

Season off to stumbling start; networks look to bench
 Hope's in the fine print of Pastore's renewal bill

Broadcasting Sep 30

The newsweekly of broadcasting and allied arts

Our 43d Year 1974

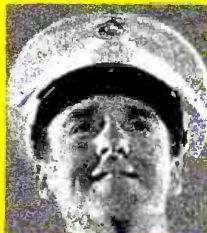
Sept. 30, 1974

MORNINGSIDE COLLEGE
 LIBRARY
 SIOUX CITY, IOWA

NEWSPAPER

Laughter is contagious.

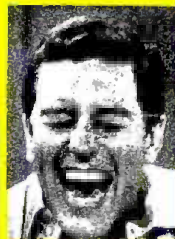
Gomer Pyle



Family Affair



The Dick Van Dyke Show



Petticoat Junction



I Love Lucy



The Beverly Hillbillies



Hogan's Heroes



The Andy Griffith Show

Pictured here are the most common carriers.

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

Forty stations!

If that doesn't plant a germ in your head, call Viacom for all 40 stories. You'll catch our concept then!

Source: NSI, Feb.-Mar. 1974. Audience estimates are subject to qualifications available on request.

51106
 MORNINGSIDE COLLEGE
 LIBRARY
 SIOUX CITY IA 51106
 R9253NRK FEB/77

"In performance at Wolf Trap"

Coming this fall on the Public Broadcasting Service (PBS) — 7 productions from Wolf Trap Farm Park, outside Washington, D.C. The only national park founded to promote public interest and involvement in the performing arts. Brought to you through a grant from Atlantic Richfield Company.

Beverly Sills October 14
Sarah Vaughn & Buddy Rich October 28
Yehudi Menuhin November 11
Preservation Hall Jazz Band November 25
Eliot Feld Ballet December 9
Andre Kostelanetz December 23
International Folk Festival January 6

Produced by WETA-TV, Washington.

Dates subject to change. Check your local paper.



MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA

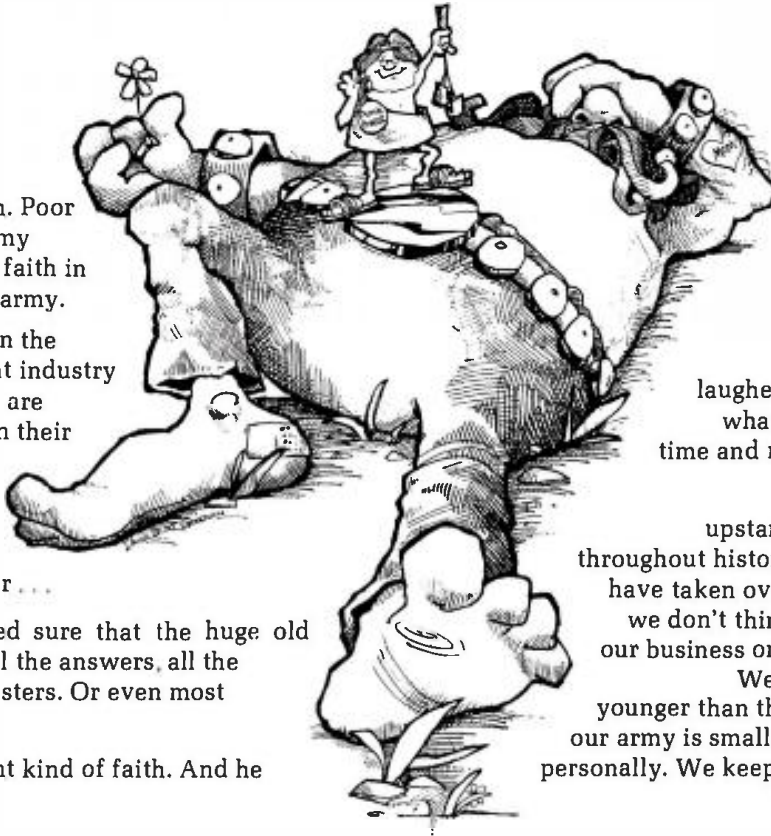
Being the biggest can be just a headache.

