, including KFOR(AM) Lincoln, Neb. and KMNS(AM)-KSEZ(FM) Sioux City, Iowa. Ann. Aug. 12.

■ **WTSI(AM)** Hanover, N.H. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Tri-City Broadcasting Corp. to Sound Citizen Communications Corp. for \$292,500. Seller: Joseph S. Steinberg, president. Buyers: David F. Shurtleff (64%), Talbot R. Hood (26%), et al. Messrs. Shurtleff and Hood own WKBK(AM) Keene, N.H. Ann. Aug. 16.

■ **WBVM(AM)** Utica, N.Y. (1550 khz, 1 kw-D)—Seeks assignment of license from Fusco Broadcasting Corp. to WBVM Associates for \$225,000. Seller: Michael C. Fusco, president, is retiring from broadcast field. Buyers: George W. Stevens, congressional administrative assistant; Gerald J. Zeiller, Veterans Administration special assistant, and Donato E. Sarapo, physician (33⅓% each). Ann. Aug. 12.

■ **WYNA(AM)** Raleigh, N.C. (1550 khz, 1 kw-D)—Seeks transfer of control of North Carolina Electronics from Hugh E. Holder (100% before, none after) to John F. Maurer (none before, 100% after). Consideration: \$210,000. Principals: Mr. Holder owns WQPD(AM) Lakeland, Fla.; Mr. Maurer has interest in WYNN(AM) Florence, S.C. Ann. Aug. 12.

■ **WBLC(AM)** Lenoir City, Tenn. (1360 khz, 1 kw-D)—Seeks transfer of control of Livesay Broadcasting Corp. from William R. Livesay (51% before, none after) to Earl Lauderdale Jr. (none before, 51% after). Consideration: \$32,000. Principals: William R. Livesay, president, has business interests in Johnson City, Tenn.; Mr. Lauderdale is manager and vice president of WBLC. Ann. Aug. 12.

■ **KVKM(AM)** Monahans, Tex. (1330 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Land of the Sun Broadcasters to Monahans Broadcasting Co. for \$130,000. Sellers: J. Ross and Merle Rucker and Bertha Jenness Bond. Buyers: Mr. and Mrs. William W. Jamar Jr. (100%) own KBWD(AM) Brownwood, Tex. and have interest in Texas advertising firm. Ann. Aug. 16.

■ **KTEO(AM)** San Angelo, Tex. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Western Radio Corp. to Angelo Broadcasting Inc. for \$260,000. Sellers: Delwin W. Morton (33⅓%), et al. Mr. Morton has interest in KCAD(AM) Abilene, Tex. and KRGO(AM) Salt Lake City. Buyers: Oscar Price Bobbitt and Arthur R. Rupley Jr. (50% each). Mr. Bobbitt has interest in CATV concern in Austin, Tex. and is senior vice-president of KTBC-AM-FM-TV Austin. Mr. Rupley is real

estate owner and developer. Ann. Aug. 12.

■ **KEYY(AM)** Provo, Utah (1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Mid-Utah Broadcasting Co. from late D. Spencer Grow and Arta Grow (100% before, none after) to children Steven L., David S., Linda, Gina and son-in-law Stephen Nelson and to Larry V. Bell (none before, 100% after). Consideration: \$107,000. Principal: Mr. Bell is president and general manager of KEYY. Ann. Aug. 16.

■ **KROE(AM)** Sheridan, Wyo. (930 khz, 1 kw-D)—Seeks transfer of control of Sheridan Broadcasting Co. from Sam Rosenthal, et al. (100% before, none after) to Sheridan Communications Co. (none before, 100% after). Consideration: \$175,000. Principals: William Kimbrough, livestock operator, and E. E. Lonabaugh, attorney (33⅓% each), et al. Ann. Aug. 12.

Actions

■ **KFOG(FM)** San Francisco—Commission affirmed its April 2 grant of application for voluntary assignment of license of KFOG from Kaiser Broadcasting Corp. to General Electric Broadcasting Co. and denied petition for reconsideration filed by Community Coalition for Media Change. Commission said that no new factors had been alleged to support claim that KFOG's past and proposed programming was ineffectual in responding to community problems. Action July 31.

■ **KSJO(FM)** San Jose, Calif.—Assignment of license application granted May 24 from SRD Broadcasting to Comet Theatre Enterprises, not consummated (BALH-1975). Ann. Aug. 12.

■ **WHCN(FM)** Hartford, Conn. (105.9 mhz, 7.3 kw)—Broadcast Bureau granted transfer of control of WHCN Inc. from Concert Network (100% before, none after) to Beck-Ross Communications (none before, 100% after). Consideration: \$569,154. Principals: T. Mitchell Hastings Jr. is president of Concert Network. Martin F. Beck and George M. Ross (33.7% each) are president and secretary-treasurer of Beck-Ross, which owns WGLI(AM) Babylon and WBLI(AM) Patchogue, both New York, and WKMF(AM) and WGMZ(FM), both Flint, Mich. (BTC-7387). Action Aug. 7.

■ **WCWB-TV** (ch. 41) Macon, Ga.—Broadcast Bureau granted assignment of license from WTVY Inc. to Bibb Television Inc. for \$800,000. Seller: Charles E. Woods (100%). Buyers: F. E. Busby (64%), R. A. Birgel (12%), et al. Mr. Busby has business interests in Georgia, Alabama and Florida and is part-owner of WTVY-AM-FM Dothan, Ala. Mr. Birgel is developer in North Carolina (BALCT-543). Action Aug. 9.

■ **WAMW(AM) - WFML(FM)** Washington, Ind. (AM: 1580 khz, 250 w-D; FM: 106.5 mhz, 14 kw)—Broadcast Bureau granted transfer of control of Washington Radio Inc. from Helen B. Bausman (63.7% before, 36.1% after) to David A. Draper (30.1% before, 57.7% after). Consideration: \$12,000. Principal: Mr. Draper is president of WAMW(AM)-WFML(FM) Washington; he is also publisher of Washington newspaper (BTC-7214). Action Aug. 6.

■ **WLKN(AM)** Lincoln, Me.—Broadcast Bureau granted assignment of license from Frank A. Delle Jr. and Elizabeth Rahoche to Mr. Delle as sole owner for \$15,000 (BAL-8158). Action Aug. 7.

■ **WPGC-AM-FM** Morningside, Md. (AM: 1580 khz, 10 kw-D, DA; FM: 95.5 mhz, 50 kw)—Broadcast Bureau granted assignment of license from WPGC Inc. to First Media Corp. for \$5,800,000. Seller: Samuel Shapiro, treasurer. Buyers: Richard E. Marriott (44%), J. W. Marriott Jr. (31%) et al. Marriotts are vice president and board chairman, respectively, of Marriott Corp., hotel and recreational firm (BAPL-447). Action Aug. 7.

■ **WMUZ(FM)** Detroit—Broadcast Bureau granted transfer of control of WMUZ Radio from Ruth Crawford Porter (100% before, 30% after), administratrix of estate of Percy B. Crawford, to children Donald B., Ruth M., Porter, Richard T., Dan. D., Dean A. and Donna Bryson (none before, each 14% after) (BTC-7239). Action Aug. 2.

■ **WAOP(AM)** Otego, Mich. (980 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Allegan County Broadcasters from John F. and Rose M. Wismer (100% before, none after) to Robert V. and Dorothy K. Doll (none before, 100% after). Consideration: \$240,208. Principal: Mr. Doll has interest in WKFY(AM) and WKYV(FM) Frankfort, Ky.; WDLR(AM) Delaware, Ohio, and WTRE-AM-FM Greensburg, Ind. (BTC-7380). Action Aug. 7.

■ **WKLK-AM-FM** Cloquet, Minn. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 100.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Cloquet Broadcasting Co. to Empire Broadcasting Stations for \$128,000. Sellers: Harry Newby, president, et al. (100%). Mr. Newby is also president of board of directors of *WDSJ-TV Duluth, Minn. Buyers: Otto A. Korp (28%), Donald H. Fritzell (25.77%), et al. Empire Broadcasting Stations is licensee of KBRF-AM-FM Fergus Falls, Minn. (BAPL-443). Action Aug. 9.

■ **WIZR-AM-FM** Johnstown, N.Y. (AM: 930 khz, 1 kw-D; FM: 104.9 mhz, 3 kw)—Broadcast Bureau

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granted assignment of license from WIZR Broadcasting Corp. to Street Broadcasting Corp. for \$150,000. Seller: August J. Galasso is president of WIZR Broadcasting. Buyers: Richard I. Street (90%) et al. Mr. Street is general manager of WIZR (BAL-8101). Action Aug. 2.

Facilities changes

TV applications

■ *WFYI Indianapolis—Seeks CP to change ERP to vis. 549 kw(h), aur. 113 kw(h); change trans. location approximately 247.5 ft. from present site; and HAAT 847 ft. (BPET-501). Ann. Aug. 15.

AM applications

■ WPGD Winston-Salem, N.C.—Seeks CP to move ant.-trans. location to Off Trade St., between Twelfth and One-half and Twelfth St., Winston-Salem. Ann. Aug. 15.

AM actions

■ WNLC New London, Conn.—Broadcast Bureau granted mod. of CP to add MEOV's to daytime DA (BMP-13828). Action Aug. 9.

■ WRTL Rantoul, Ill.—Broadcast Bureau granted mod. of CP to reinstate original MEOV's of DA system (BMP-13835). Action Aug. 9.

■ KOEL Oelwein, Iowa—Broadcast Bureau granted CP to make changes in nighttime DA pattern and dismantle northwest tower (BP-19744). Action Aug. 6.

■ WAKY Louisville, Ky.—Broadcast Bureau granted mod. of CP to increase RMS value of daytime pattern (BMP-13826). Action Aug. 6.

■ WOW Omaha—Broadcast Bureau granted CP to increase power of aux. trans. to 5 kw and change trans. (BP-19727). Action Aug. 8.

■ WERA Plainfield, N.J.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 120 W. 7th St., Plainfield (BRC-3711). Action Aug. 9.

■ WHIO Dayton, Ohio—Broadcast Bureau granted CP to specify MEOV's on nighttime DA pattern (BP-19748). Action Aug. 9.

■ KTOK Oklahoma City—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1800 W. Main St., Oklahoma City (BRC-3704). Action Aug. 9.

■ WKBO Harrisburg, Pa.—Broadcast Bureau granted mod. of license covering change of main studio location to 411 S. 40th St., Harrisburg; operate by remote control from main studio location (BML-2523). Action Aug. 9.

■ WKTQ Pittsburgh—Broadcast Bureau granted CP to change daytime MEOV's (BP-19745). Action Aug. 9.

■ WABH Deerfield, Va.—Broadcast Bureau granted CP to change ant.-trans. site to approximately 3 miles northeast of Deerfield on State Route 629, Deerfield; condition (BP-19678). Action Aug. 9.

FM actions

■ KREX-FM Grand Junction, Colo.—Broadcast Bureau granted CP to install new trans.; change TPO and ERP, 30 kw; ant. height -42 ft.; remote control approximately 75 ft. from trans. in Hillcrest Manor, adjacent to city limits of Grand Junction (BPH-8958). Action Aug. 2.

■ WWOG Boca Raton, Fla.—Broadcast Bureau granted CP to change trans. location to southeast corner of S. 33rd Ave. and Pembroke Rd., Pembroke Park, Fla.; operate by remote control from studio site, Glades Rd. adjacent Florida turnpike, Boca Raton; install new trans.; increase ant. height; change ant. to circular polarization and change TPO; change ERP to circular polarization, 100 kw; ant. height 930 ft. (BPH-8649). Action Aug. 2.

■ WEBQ-FM Harrisburg, Ill.—Broadcast Bureau granted CP to change trans. location to 1.5 miles south of center of Harrisburg; install new trans. and ant.; make change in ant. system; ERP 50 kw; ant. height 310 ft.; remote control permitted (BPH-8851). Action Aug. 7.

■ KLFM Ames, Iowa—Broadcast Bureau granted mod. of license to operate trans. by remote control from 2215 Van Buren, Ames, by personnel of station only (BRCH-1208). Action Aug. 6.

■ Winchester, Ky.—Broadcast Bureau granted mod. of CP to change studio and remote control location to Winchester Plaza Shopping Center, Winchester; change trans.; change ant., and change TPO; ERP 3 kw; ant. height 300 ft. (BMPH-14168). Action Aug. 6.

■ *KSJR-FM Collegeville, Minn.—Broadcast Bureau set aside noncommercial FM grant for changes of July 8 (BPED-1739). Action Aug. 6.

■ WIIG-FM Tullahoma, Tenn.—Broadcast Bureau granted CP to redescribe trans. location to Westside

Dr., Tullahoma; delete remote control; install new trans.; install new ant.; change TPO; ERP 100 kw; ant. height 230 ft. (BPH-8865). Action Aug. 5.

■ KVWJ Logan, Utah—Broadcast Bureau granted mod. of CP to change trans. location to 666 N. Main, Logan; change trans.; decrease ant. height; change TPO; and ant. height -970 ft.; ERP 25 kw (BMPH-14119). Action Aug. 7.

■ KSL-FM Salt Lake City—Broadcast Bureau granted CP to install new trans.; install new ant.; increase ant. height; change TPO; ERP 12 kw; and ant. height 3,740 ft. (BPH-9049). Action Aug. 7.

In contest

Designated for hearing

■ Perry, Fla., AM proceeding: H. S. Hagan Jr. and His World, competing for 1400 khz (Docs. 20131-2)—Broadcast Bureau designated for hearing mutually exclusive applications of H. S. Hagan Jr. and His World. Both applicants seek to replace facilities of WPRY(AM) whose renewal of license was denied by commission on May 23, 1973. Issues to be determined include ascertainment efforts by both applicants. His World's financial qualifications; standard comparative issue; and which, if either, application should be granted. Action Aug. 13.

Procedural rulings

■ Arab, Ala., FM proceeding: Brindlee Broadcasting Corp. and Marshall County Broadcasting Co. (WRAB)(AM), competing for 92.7 mhz (Docs. 19849-51)—ALJ David I. Kraushaar scheduled hearing to convene Nov. 15. Action Aug. 9.