We all know what David did to Goliath. Poor Goliath. And the army which put its entire faith in Goliath's size. Poor army.

There are Goliaths in the broadcast equipment industry today whose armies are boasting that faith in their sheer size solves all problems for every station. BIG is BEST, they say, over and over. So far . . .

We're not so darned sure that the huge old Goliaths DO have all the answers, all the time, for all broadcasters. Or even most of the time.

David had a different kind of faith. And he




had youthful speed and endurance. Plus a different kind of 'technology', remember, which surprised old Goliath considerably. Goliath laughed, but David delivered what he said he would. On time and right where it counted.

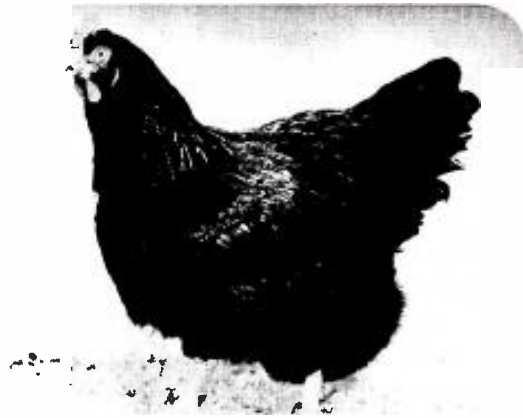
Without an upstart David now and then throughout history the giants would all have taken over long since. Frankly, we don't think that's healthy . . . in our business or for people in general. We're smaller, faster and younger than the Goliaths. And since our army is smaller, you get to know us personally. We keep the faith, because . . .

We're in the business of You.



SPARTA
ELECTRONIC CORPORATION

5851 Florin-Perkins Road, Sacramento, Ca. 95828
(916) 383-5353 • Telex 377-488 • Cable SPARTA
a Subsidiary of  Cetec Corporation

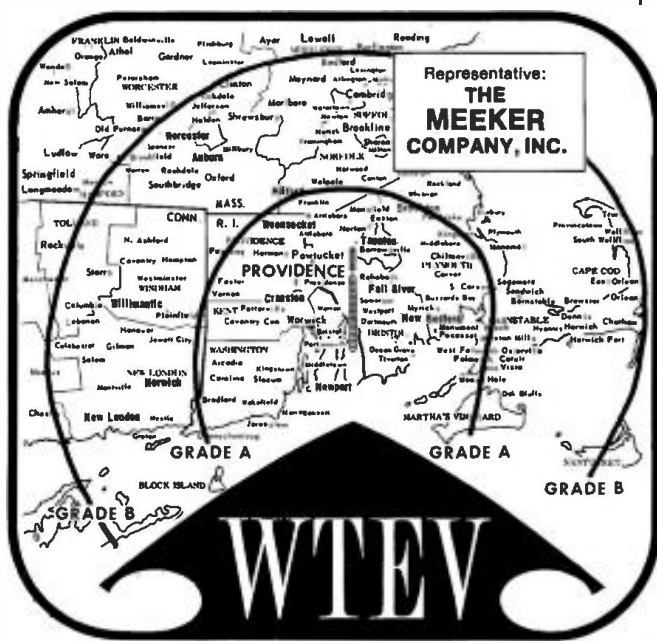


Rhode Island Red, Rhode Island



Chicadee, Massachusetts

Three Symbols of Recognition



Just as these two state birds are symbols of two great New England states, so WTEV (a station fortunately able to serve important segments of both states) is identified with the great and growing Providence ADI. To capture this thriving market with its effective buying income of more than six billion dollars - be sure to include WTEV on your media list. In fact to fully capture the Providence ADI - WTEV is a must.