■ Arkadelphia, Ark., FM proceeding: Arkadelphia Broadcasting Co. and Great Southwest Media Corp., competing for 100.9 mhz (Docs. 19892, 4)—ALJ Jay A. Kyle scheduled further hearing for Aug. 27. Action August 12.

■ Santa Paula and Fillmore, both California, FM proceeding: Jerry Lawrence, and William F. and Anne K. Wallace, competing for ch. 244 at Santa Paula, and Class A Broadcasters and Clark Ortone Inc., competing for same ch. at Fillmore (Docs. 19865-8)—ALJ John Conlin denied petition by Ortone to amend its application, without prejudice to filing of petition to amend removing objections. Action Aug. 6.

■ Ridgefield, Conn., AM proceeding: Westport Broadcasting Co., Quinnipiac Valley Service and Radio Ridgefield, competing for 850 khz (Doc. 19587, 19686-7)—ALJ Herbert Sharfman denied petitions by Radio Ridgefield to amend its application by proposing single tower, nondirectional, 500-w facility to replace its current specification of 4 tower, present equipment proposal if it is not allowed to substitute nondirectional single tower for its current directional, higher power proposal Action Aug. 9.

■ Monroe, Ga., AM proceeding: Community Broadcasting Co. (WKUN)(AM) Monroe, 1580 khz; Monroe Broadcasting; Charles Haasl, James N. Williamson and Raymond Dehler, competing for 1490 khz (Docs. 20060-2)—Review board denied motion by Monroe to add issues against Community, and Messrs. Haasl, Williamson and Dehler. Action Aug. 12.

■ WCFL(AM) Chicago, renewal proceeding: Chicago Federation of Labor and Industrial Union Council (Doc. 20064)—ALJ Thomas B. Fitzpatrick granted motion by Broadcast Bureau to extent that Chicago Federation of Labor is directed to produce for inspection and copying 1970 composite week logs; and random program logs from 1968 to 1970. Action Aug. 8.

■ *Elgin and Glenn Ellyn, Ill., educational FM proceeding: Board of Education, Union School District #46 (WEPS)(FM) Elgin) and College of DuPage District 502, competing for 90.9 mhz (Docs. 19820-2)—ALJ James F. Tierney granted request by Board of Education, Union School District and scheduled hearing for Oct. 8. Action Aug. 12.

■ KTVO(TV) Kirksville, Mo., TV proceeding: KTVO Inc., applying for changes (Doc. 20100)—ALJ Herbert Sharfman rescheduled hearing from Sept. 23 to Nov. 25. Action Aug. 12.

■ New York, TV proceeding: RKO General (WORTV) and Multi-State Communications, competing for ch. 9 (Docs. 19991-2)—Review board, in response to motion by RKO added financial and misrepresentation issues against Multi-State. Board enlarged issues to determine whether Multi-State misrepresented availability of bank loan, and if so, effect on its basic and/or comparative qualifications. Action Aug. 7; ALJ Chester Naumowicz Jr. scheduled hearing in Washington for Nov. 7 in lieu of Oct. 10; and ordered that Nov. 19 date for commencement of hearing in New York remain unchanged. Action Aug. 6.

■ WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio renewal proceeding: Friendly Broadcasting Co. (Doc. 19412)—Review board, on request of Broadcast Bureau, enlarged issues against renewal applications of Friendly. Board added issues to determine all facts and circumstances giving rise to convictions and

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indictments involving corporate officers; to determine extent of participation, acquiescence, control and involvement of licensee and its principals, agents, or employees in matters which are subject of indictments and convictions; and whether these issues bear upon licensee's requisite qualifications in this proceeding. Action Aug. 9.

■ **Pittsburgh, TV proceeding:** Commercial Radio Institute and Western Pennsylvania Christian Broadcasting Co., competing for ch. 22 (Docs. 19940-1)—Review board, in response to petition by Commercial Radio added issue to determine whether greater need exists in Pittsburgh for specialized program service proposed by Western Pennsylvania Christian Broadcasting, or for general-service station. Board denied Commercial's request to add financial staffing and ascertainment of community needs issues against Christian. Action Aug. 9.

■ **Puerto Rico, AM proceeding:** Cavallaro Broadcasting Corp., competing for 1030 khz, at San Juan; Figueroa and Associates, at Rio Grande; Boricua Broadcasting Corp., at San Juan, and Vieques Radio Corp., at Isabel Segunda (Docs. 198-8, 19900-1)—Review board, on request of Cavallaro Broadcasting, added ascertainment of community problems, promise versus performance, financial and misrepresentation issues against Figueroa Associates. Action Aug. 9.

■ **WKYZ(AM) Madisonville, Tenn., renewal proceeding:** Monroe Broadcasters (Doc. 19829)—ALJ Reuben Lozner cancelled hearing set for Sept. 18. Action Aug. 8.

■ **Buena Vista, Va., AM proceeding:** Harry R. Peyton and WANV Inc., competing for 1270 khz at Buena Vista (Docs. 20036-7)—ALJ Thomas B. Fitzpatrick scheduled hearing for Sept. 12. Action Aug. 6.

Review board decision

■ **Bisbee, Ariz., FM proceeding:** Wrye Associates and Bisbee Broadcasters (KSUN(AM) Bisbee), competing for 92.1 mhz (Docs. 19754-5)—Review board reversed initial decision and granted application of FM and denied competing application of Bisbee Broadcasters. In its decision, board concluded that "while Wrye's staffing proposal might be frugal, rigorous and demanding," it should not have been rejected by judge as incapable of effectuation. Board points out that Bisbee proposed 100% AM-FM program duplication, and that proposals contemplating such duplication are less efficient and less desirable than proposals offering independent programming. Action Aug. 7.

Fines

■ **KJJJ(AM) Phoenix—Broadcast Bureau notified Dairyland Managers, licensee, by letter that it incurred apparent liability for forfeiture of \$500 for failing to record tower light observations; failing to designate chief operator to review and sign operating logs; failing to require each trans. operator to sign operating log, failing to require each trans. operator to record required trans. parameters in operating log Sept. and Oct. 1973. Action Aug. 8.**

■ **KPHX(AM) Phoenix—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture of \$200 by failing to make available maintenance logs from Sept. 5 through Oct. 8, 1973. Action July 30.**

■ **KYNO(AM) Fresno, Calif.—Broadcast Bureau, by letter notified Radio Kyno Inc. that it incurred apparent liability for forfeiture of \$300 for failing to make equipment performance measurements for nighttime main trans. from Aug. 12 through Oct. 19, 1973. Action Aug. 8.**

■ **KSNN(AM) Pocatello, Idaho—Broadcast Bureau by letter notified Pocatello Broadcasting Co., licensee, that upon inspection, it incurred apparent liability for forfeiture of \$1,000, by operating with excessive power on Sept. 11, 24, 27 and 29, 1973. Action Aug. 6.**

■ **WPRC-AM-FM Lincoln, Ill.—Broadcast Bureau, by letter notified Virginia Broadcasting Corp., licensee, that it incurred apparent liability for forfeiture of \$750 for operating stations by third-class radiotelephone operator whose permit was without broadcast endorsement. Action Aug. 7.**

■ **KOYY-FM El Dorado, Kan.—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture of \$500 for permitting person to operate transmitting equipment without valid radio operator's license or permit. Action July 25.**

■ **WDXR(AM) Paducah, Ky.—Broadcast Bureau rescinded notice of apparent liability of WDXR Inc. for forfeiture of \$2,000 issued on Feb. 5, for violation of lottery on 394 occasions from June 13 through July 14, 1973, by broadcasting announcements for promotion entitled "Snoopy on the Prowl," in view of death of sole stockholder of licensee corporation. Action Aug. 6.**

■ **WPFM(AM) Hammond, La.—Broadcast Bureau, as a result of inspection of station's operating logs, notified licensee that it incurred apparent liability for forfeiture of \$2,000 for operating station during nighttime hours with daytime power. Action July 24.**

■ **WSAM-AM-FM Saginaw, Mich.—Broadcast Bu-**

reau, by letter, notified MacDonald Broadcasting Corp., licensee, that it incurred apparent liability of \$400 for failing to enter operating constants in operating log at intervals not exceeding 3 hours on various dates from Oct. 2, 1973 through Jan. 26, 1974. Action Aug. 6.

■ **WHSY(AM) Hattiesburg, Miss.—Broadcast Bureau ordered licensee to forfeit \$500 for repeated violation of rules in the remote reading ant. ammeter varied from regular ant. ammeter by failing to maintain in operative condition equipment capable of receiving emergency action notifications transmitted by other stations. Action July 26.**

■ **KOJM(AM) Havre, Mont.—Broadcast Bureau, by letter, notified North Montana Broadcasters, licensee, that it incurred apparent liability of \$500 for failing to notify engineer-in-charge of intent to employ less than First Class radiotelephone operators at directional class station, and failing to provide proper failsafe device to terminate emissions upon failure of relay in DA system to activate. Action Aug. 6.**

■ **WTKO(AM) Ithaca, N.Y.—Broadcast Bureau, by letter, notified Ivy Broadcasting Co., licensee, that it incurred apparent liability of \$500 for failure to have operator signed on duty on operating log; failure to indicate sponsorship identification announcements by entries on program logs; failure to initial program log corrections by persons keeping log; failure to make required entries on operating logs; and failure to maintain maintenance log on various dates from Jan. 7 through 18. Action Aug. 6.**

■ **WWGP-FM Sanford, N.C.—Broadcast Bureau, by letter, notified WWGP Broadcasting Corp. that it incurred an apparent liability for forfeiture of \$300 for failing to make daily tower light observation entries in operating log for more than 4 months. Action Aug. 7.**

■ **WVCB(AM) Charlotte, N.C.—Broadcast Bureau, by letter notified Charlotte Broadcasting Co., licensee, that it incurred apparent liability for forfeiture of \$500 for operating transmitting system of station with unlicensed operator in charge. Action Aug. 7.**

■ **WIOZ-FM Southern Pines, N.C.—Broadcast Bureau, by letter, notified 107 Inc., licensee that it incurred apparent liability of \$100 for failing to make entries in operating logs on daily observations of tower lights from July 30 through Sept. 11, 1973. Action Aug. 6.**

Call letters

Applications

Call	Sought by
	New AM
KMSD	Sturgis Radio Co., Milbank, S.D.
	Existing AM's
KPRT	KPRS Kansas City, Mo.
KYKR	KCAW Port Arthur, Tex.
	New FM's
KYAK-FM	Big Country Radio Anchorage, Alaska
WLKN-FM	Frank Alvin Delle Jr., Lincoln Me.
WGGN	Christian Faith Broadcast, Castalia, Ohio
	Existing FM's
KGOR	KFAB-FM Omaha, Neb.
KKBC	KPTL-FM Carson City, Nev.
KYKR-FM	KCAW-FM Port Arthur, Tex.

Grants

Call	Assigned to
	Existing AM's
KBRT	KBIG Avalon, Calif.
WKFI	WMWM Wilmington, Ohio
	New FM's
KGFC-FM	Miami Radio, Miami, Okla.
*KBHU-FM	Black Hills State College, Spearfish, S.D.
*WVLS	Educational Broadcasters of Mississippi, Jackson, Miss.
*WMHK	Columbia Bible College Broadcasting Co., Columbia, S.C.
KPOG	Pentecostal Church of God of America, Joplin Mo.
*WSCD-FM	Minnesota Educational Radio, Duluth, Minn.
	Existing FM's
WLLI-FM	WJOL-FM Joliet, Ill.
WCMQ-FM	WQXK Hialeah, Fla.
KBIG	KXTZ Los Angeles

■ **WLYC(AM) Williamsport, Pa.—Broadcast Bureau ordered licensee to forfeit \$500 for operating station with power in excess of that authorized. Action July 30.**

■ **KFLP(AM) Floydada, Tex.—Broadcast Bureau, as result of inspection of station's records and operating logs notified licensee that it incurred apparent liability for forfeiture of \$1,800 by failing to provide equipment performance measurements; by operating daytime power in excess of 105% of authorized power; and by permitting person not holding proper license to be in charge of transmitting apparatus and to sign logs. Action July 23.**

■ **KIXX(AM) Provo, Utah—Broadcast Bureau, by letter notified KIXX Inc. that it has incurred apparent liability of \$200 for not maintaining maintenance logs from Aug. 4 through Sept. 11. Action Aug. 6.**

Other action

■ **WNJR(AM) Newark, N.J.—Broadcast Bureau, on request of Sound Radio, extended to Sept. 20, time for filing alternate proposals for interim operation of WNJR. Sound Radio is one of six applicants for regular authority to operate facilities of WNJR, which is now operated under interim authorization by WNJR Radio Co. Action Aug. 6.**

Allocations

Petition

FCC received following petitions to amend FM table of assignments (ann. Aug. 13 and 16):

■ **Alaska Educational Broadcasting Commission, Anchorage Alaska—Seeks to assign ch. 261A to Kodiak, Alaska (RM-2423).**

■ **KHYT(AM) Tucson, Ariz.—Seeks to assign ch. 298 to Tucson (RM-2427).**

■ **John Matkowski, Fort Walton Beach, Fla.—Seeks to assign ch. 243 to Destin, Fla. (RM 2421).**

■ **WGML(AM) Hinesville, Ga.—Seeks to assign ch. 221A to Hinesville (RM-2428).**

■ **KXOJ(AM) Sapulpa, Okla.—Seeks to assign ch. 265A to Sapulpa and delete from Bristow, Okla.; assign 285A to Bristow and delete from Okmulgee, Okla.; assign ch. 232A to Okmulgee (RM-2424).**

■ **WUVA Inc., Charlottesville, Va.—Seeks to assign ch. 224A to Charlottesville (RM-2422).**

Actions

FCC took following actions on TV allocations:

■ ***Georgia—Broadcast Bureau proposed amendment of TV table of assignments by assigning reserved educational channels to communities in Georgia. Action was in response to petition of Georgia State Board of Education, RM-2340, requesting assignment of following additional reserved channels: Carnesville, ch. *52; Carrollton, ch. *49; Cedar-town, ch. *65; Columbus, ch. *48; Elberton, ch. *60; Flintstone, ch. *51; Lafayette, ch. *35; Toccoa, ch. *68 and Young Harris, ch. *50 (Doc. 20135). Action Aug. 9.**

■ **Cookeville and Fayetteville, Tenn.—Broadcast Bureau proposed to add ch. *28 to Cookeville, and substitute ch. 52 for ch. *28 at Fayetteville. Action was in response to petition by South Central Broadcasting Corp., licensee of WTVK(TV), ch. 26, at Knoxville, Tenn. (RM-2285). Action Aug. 12.**

FCC took following actions on FM allocations:

■ **Turlock, Calif.—Broadcast Bureau proposed to add ch. 252A as second FM assignment to Turlock. Action was in response to petition by John M. Hall, principal stockholder of KCEY(AM) Turlock (Doc. 20138). Action Aug. 13.**

■ **Charleston, W. Va.—Broadcast Bureau proposed to delete ch. 253 at Charleston. Bureau said it would be in public interest to delete this short-spaced assignment, since license of WKNA, assigned to ch. 253, was forfeited. This deletion would leave Charleston with four FM assignments and would be consistent with general population criteria (Doc. 20137). Action Aug. 12.**

Rulemaking

Actions

■ **Commission adopted further notice of proposed rulemaking that would revise its fee schedule to conform to Supreme Court's decision in suit brought by National Cable Television Association. Commission said proposed fee schedule is generally based on same framework as current schedule, with reduction in individual fees in most areas (Doc. 19568). Action Aug. 7.**

■ **Chief, Broadcast Bureau, on request of Pacific FM Inc. and San Francisco Wireless Talking Machine Co., extended from Aug. 26 to Sept. 9, time for filing comments; and from Sept. 30 to Oct. 7**

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for reply comments, in matter of AM-FM program duplication (Doc. 20016). Action Aug. 13.

■ FCC extended dates for comments and reply comments, in response to further notice inviting comments adopted in prime-time-access rule proceeding (Doc. 19622). Comments and reply comments are extended through Sept. 20 and Oct. 7, respectively. Action Aug. 16.

Translators

Applications

- The Navajo Tribe, Ganado and Greasewood, Ariz.—Seeks amendment of CP for new station to change output ch. from ch. 3 to ch 4 (BPTTV-5061). Ann. Aug. 12.
- Lassen county superintendent of schools, Susanville and Litchfield, Calif.—Seeks ch. 6, rebroadcasting KIXE-TV Redding, Calif. (BPTTV-5085). Ann. Aug. 16.
- Northern Entertainment, Alpena, Mich.—Seeks ch. 55, rebroadcasting WGTU Traverse City, Mich. (BPTT-2673). Ann. Aug. 16.
- Walker River Paiute Tribe, Schurz, Nevada—Seeks ch. 10, rebroadcasting KCRL-TV Reno; and ch. 12 rebroadcasting KTVN Reno (BPTTV-5083-4). Ann. Aug. 15.
- Roy H. Park Broadcasting of Utica-Rome, Ogdensburg, N.Y.—Seeks ch. 68, rebroadcasting WUTR-TV Utica, N.Y. (BPTT-2671). Ann. Aug. 15.
- University of North Carolina, Franklin, Sylva, Dillsboro, N.C.—Seeks amendment of CP for new station to change primary TV to WUNE-TV Asheville, N.C. (BPTTV-2580). Ann. Aug. 12.
- Prairie City Lions Club, rural area south and west of Prairie City, Ore.—Seeks ch. 9, rebroadcasting KAID-TV Boise, Idaho (BPTTV-5086). Ann. Aug. 16.
- Telemundo Inc., Aguadilla, Puerto Rico—Seeks ch. 32, rebroadcasting WKAQ-TV San Juan, Puerto Rico (BPTT-2672). Ann. Aug. 15.

Action

- K68AN Wakeeey, Kan.—License authorization cancelled and call letters deleted at request of licensee. Ann. Aug. 14.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Aug. 12 (stations listed are TV signals proposed for carriage):

- Consolidated Cable TV, P.O. Box 2456, Batesville, Ark. 72501, for Patterson, Ark. (CAC-4140); KATV, KARK-TV, KTHV, KETS Little Rock, Ark.; KAIT-TV Jonesboro, Ark.; WREC-TV, WMC-TV, WKNO-TV, WHBQ-TV Memphis.
- Shasta Cable TV, 329 N. Mount Shasta Blvd., P.O. Box 628, Mount Shasta, Calif. 96067, for Siskiyou county (CAC-4115) and Dunsuir (CAC-4116), both California: Add KOTI-TV Klamath Falls, Ore.; KOB-TV Medford, Ore.; KTXL Sacramento, Calif.; KTVU Oakland, Calif.; KPIX-TV, KBHK-TV San Francisco; KIXE-TV Redding, Calif.
- Storer Cable TV, 1177 Kane Concourse, Miami Beach, Fla. 33154, for Suisun City (CAC-4154) and Solano county (CAC-4155), both California: Add KMUW Sacramento, Calif.
- Burke County CATV, P.O. Box 126, Vidalia, Ga. 30474, for Waynesboro, Ga. (CAC-4148); WJBF, WRDW-TV, WATU-TV Augusta, Ga.; WEB-TV Allendale, S.C.; WVAN-TV Savannah, Ga.; WCES-TV Wrens, Ga.; WTCG Atlanta.
- Idaho Video, P.O. Box 50, Jerome, Idaho 83338, for Wendell, Idaho (CAC-3996): Delete KITC Nampa, Idaho.
- Noble Cable TV, P.O. Box 47, Kendallville, Ind. 46755, for Kendallville (CAC-4131): Delete WFLD-TV Chicago and add WSNs-TV Chicago.
- TV Cable of Baldwin-Jeanerett, P.O. Box 34012, Dallas 75234, for Jeanerette, La. (CAC-4143); WBRZ-TV, WAFB-TV, WRBT Baton Rouge, La.; KATC, WFLY-TV, KENI-TV Lafayette, La.; WGNQ-TV, WYES New Orleans.
- Public Cable Co., 360 S. Monroe St., Denver 80209, for Portland Me. (CAC-4152); WMTW-TV Portland, Me.; WCBK-TV, WLVI-TV, WGBH-TV Boston; WCBW Augusta, Me.; WENH Durham, N.H.; WMEG-TV Biddeford, Me.; CHLT Sherbrooke, Canada.
- Mt. Morris Cable Co., P.O. Box H, Mount Morris, Mich. 48458, for Mt. Morris (CAC-4118), Mt. Morris township (CAC-4119) and Genesse township (CAC-4120) all Michigan; WJRT-TV Flint, Mich.; WNEM-TV Bay City, Mich.; WEYI-TV Saginaw, Mich.; WUCM-TV University Center, Mich.; WJIM-TV Lansing, Mich.; WKAR-TV East Lan-

sing, Mich.; WJBK-TV WKBD-TV, WTVS, WWJ-TV, WXON, WXYZ-TV Detroit; CKLW-TV Windsor, Ontario, Canada.

■ Wells Cable TV, Box 609, Mitchell, S.D. 57301, for Wells, Minn. (CAC-4153); KEYC-TV Mankato, Minn.; KAUS-TV Austin, Minn.; KROC-TV Rochester, Minn.; KGLO-TV Mason City, Iowa; KTCATV, KSTP-TV St. Paul; WTCN-TV, WCCO-TV, KMSP-TV Minneapolis.

■ Ozark Community Cable TV, P.O. Box 246, Fredericktown, Mo. 63645, for Marble Hill (CAC-4129), and Lutesville (CAC-4130), both Missouri; KFVS-TV Cape Girardeau, Mo.; WPSD-TV, WDXR-TV Paducah, Ky.; WSIL-TV Harrisburg, Ill.; KPLR-TV, KETC St. Louis; WSIU-TV Carbondale, Ill.

■ Capitol District Better T.V., 991 Broadway, Albany, N.Y. 12204, for Colonia Village, N.Y. (CAC-4123); Add WNET Newark, N.J.; and for Colonia Town, N.Y. (CAC-4124): Add WNET Newark, N.J.; WKTV Utica, N.Y.

■ Capitol Cablevision Systems, 991 Broadway, Albany, N.Y. 12204, for Guilderland (CAC-4125) and Watervliet (CAC-4128), both New York; Add WNET Newark, N.J.; and for Albany (CAC-4126) and Menands (CAC-4127) both New York: Add WNET Newark, N.J.; WKTU Utica, N.Y.

■ Good-Vue CATV, 230 Park Ave., New York 10017, for Spring Valley (CAC-4156), Ramapo (CAC-4157) and Clarkson (CAC-4158), all New York; Delete WKBS-TV Burlington, N.J.; and add WSNL Patchogue, N.Y.

■ Ultracom of Wilson, P.O. Box 507, Lansdale, Pa. 19446, for Wilson, N.C. (CAC-4137); WITN Washington, N.C.; WNCT-TV Greenville, N.C.; WRAL-TV Raleigh, N.C.; WTVB, WRDU-TV Durham, N.C.; WUNJ-TV Wilmington, N.C.; WCTI-TV TV New Bern, N.C.; WUNC-TV Chapel Hill, N.C.; WTTG-WDCA-TV Washington.

■ Continental Cablevision of Ohio, 119 N. Main St., Fostoria, Ohio, for Fairborn, Ohio (CAC-4138): Add WKBF-TV Cleveland; and for Wayne township, Ohio (CAC-4145): Delete WUAB Lorain, Ohio and add WKBF-TV Cleveland.

■ Continental Cablevision of Springfield, 119 N. Main St., Fostoria, Ohio, for Springfield, Ohio (CAC-4139): Add WKBF-TV Cleveland.

■ Telcor Cable TV, P.O. Box 220, Toronto, Ohio 43964 for Island Creek township, Ohio (CAC-4132); KDKA-TV WTAE-TV, WHIC-TV, WQED, WPGH-TV Pittsburgh; WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; WOUC-TV, Cambridge, Ohio; and for Senecaville, Ohio (CAC-4133): Requests certification of existing CATV operations; and for Freeport, Ohio (CAC-4134): Requests certification of existing CATV operations, but if commission does not grant waiver for carriage of WAKR-TV, then carriage of WTAE-TV Pittsburgh is requested; and for Hammondsville, Ohio (CAC-4135): Requests certification of existing CATV operations and add: WNEO-TV Alliance, Ohio; WPGH-TV Pittsburgh; and for Bethany, W. Va. (CAC-4136): KDKA-TV, WTAE-TV, WHIC-TV, WPGH-TV, WQED Pittsburgh; WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio.

■ Middletown Cable Communications, P.O. Box 10727, University Park Station, Denver 80210, for Lemon township, Ohio (CAC-4121): WLWD, WHIO-TV, WKEF Dayton, Ohio; WCPO-TV, WKRC-TV, WLWT, WCET Cincinnati; WMUB-TV Oxford, Ohio; WTTV Bloomington, Ind.; WUAB Lorain, Ohio; WXIX-TV Newport, Ky.

■ Tiffin Valley Cable, P.O. Box 254, Archbold, Ohio 43502, for Montpelier, Ohio (CAC-4150); WJBK-TV, WKBD-TV Detroit; WANE-TV, WPTA, WKJG-TV Ft. Wayne, Ind.; WDHQ-TV, WGET-TV, WTOL-TV, WSPD-TV Toledo, Ohio; WBGU-TV Lima, Ohio; CKLW-TV Windsor, Ontario, Canada.

■ Telecab Communications Corp., 1336 Sulphur Spring Rd., Baltimore 21227, for St. Thomas township, (CAC-4146); WHAG-TV, WWPB-TV, Hagers-town, Md.; WRC-TV, WTTG, WMAL-TV, WTOP-TV Washington; WMAR-TV, WBAL-TV, WJZ-TV Baltimore; WGAL-TV Lancaster; WITF-TV Hershey, Pa.

■ Carolina Cable Co., 115 Broadus Ave., Greenville, S.C. 29601, for Greer, S.C. (CAC-4147); WANC-TV, WLOS-TV Asheville, N.C.; WFBC-TV WNTV, WGGs-TV Greenville, S.C.; WSPA-TV Spartanburg, S.C. WBTV, WRET-TV Charlotte, N.C.; WAIM-TV Anderson, S.C.; WTCG, Atlanta.

■ Community Cablevision of South Carolina, 179 N. Irby St., Florence, S.C. 29501, for Marion, S.C. (CAC-4122): Add WRET-TV Charlotte, N.C.

■ Television Cable Co., Box 895, 1907 Oak St., Myrtle Beach, S.C. 29577, for Myrtle Beach AFB, S.C. (CAC-4151); WWAY-TV, WECT, WUNJ-TV Wilmington, N.C.; WSOCT-TV, WRET-TV Charlotte, N.C.; WCIV, WSCS-TV, WCBN-TV Charleston, S.C.; WIS-TV Columbia, S.C.

■ Kilgore Video, P.O. Drawer 151, Longview, Tex. 75601, for Kilgore (CAC-4142); KLTU-TV Tyler, Tex.; KTAL-TV Texarkana, Tex.; KTVI-TV Ft. Worth; KERA-TV Dallas; KTBS-TV, KSLA-TV Shreveport, La.

■ Pasadena CATV, 1414 S. Richey, Suite 22, Pasadena, Tex. 77502, for Pasadena (CAC-4144): Add KFDM-TV Beaumont, Tex.; KJAC-TV Port Arthur, Tex.

■ Shiner Cablevision, P.O. Box 829, Junction City, Kan. 66441, for Shiner, Tex. (CAC-4177); KTVV, KTBC-TV, KVUE Austin, Tex.; KHTV, KVRL Houston; WOAI-TV, KENS-TV, KWEX-TV, KLRN, KSAT-TV San Antonio, Tex.; KXIX Victoria, Tex.

■ Spokane Cablevision, P.O. Box 10727, University Park Station, Denver 80210, for Spokane county, Wash. (CAC-4149): Add CBUAT Trail, British Columbia, Canada; KSTW Tacoma, Wash.

■ Community Telecommunications, P.O. Box 10727 University Park Station, Denver 80210, for Lander, Wyo. (CAC-4141): Requests certification of existing CATV operations.

Following operators of cable TV systems requested certificates of compliance, FCC announced Aug. 15 (Stations listed are TV signals proposed for carriage):

■ Warner Cable of Fort Walton Beach, 75 Rockefeller Plaza, New York 10019, for Shalimar (CAC-4169), Okaloosa Island (CAC-4170) and Valparaiso (CAC-4171), all Florida: Add WDTB Panama City, Fla.

■ Ultra Com of Rockmart, P.O. Box 507, Lansdale, Pa. 19446, for Aragon (CAC-3800) and Van Wert (CAC-3801), both Georgia: Add WRIP-TV, WTVG, WRCB-TV Chattanooga.

■ Camp Inc., P.O. Box 61, Hilo, Hawaii, for Pahala, Hawaii (CAC-4182): Add KHVO-TV Hilo, Hawaii and delete: K74BA, Naahenu, Hawaii.

■ Henderson All-Channel Cablevision, 1253 Diamond Ave., Evansville, Ind. 47724, for Henderson, Ky. (CAC-4172): Add WTTV Bloomington, Ind.

■ Madisonville Cablevision Co., 360 S. Monroe St., Denver 80209, for Madisonville (CAC-4165), Earl-ington (CAC-4166), Mortons Gap (CAC-4167), and Hopkins county (CAC-4168), all Kentucky: Add WDCN-TV Nashville; WDRB-TV Louisville, Ky.

■ Diversified Communications, 1 Maine St., Mexico, Me. 04257, for Mexico (CAC-4181): Add WSBK-TV Boston; CHLT-TV Sherbrooke, Quebec, Canada; WEMT Bangor, Me.

■ Public Cable Co., 360 S. Monroe St., Denver 80209, for South Portland, Me. (CAC-4180); WMTV-TV Poland Spring, Me.; WCSH-TV, WGAN-TV Portland, Me.; WSBK-TV, WLVI-TV, WGBH-TV Boston; WCBW Augusta, Me.; WENH-TV Durham, N.H.; WMEG-TV Biddeford, Me.; CHLT Sherbrooke, Canada.

■ Video Enterprises, P.O. Box 1159, Holyoke, Mass. 01040, for South Hadley, Mass. (CAC-4179): Add WSBK-TV Boston.

■ Community TCI of Missouri, P.O. Box 5496, Lenexa, Kan. 66215, for Grandview (CAC-4175), Lee's Summit (CAC-4176), and Belton (CAC-4177), all Missouri: Delete KWGN-TV, Denver and add WGN-TV Chicago.

■ Suburban Cablevision, 134 Evergreen Place, East Orange, N.J. 07018, for Livingston township (CAC-4163), West Orange (CAC-4160) Irvington (CAC-4161), and West Caldwell (CAC-4162), all New Jersey; WCBST-TV, WNBC-TV, WNEW-TV, WOR-TV, WPIX-TV, WNYE-TV, WABC-TV, WNYC-TV New York; WNET-TV, WBTB-TV Newark, N.J.; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.; WXTV Paterson, N.J.; WPHL-TV, WTAFTV Philadelphia; WLII Garden City, N.Y.

■ Walden Video Corp., P.O. Box 311, Liberty, N.Y. 12574, for Maybrook, N.Y. (CAC-4173); WABC-TV, WNBC-TV, WCBST-TV, WNEW-TV, WOR-TV, WPIX-TV New York; WNET Newark, N.J.; WCDC Adams, Mass.; WRGB Schenectady, N.Y.; WTNH-TV New Haven, Conn.; WFSB Hartford, Conn.

■ Windsor Cablevision, P.O. Box 490, Windsor, N.C. 27983, for Williamston, N.C. (CAC-4178); WITN Washington, N.C.; WNCT-TV Greenville, N.C.; WCTI-TV New Bern, N.C.; WYAH-TV Portsmouth, Va.; WRAL-TV Raleigh, N.C.; WRDU-TV Durham, N.C.; WUND-TV Columbia, N.C.

■ Valley Cable TV, 24 E. 5th St., Grafton, N.D. 58237, for Cavalier, N.D. (CAC-4174); CBFT, CJAY, CBWT Winnipeg, Canada; KXJB-TV Valley City, N.D.; WDAZ-TV Devils Lake, N.D.; KTHI-TV Fargo, N.D.; KCND-TV Pembina, N.D.

■ MBS Cable TV, 1811 Blvd. of the Allies, Pittsburgh 15219, for Newton Falls, Ohio (CAC-4164); WCIF, WYVZ-TV WEWS, WJW-TV, WKBF-TV, WKYC-TV Cleveland; WUAB Lorain, Ohio; WAKR-TV, WCOT-TV Akron, Ohio; WFJM-TV, WKBN-TV, WYCT Youngstown, Ohio; WJAN Canton, Ohio; WNEO-TV Alliance, Ohio; WPGH-TV, WQED Pittsburgh.

■ Kickapoo Cable TV-Black River Cable Vision, P.O. Box 26, Black River Falls, Wis. 54615, for Black River Falls, Wis. (CAC-4159); WKBT, WHLA-TV, WXOW-TV La Crosse, Wis.; WEAU-TV Eau Claire, Wis.; WAOW, WSAU-TV Wausau, Wis.; KROC-TV Rochester, Minn.; WCCO-TV, WTCN-TV Minneapolis; KSTP-TV St. Paul.

In contest

■ Manchester, N.H. (Continental Cablevision of New Hampshire)—ALJ Herbert Sharfman, on request of Continental, rescheduled hearing from Sept. 9 to Sept. 23 (Doc. 20029). Action Aug. 12.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Office Manager-Accountant. San Diego radio station looking for experienced accountant who can prepare financial statements by the 7th of the month, management reports as requested, prompt billing and collection follow-up, tax returns. Leading contemporary station with bright young staff. Please submit resume and salary requirements. All replies confidential. Box H-74, BROADCASTING.

Retail sales management position with medium market group owned AM-FM in Midwest. Salary plus incentives will total \$30,000 first year. Box H-86, BROADCASTING.

GM with sales management experience needed for station #1 in sales and audience. Salary commensurate with ability. Good benefits. All replies confidential. Send resume, other important information. Box H-177, BROADCASTING.

Accountant needed with broadcast experience for station in Southwest. Must be CPA. Equal opportunity employer. Send resume and picture to Box H-204, BROADCASTING.

Looking for a sales manager for young AM-FM operation. Car and other fringes supplied. Only experienced applicants need apply. Box H-214, BROADCASTING.

Program Director for growing, dynamic, fulltime stereo FM public radio station in northern Florida, soon to increase ERP to 50,000 watts; Minimum of one-two yrs. experience in program management and/or public affairs, news production; BA in mass communication or journalism preferred; send resume to: James H. Irwin, Station Manager, WFSU-FM, Florida State University, Tallahassee, FL 32306. Position available Oct. 1. FSU is an equal opportunity employer.

Central Maine's largest volume AM-FM seeks executive-vice president-general manager \$18,000-\$30,000. Management experience, sales orientation; air program experience desirable. Send complete resume to: Roger V. Snow, Jr. Treasurer, 70 Waites Landing, Falmouth, ME 04105. Absolutely no phone calls.

Help Wanted Sales

Young, hard-working radio account executive with desire to move into television sales. Excellent sales opportunity with major group owned television station. Base salary plus incentive, established list. College grads only. Box H-85, BROADCASTING.

Top 10 market. Join one of the leading contemporary FM stations in the country. We're more interested in self-starter than present market, experience, and track record. Top income. Box H-88, BROADCASTING.

Management Trainee to replace individual who joined us right out of college and has moved to sales manager's position with one of our stations. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary. Masters Degree and/or some sales experience helpful. Starting salary is \$15,000 to \$18,000. Send resume to Box H-91, BROADCASTING.

New York City AM giant is expanding local sales staff. Small to medium market sales background preferred. Applications considered from all areas of the country. Send resume to sales manager, Box H-144, BROADCASTING.

Major market AM station needs general sales manager to generate local and national sales plus train and administer local sales staff. Station has strong history in centrally located market. Group ownership, good fringe benefits. An Equal Opportunity Employer. Write in confidence to Box H-188, BROADCASTING.

Experienced individual for sales and airwork. Self-Starter-Proven ability. Equal Opportunity Employer. Box H-195, BROADCASTING.

Florida full time AM on West Coast. RAB experience preferred. Resume and track record first letter. Equal Opportunity Employer. Box H-199, BROADCASTING.

Northern Maine—100,000 watt FM's accepting resumes for sales positions with opportunity for management. Send resume to Box H-208, BROADCASTING.

Help Wanted Sales Continued

Salesperson to represent the biggest little station in the mid-west. Solid Gold Number One Music. Very young, aggressive organization. Equal Opportunity Employer. KRFS, P.O. Box 100, Superior, NE 68978.

Professional Salesperson for 5000 watt Vermont Contemporary Group station. Good list, high commission plus guarantee, excellent working conditions plus expenses. Must want to work and make money. Write Mr. Zezza, WCFR, Box 800, Springfield, VT 05156.

Salesperson with experience and management potential. AM and FM stations. Send resume WEZY, P.O. Box 2029, Cocoa, FL 32922. Equal Opportunity Employer.

WKBO, Harrisburg, Pennsylvania is the #1 rated Pulse/ARB contemporary station in the market. Due to our tremendous acceptance, we have need for two experienced account executives who can take over local retail list from general manager and sales manager. High income potential. For detail, contact Bob Maley, sales manager, WKBO Harrisburg between 9 and 10 AM at 717-233-6571.

Contemporary Station in Western Kentucky needs an aggressive account executive. Great Market. Good list. Base plus commission. Send recent picture and resume to: David Silveri, Sales Mgr., WOMI Radio, Box 1330, Owensboro, KY 42301.

WPAZ, Pottstown, Pa.—A Great Scott Station—needs one salesperson who can do morning show & sell regular accounts. Salary, commission, gas, profit sharing—only station in the market. Experience preferred; will consider ability first. Phone 215-326-4003-H. Scott.

Modern Country WPVA in Historic Petersburg, Virginia, seeks another experienced sales person. ARB proven #1. No floaters or beginners. Take over GM's list and new list. Our staff knows of this ad. Send resume to: Manager, P.O. Box 87, Petersburg, VA 23803.

Growing Illinois, Tennessee chain needs experienced account executives. Good salary, fringe benefits. Will earn \$10,000-15,000 first year. On-air experience desirable but not necessary. Send resume to Community Service Broadcasting, Inc. Box 1209, Mt. Vernon, IL 62864.

Help Wanted Announcers

Top 50 market, immediate opening, top 40 format. Must sound mature and bright. Box H-125, BROADCASTING.

Morning individual, preferably with news background for Black oriented station in Northeast medium market. Seek person less interested in being a DJ than a communicator. Essentials require good mike presence, awareness of news and sufficient knowledge of soul and contemporary. Unusual opportunity. Rush resume to Box H-131, BROADCASTING.

Northwestern regional station wants good morning personality. First phone helpful. Send all details first letter to Box H-172, BROADCASTING.

Wanted Mature experienced, announcer-salesperson for MOR station West Virginia. \$90 week air work; 15% sales. Immediate opening. Permanent. Please send resume and picture with first letter. Box H-175, BROADCASTING.

Small market Maryland station. Immediate opening for first ticket announcer. Send resume. No replies answered without resume. Box H-197, BROADCASTING.

Medium market station needs announcer for night shift to run a syndicated show, do some news and production. Send resume. Equal Opportunity Employer. Box H-198, BROADCASTING.

Need an experienced announcer for expanding group operation. Only experienced applicants need apply. Box H-215, BROADCASTING.

Radio station KGUS stereo/FM needs two good, experienced announcers for a good music format: excellent working conditions. Send complete resume, tape, photo, and approximate salary desired, an Equal Opportunity Employer. P.O. Box 1089, Hot Springs, AR 71901.

Help Wanted Announcers Continued

5000 watt modern country needs bright professional with third. Group operation. Rush tape & resume to: KXLR, Little Rock, AR.

Need afternoon drive music announcer able to do some news. MOR adult. Send tape and resume to George Taylor, WALE, Fall River, MA 02722.

Mature announcer — ABC MOR station in beautiful Virginia university market. Must have 1st class license. Rush resume, aircheck tape, references, requirements and snapshot to Ed. Owens, WCHV, P.O. Box 5387, Charlottesville, VA 22903.

Modern Country WPVA in Historic Petersburg, Virginia, seeks experienced announcer. Production and knowledge of modern country necessary. No floaters or beginners. Send resume to: PD or GM, WPVA, P.O. Box 87, Petersburg, VA 23803.

Mature MOR announcer. CBS MOR station in 100,000 plus market. Seeking announcer for afternoon drive program and evening shift. Two years experience preferred. Excellent benefits. Rush resume and 7 1/2 IPS tape with commercial delivery and MOR format to program director, Radio Station WSOY, P.O. Box 2250, Decatur, IL 62526.

Established 10,000 watt Modern Country Music Station soon to need two experienced announcers for mid-day and afternoon drive. Stable position, good future. Contact: Dave Cheek, WZAF, P.O. Box 1038, Bristol, VA 24201, (703) 466-2201. Send tapes, resume and salary requirements. References will be checked. Salary negotiable. No drifters or beginners.

DJ/Salespersons needed for growing chain with Illinois, Tennessee stations. Must have on-air experience. We will train for sales, if necessary. Superb salary, fringe benefits. Will earn \$10,000-15,000 first year. Send resume, air tape to Community Service Broadcasting, Inc. Box 1209, Mt. Vernon, IL 62864.

Eastern medium market AM station—stable operation—immediate opening for talented morning individual. Send tape and resume to: Radio, 2711 Magnolia Rd., Vineland, NJ 08360.

Morning personality. 4 hours air/4 hours sales with salary plus commission, regular accounts, gas, profit sharing. Only station in market—Eastern Pennsylvania. Headquarters for group owner. Best equipment—best staffed in state. Phone 215-326-4003, H. Scott.

Help Wanted Technical

Missouri stations looking for chief engineer. 3 to 5 years experience necessary. Preferable, previous duty as chief or assistant chief. This position is more than a title. Offers excellent opportunity. Equal Opportunity Employer. Box H-106, BROADCASTING.

Chief engineer for PBS affiliate. Performs skilled, professional duties involved in installation, operation and maintenance of electronic equipment. FCC first class license required; degree in electronics or engineering and five years intensive television electronics experience required. Salary \$14,000 plus benefits. Send resume of training and experience. Box H-133, BROADCASTING.

Midwest AM-FM planning to build new studios. Need experienced phone first. Permanent position. Write Box H-163, BROADCASTING.

Multi-station group seeks Chief Engineer knowledgeable in all phases, including five kilowatt, four-tower directional array, 100,000 watt stereo FM with SCA, complete microwave STL system and automation systems. Top pay, excellent facilities, profit sharing plan, group insurance and other incentives. Contact Bob Russell, General Manager, KEWI/KSWT, P.O. Box 4407, Topeka, KS 66604. Please send full resume and brief description of your goals.

Chief Engineer. Immediate opening in university operated A.M. station. F.M. license pending. Plan, supervise and install equipment. Excellent equipment and university fringe benefits. Salary open depending upon experience. Contact David Beach, manager, KFJM, University of North Dakota, Grand Forks, ND. 701-777-2577 or 772-6809.

Chief Engineer: meticulous perfectionist. Experienced with Schafer, Moseley, Studio and transmitter. Stereo KRUZ(FM) Santa Barbara 805-963-1831. Call now.

Chief Engineer. Capable maintaining top quality AM & Stereo FM. Board shift. Heavy maintenance. Excellent hunting, fishing, 4 hours from Gulf. Good Salary. Hal Fredericks, WCRT/WQEZ 205-251-5117, POB 1922, Birmingham, AL 35201.

Help Wanted Technical Continued

Position Open for chief engineer with growing group. Excellent growth potential within group stations. AM, FM, automation, directional, maintenance, proofs experience desired but not necessary. Send resume, salary requirements, references to Ken Coe, General Manager, WLOI, Box 385, La Porte, IN 46350.

Wanted Engineer with first ticket. Engineering and maintenance for noncommercial directional operation. Send resume. John Ebert, WSUI, University of Iowa, Iowa City, IA 52242. An Equal Opportunity Employer.

Chief Engineer, community radio, 2400 watt remoted FM stereo, three studios. Previous experience required. Flexible hours; unpressured environment. Modest but adequate salary (\$5000/year) for small college town living. Contact: JoAnne Wallace, WYSO, Yellow Springs, OH 45387.

Saginaw, Michigan AM-FM Muzak needs Chief Engineer, excellent growth opportunity for the right person. Good wages plus company paid insurance. Call collect 517-752-8163 Extension 30.

Help Wanted News

Dynamic, young radio news director wanted to take over six-person staff. Top radio news source in delightful East Coast area. Must be strong in systems with excellent delivery and voice. \$18-\$20K first year if you're the best. Box H-145, BROADCASTING.

Top 10 market station needs News Director who can do it all. Must be able to effectively administer large news staff and budget. If you live news, you may be the one for the job. Income \$30-35K first year. Box H-186, BROADCASTING.

Wanted: News Director for midwest AM/FM, medium market, to take over news department, operate, give leadership and direction. Box H-218, BROADCASTING.

KSLQ, St. Louis. Number one rocking news department in the business. Must sound human but lively. Must know street work. Dan Abernathy, 111 S. Bemiston 63105.

One of nation's leading beautiful music stations seeking a young, aggressive mature-sounding news person capable of developing a reliable local news image. Send tape, resume and salary requirements to Tony Rizzini, P.D., WLKW, 228 Weybosset Street, Providence, RI 02903. An EOE.

Wanted—Morning Drive-time newscaster. Number one contemporary rock music station. Number one news, need serious individual with authority, writing abilities and sound judgment. Salary based on experience and ability. Great opportunity with growing Southern Broadcasting Company. Excellent working conditions. Send resume and tape. Immediate opening. Contact: Pete Taylor, WSGN Radio, City Federal Building, Birmingham, AL 35203.

Help Wanted Programing Production, Others

14 station group needs on the air program director for their successful medium market station. This job features relaxed creative station environment with highly talented staff in suburban style market located in mid-east mountain state. Needed skills are: leadership, imagination, programming sophistication, production expertise, entertainer communicator air style, research. Good salary commensurate with ability. EOE. Box H-169, BROADCASTING.

Production Manager. Must be experienced in all phases of production. Some air work. Well established midwest AM-FM, MOR Good salary, benefits. An Equal Opportunity Employer. Send resume to Box H-207, BROADCASTING.

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

Commercial production genius—must have mature voice capable of creating, scripting, voicing, and producing imaginative radio campaigns. Send demo tape of produced spots to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405.

Special Projects Producer/Coordinator to become involved in variety of programing, production and operations with 50,000 watt regional public radio station expanding into increased community services and on-air instruction. Master's Degree in Educational Communications/Technology/Media or related field with good background in radio. Available now. Contact Robert Blake, Station Manager, WEKU-FM, Eastern Kentucky University, Richmond, KY 40475. 606-622-2474. Equal opportunity employer.

Help Wanted Production, Programing, Others Continued

Radio Producer with experience in news, documentaries, community public affairs to work at new public FM station with active local program schedule. Public radio experience, BA preferred. Contact: WXXI-FM, Box 21, Rochester, NY 14601.

Program Operations Director for non-commercial AM-FM with religious, MOR and concert music formats. Management ability, programing, production, stereo, automation. St. Louis. Paul Devantier, 314-725-3030.

Situations Wanted Management

General Manager—Top sales producer. Will lead and motivate staff. Currently employed with Major Broadcast group. Prefer East or Southeast. Box H-34, BROADCASTING.

Attention: Major Market Radio, Dynamic Sales personality desires position as National Sales Manager for group or individual station. Strong credentials. Personable, highly creative with unusual sales techniques. Build your national sales with a fresh, energetic, hard-working talent. Write Box H-160, BROADCASTING.

Successful General Manager: major and smaller market background. Desire challenge West Coast medium-large market. Successfully managing medium market West Coast. Box H-170, BROADCASTING.

Effective leader. Innovative, conceptual, decision maker. Broad sales and program experience includes 10 years managing major suburban stations. NYC or Philadelphia markets only. Manage entire operation or that key phase needing immediate attention. Station or Group. A respected producer now with management consulting firm. Complete confidence. Box H-189, BROADCASTING.

General Manager. 9 years experience all phases. 6 years as manager in radio and agency including ownership. Solid aggressive 33 year old family man looking for new challenge. Northwest. Box H-211, BROADCASTING.

Exp. GSM ready for GM. 15 yrs. in all phases of radio, Heavy Sales, Knowledge of FCC regs. Excellent Administrator. Family Man. (Small Market Preferred). Box H-212, BROADCASTING.

I have 20 years experience in all phases, D.J., P.D., G.M. Desire managerial position in medium market. Call 612-544-3077.

Situations Wanted Sales

Sales, production, and air experience. Blues, jazz, or rock stations only. Relocate anywhere. William Maynard, 4788 Woodland, Jackson MI 49203. Phone 517-782-9857.

Situations Wanted Announcers

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

DJ looking for small to medium market C&W station. Creative production, some sales experience, endorsed 3d. Box H-67, BROADCASTING.

Female mouth, college grad., midday top 40, news, prod. exp., looking for north, east, or west market with PD who knows his stuff. Call 305-896-0998 or write Box H-168, BROADCASTING.

Former Educator, self-motivated, 28, seeking responsible position. Have worked uptempo MOR; C&W Currently, MD. Box H-171, BROADCASTING.

Top 50 Market MOR Personality, programmer, age 34, good voice, 8 years experience, desires air position, majors or mediums, South preferred, all offers considered, family man, highest recommendations, third phone. Box H-179, BROADCASTING.

Young, single, DJ looking for a cookin' rocker or personality MOR. One year CW, 6 months MOR, one year rock, all commercial radio. Excellent production 3rd endorsed, lots of ideas. Some place with a future, wandering isn't my bag, medium-majors only. Box H-184, BROADCASTING.

Experienced First Phone announcer seeks position with medium market contemporary. Good production ability, and free to relocate. Tape and resume at Box H-185, BROADCASTING.

Personality. Cont./MOR, talk formats. 7 years experience, 1st ticket, married. I've had offers, but not the right one. Box H-201, BROADCASTING.

DJ, looking for first break, good news and commercial delivery, tight board, good production, willing to go anywhere. Box H-205, BROADCASTING.

Situations Wanted Announcers Continued

Personality, PD and MD experience for Top-40, or Contemp. MOR. Strong Production, good pipes. Prefer New England medium. Will also consider weekends. Box H-206, BROADCASTING.

First phone, superb references, MOR, former PD, associate's degree, stable, sober not flashy, but solid. Box H-210, BROADCASTING.

Jock, single, 27, veteran, 3rd, B.A., desires station to grow in. Prefer progressive, rock, or contemporary. Dedicated, stable, hard working, willing to do sales. Mike 814-237-0214.

Returning to broadcasting. Good DJ 1 1/2 years experience. Super tight board. John Tsikretis, Rt. 1, Box 108, South Elgin, IL 60177 or call 312-695-7047.

Contemporary country pro seeks that last move. Happily married 32 yr. old with first phone. 7 yrs. experience in medium-major markets. Great production, tight board work, authoritative news, solid hands on experience in all phases of radio broadcasting, plus something uncommon in broadcasting today, a believable personality. Tape and resume upon request. Free to relocate. Call 714-244-9514.

The "Tall Dark Stranger" wants to work for you. First phone. Six years experience including major market Country Music Director. 217-789-4213. Carl Drake: 1602 1/2 South Fifth Street, Springfield, IL 62703.

Family Man with one year's experience as CATV PD seeks small medium market. Sports, Production, Announcing, Copy, News. Wish chance to advance. Dick Grogg 1-317-957-7415.

1st phone announcer, experienced, also news and production would like Midwest and West. 402-729-5914.

Somewhere there's a boss who loves good music, and I'd like to work for him. 20 years experience. Diorio, 207 Elliot, Brattleboro, VT.

Experienced Professional Air Personality seeks major/medium market mass-appeal rocker or adult-power Q NOW. Institutional background and friendly, character-approach. Rap not trap. Doing afternoon drive at well-known but LAID back top-50's MOR, weekends at NE major market rocker. Programming and performance oriented. 24, single, BA English, teaching experience. 3rd, the works. Call mornings for tape, resume references, and Christmas card. BOB. 413-737-3249.

Calif. Dreamer would like move to West Coast. 6 yrs. experience, 3rd, seeks rock and roll radio. Ron Hiveley, 612 Commonwealth, Jackson, MI 49202. 1-517-784-0671.

Disc jockey, newscaster. Experienced, third endorsed, tight board. Aggressive salesman, authoritative. Clearance Collier, 1444 Shakespeare Ave., Bronx, NY 10452, 212-681-6986.

Situations Wanted Technical

Experienced chief engineer. AM-DA, FM, FM stereo. Prefer south. Family man. Box H-143, BROADCASTING.

Situations Wanted News

Experienced news director/part DJ. 9 months 5KW small mkt. wants news/MOR jock work near college. AA degree, 3rd endorsed. Box H-178, BROADCASTING.

Currently sales manager of 5K in major metro market, 28, married. Formerly news director for 2 AM's; news editor for 50K in top market. Want to join large market news or sports staff, or head same in medium market. Box H-200, BROADCASTING.

Female, BA Speech/Communications, some experience, third endorsed, ready to start small market. Roxane Rix, 4374 Williamson Dr., Dayton, OH 45416.

At top Tampa AM. Desires Eastern or Midwest location. Sue McNett, 14306 Lowe, Riverdale, IL 312-849-2303.

Available now; southwest, California. Medium market ND. Good street man, good writing, authoritative delivery. 602-326-2895.

Sportscaster, knowledgeable, personable, aggressive, and creative. Excellent interviewer and conversationalist. Perfect for talk shows. Experienced in working all sports with references from the top athletes themselves. Will consider all markets and locations. Harry Magidson, 2847 Lindenmere Drive, Merrick, NY 11566, 516-FR-8-3944.

Sports all the way! PBP, reporting, commentary, interviews. 3 yrs. Prefer East or Midwest solid, medium market, but all offers will be considered. Call 717-733-0531.

Situations Wanted Programing, Production, Others

Looking for someone with unusual skills? Degree R-TV and computer science, experience in automated traffic and accounting system, excellent management potential, sales and production experience too. Willing to relocate. Resume available. 712-328-7573 or Box H-123, BROADCASTING.

Fully experienced all-around radio man! Production whiz, MD experience, creative copy, in-depth news, top 50 exposure, top billing professional attitude/airwork. College, third, married, medium to large in NE/midwest. Five digits desired, consider all. Box H-124, BROADCASTING.

Modern country, sales oriented, PD. Want stable operation seeking dedicated PD, MD, air personality. Will deliver profitable sound. Excellent references. Box H-180, BROADCASTING.

Country PD looking for Major or Medium Market Station that wants to be a winner. Box H-217, BROADCASTING.

Bob Grenman, PD and programer of progressive country format at KSSS, Colorado Springs, looking for position with progressive country, modern country, or rock. Able to set up entire station operation. 8 years exp., 1st phone. Call 303-472-1252 or 402-564-8243.

3 1/2 years in FM, AM and automation. Entertaining individual. First phone, honest references, self starter, production, some sales, maintenance too. Definite asset. Stable. Station being sold. Bill 507-388-7691.

TELEVISION

Help Wanted Management

Assistant manager, engineering. High power educational UHF and FM located in northeast. Gates Xmtrs, Ampex VTR's, GE cameras, etc. Excellent benefits, exempt salaried position, equal opportunity employer. Must have minimum 5 years experience in all phases, including supervision and personnel scheduling. Send resume, references, and salary requirements to Box H-138, BROADCASTING.

Experienced, aggressive sales mgr. for Northeast UHF Indie, strong on administration with proven record in national and local sales. Equal opportunity employer. Box H-216, BROADCASTING.

Help Wanted Sales

Recent college graduate desired to take over established list with #1 medium market station. \$15 to \$18K. Box H-87, BROADCASTING.

Aggressive account executive for successful Indiana television station. Good list offers excellent potential for right person. Box H-90, BROADCASTING.

Would you enjoy solving management problems for corporate officers of broadcasting companies? Unique opportunity for account executive with one to three years sales experience or recent R/T grad for management consultant trainee position. We want candidates with roots in the Midwest who are interested in a career opportunity with substantial income potential. Northwest suburban Chicago offices, only 25 minutes from downtown area. Limited travel. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Technical

TV Engineering—Two engineering positions are available in rapidly expanding media production dept. of educational medical society. (1) Chief Engineer—to design, implement and maintain a professional broadcast video and audio system. Prefer degree in engineering; requires extensive experience and FCC 1st class license. (2) Assistant Engineer—to coordinate with Chief Engineer in technical and design matters. Prefer degree in engineering; requires at least 2 years' electronics experience and FCC 1st class license. (Please specify position sought.) Submit resume and salary requirements to: Box H-82, BROADCASTING.

TV Engineer, video tape production. Religious broadcasting operation. Send resume to Box H-140, BROADCASTING.

Microwave Engineer. Maintenance and repair of microwave system in Nevada and California. One year minimum microwave experience required and some broadcast experience helpful. Person must be able to work on his own. Good starting salary, company car and excellent corporate benefit program. Send resume and salary history to: Box H-176, BROADCASTING.

TV Broadcasting Engineer heavy on maintenance, first class license, male or female, Box H-190, BROADCASTING.

Help Wanted Technical Continued

Maintenance engineer for broadcast quality CCTV system. Experience with quad VTR and color studio cameras required. Part or full time, evenings or weekends. Chicago area, Box H-213, BROADCASTING.

Minimum three years' experience VTR engineer for all duties including recording, editing, maintenance and related duties. Opening also exists for Master Control Operator. Applicants must hold FCC First Class license. Send resume to Claudia Noble, Personnel Director, WGBH Educational Foundation, 125 Western Avenue, Boston, MA 02134. WGBH is an Equal Opportunity Employer.

Maintenance Engineers for VHF TV Station. Experienced in quad VTR, color camera and teletext set up. FCC first essential. Send resume to Chief Engineer, WJTV-TV 1020 Broad St., Newark, NJ 07102.

Engineer, 1st class license required, for full color PTV station. Contact Donald Newman, chief engineer, at 607-754-4777 or write WSKG-TV; P.O. Box 97, Endwell, NY 13760.

Chief Engineer, VHF station with all new facilities. Need good administrator well versed in FCC rules. Send resume to General Manager, WTVM, P.O. Box 1848, Columbus, GA 31902.

Engineer—Dutch St. Maarten Caribbean—VHF color. Call after 6 p.m. 305-587-3926.

Chief engineer, major LA area school district. 2500 mhz. system. 1st phone required. Salary to \$18,889. Resume by 9-13-74. Personnel, Torrance Unified School District, 2335 Plaza, del Amo, Torrance, CA 90509. 213-328-8080 ext. 395.

Transmitter maintenance supervisor—1st phone and five years experience with UHF or VHF transmitters. Knowledge of test procedures; capable of tuning high-power VHF equipment; ability to schedule and supervise maintenance staff. Contact: Ernie Neumann, Ia. Educ. Broadcasting Network, P.O. Box 1758, Des Moines, IA 50306. 515-280-1120. An Equal Opportunity Employer.

Help Wanted News

Anchorperson to deliver our 6 and 10 p.m. newscasts to 45-thousand Upper Midwest homes. Send resume, photo and salary requirements to Box H-37, BROADCASTING.

Weathercaster with experience in television presentation or with meteorology background wanted by expanding Ohio station. Send resume and photograph. Box H-209, BROADCASTING.

Experienced investigative reporter able to handle general assignment and air work as necessary. Contact Tom Crane, News Director, WNEM-TV, 5700 Becker Road, Saginaw MI 48606.

Journalist for top station in top 50 market. Must have at least two years experience as street reporter who can also produce newscasts and anchor if needed. Must be able to do radio news. Send VTR to Don Decker, WRGB, 1400 Balltown Road, Schenectady, NY 12309. Part of GE broadcasting group, an equal opportunity employer.

Anchorperson—Need a strong journalist. Must be able to do some street reporting and producing. If you're a major market weekend anchor, here's your chance at Monday through Friday. Highly competitive Midwest market. Send resume, we'll contact you. P.O. Box 1128, Green Bay, WI 54301.

Help Wanted Programing, Production, Others

TV program manager for one of the nation's leading independent stations. Must know product and how to get it. Independent experience helpful. Salary \$35-38K. Box H-89, BROADCASTING.

Announcer-Director combination needed by Midwest VHF. Will create and direct commercial and promotion video tapes, and appear on camera in commercial announcements, as well as doing voice-overs. Please send resume and photo to Box H-111, BROADCASTING.

Production Manager, midwest network affiliate. Commercial experience necessary. Send resume and salary requirements in 1st letter. An equal opportunity employer. Box H-141, BROADCASTING.

Midwest medium market UHF net affiliate needs young aggressive program director. Must have follow through, creative ideas, and the ability to direct our greatest asset, people. Send resume and salary requirements to Box H-191, BROADCASTING.

Graphic Artist—PBS Station in Southeast. Experienced in line illustration, as well as creative design, layout, set design and TV art. Excellent benefits, and working conditions. Send resume and salary requirement. EO and AA employer. Box H-193, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Program Manager/Director for VHF Cadillac/Sault Ste. Marie, Michigan, Fetzter Broadcasting Company, Box 627, Cadillac, MI. Send resume to Gene Ellerman, Vice President and General Manager.

Illustrator/Designer/Graphic Artist for busy PTV. Minimum TV experience 1 year. BA preferred WXXI, Box 21, Rochester, NY 14601.

Situations Wanted Management

Station or group management. 10 years staff and line finance/administration with network-owned stations. 41 years old. Excellent references. Box H-121, BROADCASTING.

Sales management, 20 years, college, built \$71,000 list to \$348,000 in 3 years, now Vice Pres. of national company wishes radio or TV management. Prefer relocation. Was also responsible for training of salesmen. Box H-164, BROADCASTING.

Situations Wanted Technical

Highly Experienced first phone studio technician, operator. Full character references furnished. Box H-183, BROADCASTING.

Situations Wanted News

Woman reporter, 24. Major market experience. Wants more challenging reporter position in TV or radio. Box H-139, BROADCASTING.

Assignment editor, producer wants new challenge. Now with eastern net news dept., 6 yrs. experience. Creative, young, gives 100%. A/A-RTF; B/A Journalism. Box H-162, BROADCASTING.

Film editor seeks position editing TV news. Experienced in both single and double systems. Reply to Box H-173, BROADCASTING.

Proven Major Market photographer wants photo chief position. Will guarantee top news photo product in your market. Box H-192, BROADCASTING.

Female Sportscaster, 26, seeks backup position in medium market. Master's degree in television journalism, UC Berkeley. Sports reporting experience. Mary Ruth Carleton, Box 617, Sutter Creek, CA 95665.

Solid Reporter: strong film background, good writer, anchor and documentary experience. Missouri grad. Want reporter and/or anchor job. 314-442-4142.

Top-20-Market reporter anchorman seeking relocation to major market. Contemporary look. Salary negotiable. 612-560-9373.

Young experienced newsman needs job. Pref. R/TV comb. Reporter/anchorman. College grad. Married. Dedicated. Now wdj 312-491-9147.

News Director, Female, 24, wants TV Reporting, 1 year TV, 3 years Radio, B.A. Political Science. P.O. Box 1071, South Bend, IN 46624.

Situations Wanted Programing, Production, Others

Versatile, creative medium market TV Operations Director with 5 years broadcast experience and excellent record of top-flight commercial and program production seeks OD, Prod. Mgr., or PD position in larger market station or production facility. Box H-194, BROADCASTING.

Producer-Director positions held in CATV, Public TV and Instructional Television. B.S. RTV. Seeking production position in Mid-West. Box H-202, BROADCASTING.

Director/Production Manager with busy independent looking. Heavy remote experience. Consider AD top ten messages 1-602-968-8072.

CABLE

Help Wanted Management

General Manager. To assume overall responsibility for all phases of operation/expansion of a present two-way Pay TV test operation (1,000 subscribers in Columbus, Ohio) to a full scale business. Operations and expansion plans fully financed. Company is an affiliate of United Telecommunications and CNA Financial. Background in CATV, general management most helpful. Salary open. Box H-92, BROADCASTING.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

GE Model TT49A single cubicle 1kw driver, with both aural and visual exciters. Channel 4. Would make a good standby rig. Excellent condition. \$7,995. Box H-98, BROADCASTING.

Gates Model FM-10H 10,000 watt FM transmitter. Excellent condition. Will retune to your frequency. Box H-99, BROADCASTING.

Studer Console, 8 in. 2 out. full eq. pan pots. Internal power amps. Internal test osc. \$13,000 new. Must sell. Best offer. Box H-182, BROADCASTING.

Gates FMC 6 3/4, 50 ohm circular antenna with hardware. Tuned for 98.7. Make offer. Contact Mufin at KJOI 213-278-5990.

Attention CATV Operators—IVC 90 color camera with pedestal and Sony VO 1600 cassette recorder. Make us an offer. This equipment barely used, just like new. WDXR-TV, Paducah, KY.

Four-Tower Directional Antenna to be dismantled following a station transmitter move to a new site that is now in operation. Included are four (4) 350 foot, base-insulated, Truscon Steel triangular, self-supporting towers, with complete lighting system including Austin transformers, flashers, etc.; many phasing system components rated at 40 RF amperes including E. F. Johnson RF contractors and antenna switches, tube type coils, coaxial transmission lines, meters, etc. will be taken out of service. Everything is first class merchandise in good condition—no junk. Antenna was operated with 5 kw on 570 kc. Contact W. P. Williamson, Jr., WKBN Broadcasting Corp., Youngstown, OH 44501. Phone: 216-782-1144.

Standing 175 foot self supporting four legged tower removal cost only. WTEL, Phila., PA 215-455-9200.

(2) TIL-43 complete, including monitoring, X10 varator servo power lens with shot box, Houston-Fearless power pedestals, heads, cable, tubes. Jerry Homer, CNA/TV, CNA Plaza, Chicago, IL 60685 312-822-5701.

Heliac-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Ampex 350 R/P mono (4). Ampex 601 mono (2). Ampex 300 R/P stereo. Mint Cond. 213-461-3393.

Like-new TIM 400 Telestrator (animated-TV-graphics-over unit), \$8,000. Only 2 years old, and never used except to test another system. Mr. Zanetti, Scott-Engineering Sciences, Pompano Beach, FL 305-946-4470.

Marti-Used. Remote pickups/studio transmitter links. Immediately delivery from inventory. New equipment. Terms available. 8ESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

TR22, low band, color, no monitor bridge, but can provide monitors, operational, make offer, Paul Aliciature 504-522-6211.

COMEDY

Jock Short's Contemporary Comedy for deejays! Free issue. Library. 5804-B Twining, Dallas, TX 75227.

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Trade or buy airchecks of music-news formats, 1950 thru 1974. Quality not important. Small and large markets. Box H-132, BROADCASTING.

Arkansas Airwaves is a book that covers more than fifty years of Arkansas radio and television stations, people, and programs. \$8.45. Ray Poindexter, P.O. Box 1174, North Little Rock, AR 72115.

Football Sportscasting, easy-profitable. Guide \$10. RGS Reports, 320 North 15 Street, Suite 4, McAllen, TX 78501.

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Miscellaneous Continued

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

INSTRUCTION

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

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.i.—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 License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin Aug. 26, Sept. 30, Nov. 11 and July 15. REI, 61 N. Pineapple Ave., Sarasota, Fla. 33577. Phone (813) 955-6922. REI, 2402 Tidewater Trail, Fredericksburg, Va. 22401. Phone: 703-373-1441.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on September 23, 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

FCC license. Don't memorize. Prepare the right way, through understanding. Free catalog. Home study. GTI, 5540 Hollywood Bv., Hollywood, CA 90028.

RADIO

Help Wanted Management

GENERAL MANAGER

For major market AM/FM Radio Station. Must be extremely strong in sales in all areas with past record to prove it. Expected to be his own sales manager and attract street fighter sales staff. Unusual opportunity. Big earning potential. Write:

Box H-203, BROADCASTING

BROADCASTING'S Classified

offers an extensive variety of opportunities and services.

Help Wanted Management Continued

FIRST PROGRAM OF ITS KIND IN AMERICA

Major radio group is beginning a well-organized effort to locate a handful of the youngest, brightest, most sales-oriented people in the nation to inaugurate an exceptional management training program. Our requirements are simple but demanding:

- Recent degree in Broadcasting or Business.
- At least one year of radio or television sales experience; full or part-time.
- Desire to take advantage of challenging career opportunity which is geared to offer outstanding monetary growth and managerial responsibility to outstanding people.

If you have it all together, send all pertinent information to:

Box H-187, BROADCASTING

FM MANAGEMENT POSITION

Montreal-Canada

No. 1 Metro Market

College educated, creative local radio sales director who understands content, energy, culture, arts, and himself or herself—and can inspire—chain operated, good family corp., bulging with opportunity and life style to suit. Details to:

Box H-220, BROADCASTING

Help Wanted Announcers

TWO-WAY COMMUNICATOR

50,000 watt GE Broadcasting Station desires polished professional for challenging, exciting position of evening talk show moderator on WGY. Please send tape and resume in confidence to: RICHARD A. FOREMAN, Manager-Programs, WGY, 1400 Balltown Road, Schenectady, NY 12309, "An Equal Opportunity Employer".

Situations Wanted Programing, Production, Others

TRAFFIC PROBLEMS?

Traffic director of major New York station available as a consultant to help you set up your traffic system for maximum flexibility with minimum staff. All replies strictly confidential.

Box H-149, BROADCASTING

RON BRANDON

Program/Operations Director

WJDJ (WSAI-FM)

Leaving & Looking

513-871-7826

**Situations Wanted Production,
Programing, Other Continued**

PLEASE READ ON

if your management has come from Programing and professionalism lives at your AM-FM, live-automated station(s). College grad, married, 31 with no problems and 13 years experience in/as PD, MD, jock, news, sales and automation anxious to take charge as PD for success oriented company excited about Radio and people who do it the right way. Now top-20 market, all considered. 16½M minimum . . . I'll earn it.

Box H-198, BROADCASTING

**Help Wanted News
Continued**

TV SPORTS DIRECTOR

Group-owned network affiliate in top-20 market needs an aggressive, experienced pro to handle Sports Director/Sportscaster duties. Early and late newscasts. Top-rated station offers maximum visibility and involvement. If you can do crisp, incisive sports commentary—that's a big plus. Send your resume with salary history.

Box H-224, BROADCASTING
An equal opportunity employer

CABLE

Situations Wanted Announcers

Successful, profit-oriented MSO cable operator/radio station president seeks East Coast challenge since all properties sold.

Box H-153, BROADCASTING

Miscellaneous

ATTENTION

Automation stations looking for a good country music service.

Call Stereo Country Productions
713-985-2543

NORMAN WAIN

Business Consultant To The Radio Industry
"The answer to your problem is in your sales department"

55 Erieview Plaza
Cleveland, Ohio 44114
(216) 781-3800

For Sale Stations

For sale: CP for 250 watt daytime non-directional station on 1190 for Sky Lake-Pine Castle, Florida (Orlando metro). Require recovery of \$27,500 expenses.

Box H-142, BROADCASTING

Georgia—Profitable AM in market over 100,000. \$400M terms to principals.

Box H-151, BROADCASTING

Fulltime Country AM Station
N.W. Florida
\$385,000.00 CASH
Principals only—No Brokers
Include financial qualifications
first letter.
Box H-174 BROADCASTING

PROFITABLE

Good, small market Class IV full time. Ideal owner-operator who likes to hunt and fish in Missouri. Absentee owned.

\$195,000.00

Box H-222, BROADCASTING

TV \$2.9 MILLION
FM \$2.5 MILLION
AM \$500,000
AM-FM \$350,000
JOHN GRANDY
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310

**TELEVISION
Help Wanted Technical**

**VIDEO FIELD
SERVICE ENGINEERS
TAPE RECORDERS**

Ampex has an immediate opening for a qualified video field service engineer to work in the Northeastern region of the United States with headquarters in New Jersey. Ampex equipment knowledge is desirable. Will provide training.

**VIDEO BROADCAST
SALES ENGINEER**

Immediate opening for a broadcast sales engineer in the New England and New York areas, with headquarters in Waltham, Mass. Knowledge of Ampex professional video equipment desirable.

Excellent salaries, fringe benefits and a company car included.

For immediate consideration for either of these positions, please send resume complete with salary history to Al Slater, 75 Commerce Way, Hackensack, N.J. 07601.



An Equal Opportunity Employer M/F.

Help Wanted News

WEEKEND TV NEWS ANCHOR

Group-owned network affiliate in a desirable top-20 market needs a mature, up-and-coming news professional to write, produce and anchor Saturday and Sunday newscasts. An excellent opportunity to join a growth news organization. Send resume and salary history. We'll contact you for your videotape.

An equal opportunity employer
Box H-219, BROADCASTING

You belong in

Broadcasting
The newsworld of broadcasting and allied arts

TV ANCHORPERSON

Network affiliate in top-25 market needs an experienced, aggressive news professional to co-anchor early evening news hour and produce/anchor late news. This is an important opportunity with a successful group-owned station. Send your resume and salary history. We'll contact you for your VTR. Box H-223, BROADCASTING. An equal opportunity employer.

Experienced weatherperson—commercial announcer. Meteorological training desirable but not necessary. Salary open. Resume, VTR and salary requirement first letter.

Send replies to:
Howard Schanzer, News Director KXJB-TV
Box 2926
Fargo, N.D. 58102

**Help Wanted Programing,
Production, Others**

TV PROGRAM/OPERATIONS

Group-owned network affiliate in growing, progressive medium market seeks a dynamic program executive. Must have excellent administrative abilities—plus proven strength in both production and operations. The person we choose will become a key member of a successful management team. Resume and salary history, please.

Box H-221, BROADCASTING
An equal opportunity employer

Situations Wanted News

Do you need a #1 rated network proven news director or anchorman? Revenue and rating improvements in current and previous employment . . . a background that can be measured. Whichever you need—News Director or Anchorman—available for major market.

Box H-181, BROADCASTING

Books for Broadcasters

301. **1974 BROADCASTING YEARBOOK**, the one-book library of radio and TV facts—the practically indispensable reference work of the broadcast business world. \$17.50, or \$15.00 prepaid
302. **1974 BROADCASTING CABLE SOURCEBOOK**, the most complete and comprehensive listing for every operating system in the U.S. and Canada. \$10.00, or \$8.50 prepaid
303. **THE LIGHTER SIDE OF BROADCASTING**, a selection of 124 Sid Mix cartoons reprinted from BROADCASTING Magazine. An excellent gift item. \$5.50
304. **TO KILL A MESSENGER** by William Small. From his vantage point as News Director and Bureau Manager of CBS News in Washington, Mr. Small thoughtfully and thoroughly examines the role of television news in our society. He tells of the inside, factual problems of the day-to-day decision-making process of selecting and presenting news. "Engrossing and valuable . . . excellent scholarship."—Washington Post. 320 pages. \$8.95
305. **BROADCAST JOURNALISM**, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". \$6.95
306. **BROADCAST MANAGEMENT**, Radio and Television by Ward L. Quaal and Leo Martin. A comprehensive exploration of all of the management aspects of U.S. broadcast stations. 272 pages, 6 1/8" x 9 1/4", charts, index. \$8.95
308. **COLOR FILM FOR COLOR TELEVISION** by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/2" x 9 1/2", 75 diagrams, 7 photos. \$12.50
309. **COLOR TELEVISION: The Business of Color-casting** edited by Howard W. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6" x 9", 2 color pages, illus., diagrams, charts. \$9.95
310. **DOCUMENTARY FILM** by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world documentary film movement. 476 pages, 5 1/2" x 8 1/2", with 64 pages of photos. \$12.50
311. **DOCUMENTARY IN AMERICAN TELEVISION: Form - Function - Method** by A. William Blum. A critical examination of the documentary movement in American television. 312 pages, 6 1/8" x 9 1/4", illustrated, appendices, notes. \$8.95
312. **FACTUAL TELEVISION** by Norman Swallow. The role of television in public affairs, the arts, education, examined by a distinguished British producer. 216 pages, 5 1/2" x 8 1/4", index. \$7.50
313. **THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. \$37.50
314. **THE WORK OF THE MOTION PICTURE CAMERA-MAN** by Freddie Young and Paul Petzold. Details the working environment, the day-to-day routine and equipment used by the film cameraman. Also covers—at length—the part played by the director of photography. 245 pages, 20 pages of diagrams, 32 pages of halftones, glossary. \$15.00

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

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

Name _____

Address _____

City _____ State _____ Zip _____

For Sale Stations Continued

South	metro	fulltime	\$800M	nego
SE	metro	daytime	315M	29%
NE	metro	daytime	600M	nego
MW	metro	AM/FM	450M	29%



Atlanta—Chicago—Detroit—Dallas
Please Write: 5 Dunwoody Park,
Atlanta, Georgia 30341

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 368-9545

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

For Sale Stations Continued



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
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

Jacksonville, Florida
5,000 watt non-directional
daytimer
\$275,000 Cash

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

RICHARD A.
SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

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

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

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

No telephone copy accepted.

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

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

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Rates, classified listings ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

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

Profile

CTIC's Bo Cutter: The grass is green on both sides of the fence

In the conflict over communications policy between the public and private sectors, few men have attempted—let alone succeeded—to bridge the inherent ideological gap. W. Bowman Cutter—who has lived on both the corporate and citizen sides of the philosophical fence—is trying.

Two years ago, Mr. Cutter served quite well as executive assistant to Ben W. Heineman, president and chief executive officer of the Northwest Industries conglomerate. Today, he heads the Cable Television Information Center which, by virtue of its role as an ally of municipal governments in their dealings with the cable industry, has not been afraid to take potshots at that particular component of American business.

"Bo" Cutter, nonetheless, is above the realm of stereotypical categorization. One might reasonably expect that if his calling in life involved presiding over a Teleprompter or Warner Cable, he would attack the job with the same verve and objectivity he applies at CTIC. Stated another way, Bo Cutter is a partisan not because of some deeply ingrained hostility against a vested interest, but because he is good at it.

Mr. Cutter's association with CTIC is particularly appropriate because the center, now celebrating its second anniversary, is itself unique. It was conceived by several major foundations and is presently an arm of Washington's Urban Institute and a beneficiary of the Markle Foundation. It is a nonprofit operation with the mission to provide cities with sorely needed expertise in their efforts to franchise cable systems. CTIC's functions are duplicated by a handful of broader-based firms (notably the Mitre Corp.). But nobody else does it on such a grand scale.

CTIC's staff of economists, engineers and social scientists maintains extensive contact with scores of municipalities in various forms of negotiations with cable interests and has been influential in the carving of numerous local regulatory schemes involving the medium.

However cool the industry's reaction to those efforts has at times been, Bo Cutter views the center's role as vital, not just in the contemporary sense but as a necessary component in the orderly evolution of cable as a force in American communications.

CTIC's founders, Mr. Cutter notes, recognized that need: "They saw a communications medium which, if nothing else, was going to disrupt national communications policy-making because, after



W. Bowman Cutter—executive director, Cable Television Information Center, Washington; b. Nov. 6, 1942, Miami Beach, Fla.; BA summa cum laude, Harvard University, 1964; Rhodes scholar, Oxford University Balliol College, M.A. 1966; MPA, Princeton University, 1968; special assistant to president and chief executive officer, Northwest Industries Inc., 1968-72; staff director, director of research, senatorial campaign of Democrat Adlai Stevenson of Illinois, 1970; present position, CTIC, 1972; m. Sarah Dixon, Sept. 4, 1965; children—Ann-Grier, 6, W. Bowman Jr., 3.

all, it raises the specter of competition with several other technologies. And they kept hearing reports that the cities were having a great deal of difficulty with franchising. We had not gone through a major series of franchising battles since the trolley car. They saw a new arena where relationships between the private sector and local governments, and the concerns for citizen participation, had to be worked out again."

Granted, some of those relationships have at times been less than amicable. But with a growing sense of reality on the part of both cablemen and city officials, Mr. Cutter notes a marked improvement in recent months. Cable operators, discovering the need for short-term viability on the road to long-term prosperity, have ceased talking about the "wonder wire" (Mr. Cutter's term) in selling their product. Cities, on the other hand, have come to recognize that the ultimate realization of cable's blue-sky benefits can only come from a more down-to-earth beginning. "We've seen an evolution in the concerns of cities," Mr. Cutter feels. Now, "they're being very reasonable in their definition of what is and what isn't reasonable. . . . I guess

that as both sides have come to recognize the economic facts of life, both sides have grown more responsible."

Which is not to suggest that either side has fully completed its mission. Mr. Cutter views cable's present research efforts as "woefully inadequate. . . . The cable industry has to begin to offer options that are interesting to the public sector." And city governments, he adds, "have to begin understanding economics a little bit more." But, Mr. Cutter maintains, "there are always going to be tensions in that relationship and there should be. That's a productive way of pushing on and I wouldn't want to see it lessen."

While cable and all the dramatic implications that the word connotes occupy most of Mr. Cutter's thinking nowadays, it is only one in a series (and presumably, not the last) of mental endeavors. A Rhodes scholar, Mr. Cutter put his academic emphasis on both anthropological and economic studies. While the former field has not followed him in his professional career, it remains among his fondest of memories. For three summers in the early 60's, Mr. Cutter resided in a native village on the Caribbean island of Tobago, doing what any Harvard researcher would do in that environment—studying the natives. ("They probably studied me with equal fascination," he says.) In 1967, he spent four months in Colombia co-authoring a study of demands for high-level manpower there for the Ford Foundation. The following year, he joined Northwest, providing counsel on a variety of corporate considerations. And contrary to what might be expected of one with strong liberal inclinations in both the political and social senses, "I loved every second of it. I found business to be an extraordinary and exciting experience."

Mr. Cutter's career has also included some active political eras. He spent most of 1970 as staff director for the successful senatorial campaign of Adlai Stevenson III (D-Ill.). He also took a turn at campaigning for himself—in a race for the state legislature in his native Loudoun county, Va.—but lost.

While his efforts on behalf of CTIC occupy much of his time, Mr. Cutter expresses no reservations about continuing the two-hour daily commute between his Washington headquarters and the family estate in Waterford, Va. His roots are solidly planted in that tiny 18th century village in rural Virginia. He is the seventh W. Bowman (the initial stands for nothing but itself).

Which are other elements to be blended into an admixture called W. Bowman Cutter that is contradictory on the surface, but singleminded in its purpose as head of CTIC.

Editorials

Money on their minds

Talk about inflation never gets more inflated than when it relates to television revenues. As reported briefly last week and to be presented in detail in next week's issue, all television had \$4 billion gross revenues in calendar 1973, according to FCC tabulations. These were 9% higher than the preceding calendar year, with profits, over-all, up 18.3%. Expenses also rose, but not by the same percentage for TV networks, so they wound up with an increase in net of 66.6%, although their owned and operated stations remained relatively flat, profitwise.

Any day now the pressure groups will unload with ponderous statements about how television is realizing inordinate profits from publicly owned government franchises. Stations and networks will be condemned for money-grubbing at the expense of elitist or minority tastes.

What the public will not hear is that those 1973 revenues for TV represented less than 18% of the grand total for advertising in all media. Add radio to TV, and it still leaves more than 75% of total advertising volume going to newspapers, magazines, business publications, outdoor and direct mail.

There will be no hue and cry about "inordinate profits" of those other media, nor should there be. Television and, secondarily, radio nonetheless will be singled out for the rhetorical outbursts which, in a manner of appraisal, are compliments for being the most effective of the media.

Only a few defenders of the broadcast media will recall that broadcasters were the innovators; that they risked their capital in establishing the pioneer entities that have grown to command widespread attention and respect. The broadcasters are entitled to their rewards under our free enterprise system — so long as they serve the interests of their publics.

Broadcasters do not expect media competitors to fight their battles. But they would feel better if spokesmen for some newspapers adhered to the facts and did not belittle radio and TV as "entertainment" only. It would be responsible evaluation of the true posture of the respective media if critics did not persist in their erroneous references to "scarcity" when there are many more competitive radio and television stations than there are newspapers — weekly as well as daily — and serving infinitely more people.

And, in analyzing profits, the pressure groups might dwell more on the earnings of food chains and perhaps those oil companies during a period of scarcity of food and energy.

First things first

Late in 1973 Clay T. Whitehead, director of the Office of Telecommunications Policy, casually told an AP reporter that his engineers had found ways to add a large number of VHF stations to the television system. Later, he released a list of 66 new V's that OTP said could be accommodated. Since then, except for a further refinement of arithmetic, the matter has rested — or so it seemed.

It turns out, according to John Eger, the deputy OTP director who is running things while Mr. Whitehead phases out, that OTP wants the drop-in project to be pressed. Mr. Eger told *Broadcasting* in an interview reported a week ago: "As this thing starts to snowball — and I think it will — we're certainly not going to shrink from defending it."

If a snowball is indeed in the making, it must come

from the FCC in the form of a rulemaking; in which the OTP calculations and proposals would count for no more than those of anybody else who wanted to be heard. In such quarters as the Association of Maximum Service Telecasters the OTP's figures have been seriously criticized. The issue here is technical: Can drop-ins be accommodated at no harm to existing service?

Not until that question is resolved can the FCC consider the equally sticky question of how to parcel out any new VHF assignments that might be found.

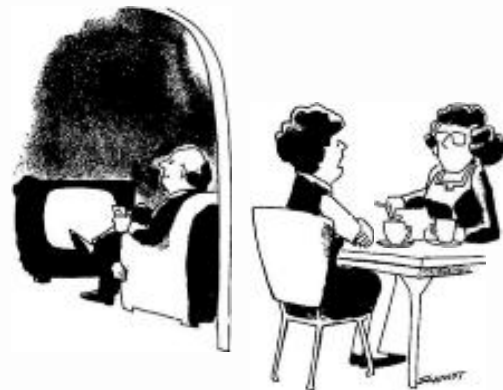
Wrong target

Jerome Barr of the Kaufman Carpet Co. of Lodi, N.J., related a familiar and distressing story in the "Monday Memo" department of this magazine a week ago. It is familiar in its recitation of the hurts that a government agency can inflict in the way it handles allegations against a company. It is distressing — and, to be sure, familiar too — in its attempt to fix the blame on the broadcast news media.

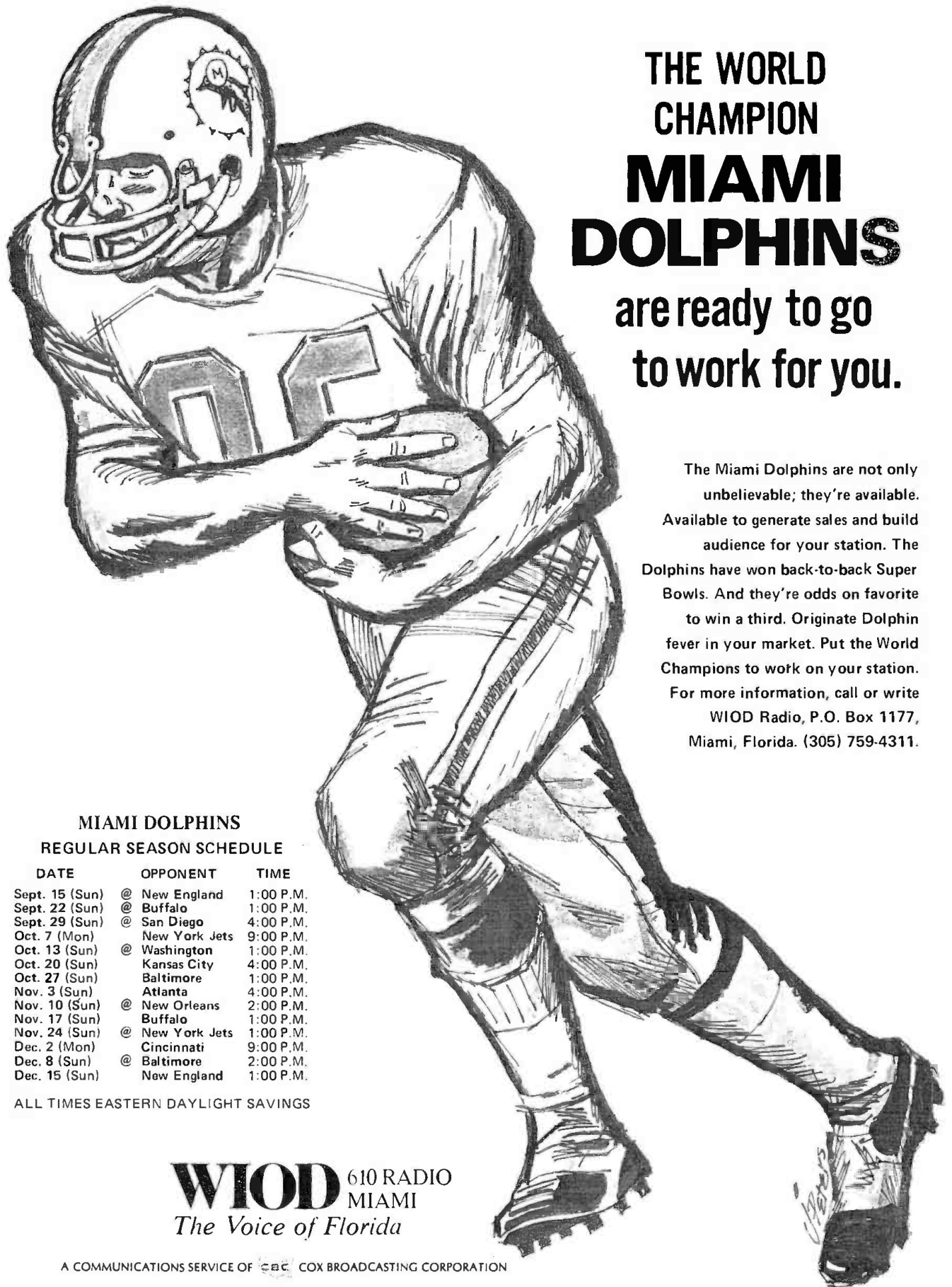
We do not minimize Mr. Barr's or the Kaufman company's problem. "Trial by headline," as Mr. Barr calls it, can be an injustice. But it is also a handy catch-phrase. We do not believe for a moment that Mr. Barr would have radio and TV news departments ignore allegations that are formally filed by a recognized complainant. Such charges must be reported, of course.

Nor do we agree that a broadcaster should be faulted if he decides not to accept advertising from a company so accused, even if the charges have not been proved. In Kaufman's case, we take it that two stations out of about 25 took this extreme course, which is hardly to say that Kaufman was frozen out, but in any case it is a decision that each broadcaster must make for himself based on his interpretation of his audience's best interests.

Mr. Barr has performed a service by raising questions that, though not new, remain important. We suggest that he found their best answer, not in the conclusion that stations were out to harm Kaufman or that responsible reporting and normal business practices should be curtailed, but in his more philosophic observation that "fortunately, the reputation that our company built in its 50 years of existence will carry us through the momentary tribulations of an overzealous Consumer Affairs Department."



Drawn for *Broadcasting* by Jack Schmidt
"There's no talking to him today....He got a call from a rating firm last night."



THE WORLD
CHAMPION
**MIAMI
DOLPHINS**
are ready to go
to work for you.

The Miami Dolphins are not only unbelievable; they're available. Available to generate sales and build audience for your station. The Dolphins have won back-to-back Super Bowls. And they're odds on favorite to win a third. Originate Dolphin fever in your market. Put the World Champions to work on your station. For more information, call or write WIOD Radio, P.O. Box 1177, Miami, Florida. (305) 759-4311.


MIAMI DOLPHINS

REGULAR SEASON SCHEDULE

DATE	OPPONENT	TIME
Sept. 15 (Sun)	@ New England	1:00 P.M.
Sept. 22 (Sun)	@ Buffalo	1:00 P.M.
Sept. 29 (Sun)	@ San Diego	4:00 P.M.
Oct. 7 (Mon)	New York Jets	9:00 P.M.
Oct. 13 (Sun)	@ Washington	1:00 P.M.
Oct. 20 (Sun)	Kansas City	4:00 P.M.
Oct. 27 (Sun)	Baltimore	1:00 P.M.
Nov. 3 (Sun)	Atlanta	4:00 P.M.
Nov. 10 (Sun)	@ New Orleans	2:00 P.M.
Nov. 17 (Sun)	Buffalo	1:00 P.M.
Nov. 24 (Sun)	@ New York Jets	1:00 P.M.
Dec. 2 (Mon)	Cincinnati	9:00 P.M.
Dec. 8 (Sun)	@ Baltimore	2:00 P.M.
Dec. 15 (Sun)	New England	1:00 P.M.

ALL TIMES EASTERN DAYLIGHT SAVINGS

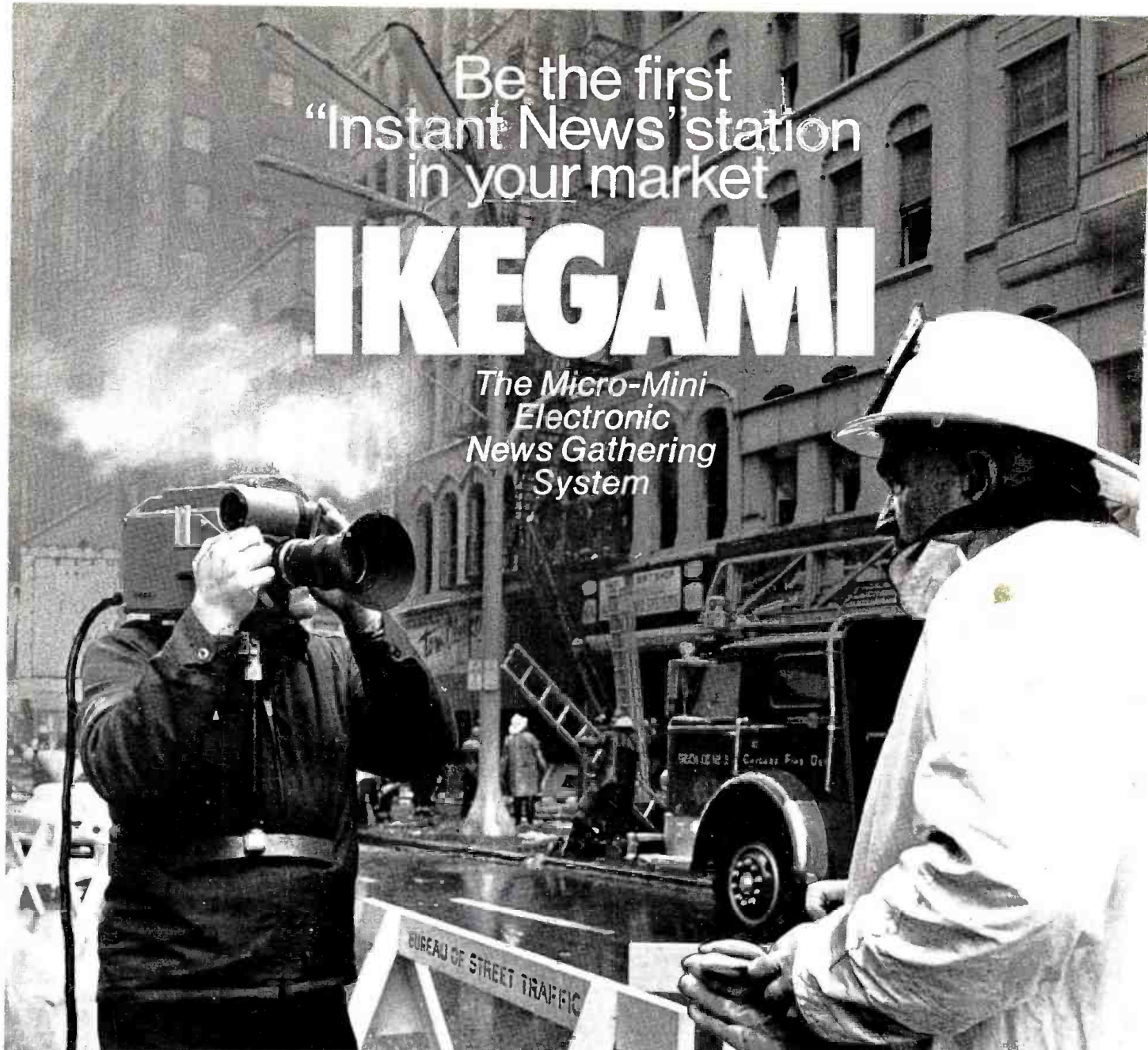
WIOD 610 RADIO
MIAMI
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A COMMUNICATIONS SERVICE OF  COX BROADCASTING CORPORATION

Be the first
"Instant News" station
in your market

IKEGAMI

*The Micro-Mini
Electronic
News Gathering
System*



Now used by CBS News and CBS owned stations

CBS crews equipped with the new IKEGAMI color television camera have obtained real-time coverage and scooped crews equipped with film cameras. Most notable examples: The news vigil outside the Hearst mansion by CBS News in San Francisco, and the train crash in Chicago where officials monitored the rescue from the live TV coverage by WBBM-TV using an IKEGAMI camera. According to VARIETY, the IKEGAMI camera is the first piece of hardware to have a substantive effect on news ratings in Chicago.

The IKEGAMI is the only camera system designed and tailored for immediacy in news gathering that gives you picture quality, reliability and ruggedness that equals film cameras. It is compact, light in weight—only 12 pounds with an auxiliary pack weighing 22 pounds. It will go anywhere a film camera will go and operate with greater economy. Completely self-contained, it can operate a VTR from the backpack, go directly on the air, or a combination of the two modes. No CCU is required.

For further information and/or demonstration, call or write:

IKEGAMI ELECTRONICS INDUSTRIES INC. OF NEW YORK

35-27 31st Street, Long Island City, New York 11106/Telephone: (212) 932-2577