WTEV
 Providence—New Bedford—Fall River
 Rhode Island—Massachusetts
 Vance L. Eckersley, Sta. Mgr.
 Serving the Greater Providence Area



Closed Circuit®

Closer targets. Television Bureau of Advertising's board of directors has set ambitious goal for TVB's new executive officer — whoever he may be. Board, while continuing search for president (story page 8), has approved full slate of 13 recommendations advanced by its steering committee, including objective of boosting total advertiser investments in TV by 77% in six years. — from \$4.5 billion in 1973 to \$8 billion by 1980. One tactic for doing this is contained in another approved proposal: stepped-up TVB effort to get more local and regional advertising dollars that now go into newspapers.

Recommendations were developed by steering committee, headed by Walter E. Bartlett Sr. of Avco Broadcasting, from proposals advanced last June by special committee under Marvin L. Shapiro of Westinghouse Broadcasting (*Broadcasting*, June 10, et seq.). Some deal directly with TVB's change in emphasis from selling national advertisers to developing new regional and local accounts; others relate to collateral matters such as expansion of sales-training programs, expansion of membership.

Foot in door. Last week's outpouring of citizen-group support for prime-time access rule (see page 20) may be harbinger of things to come. In this case U.S. Court of Appeals told FCC to solicit citizen comments in reconsideration of modification of rule. But Washington's Citizens Communications Center, which was liaison for access filings, will urge FCC to regularize citizen participation by inviting groups to comment on all rulemakings.

Citizen position was taken despite earnest buttonholing by Edward Bleier of Warner Bros. and Ted Sorenson, counsel for major producers that oppose rule. They argued their position before American Civil Liberties Union's media committee in debate with two committee members, Earl Moore, counsel for United Church of Christ's Office of Communication, and Albert H. Kramer, formerly of Citizens Communications Center but now lobbying against license renewal legislation with Citizens Information Project (*Broadcasting*, Aug. 26). Moore-Kramer argument prevailed. ACLU will support rule in next round of comments.

Radsat. In rare coupling of corporate objectives, ABC, NBC and Teleprompter Corp. are said to be close to agreement on initial phase of joint domestic communications satellite project that would include radio networking. Talks have progressed toward accord on setting up test arrangement using one of three domsat space carriers now in operation (Western Union Telegraph, American Satellite Corp. and Telesat Canada).

Both networks and Teleprompter would stand to benefit from project. NBC and ABC would use facilities for nationwide distribution of their radio network signals. Teleprompter's subsidiary Muzak operation would also be accommodated. Presumably system will use low-cost receiving dish demonstrated by Muzak and All Systems, Moorestown, N.J., computer-communications manufacturer, last month (*Broadcasting*, Aug. 19)

New author. Commissioner Glen O. Robinson will provide major input into FCC's comments on Office of Telecom-

munications Policy's proposed bill on cable television. Commissioner has written what has been described by some officials as 17-page "essay" on proposed legislation, and it is to be melded into letter to Office of Management and Budget that has been drafted by commission's Cable Television Bureau. Commissioner Robinson reportedly faults proposed bill for failing to define national goals for cable — whether it is to become supplement to or replacement for broadcast television, or to be common carrier, for instance.

Second thoughts. National Association of Broadcasters television board thought it would be strengthening TV code when it voted last January to make code subscription mandatory for NAB TV membership, effective April 1, 1976. It's beginning to look as though opposite effect is in sight. Members of NAB Secondary Market TV Committee at recent meeting unanimously reflected distaste for pending rule and passed thoughts to NAB executive committee which met in Las Vegas last week. It's predicted TV board at regular meeting next January will amend or scuttle rule.

Earlier dissents from western broadcasters (see page 30), major independent stations and Westinghouse Broadcasting (which objects to code on grounds its standards are too low) are taking on dimensions of revolt.

Coherent policy. FCC has made it clear it intends to be consistent in action it takes in various proceedings dealing with crossownership of co-located media. Commission last week was expected to move toward repeal of rule requiring breakup of existing crossownership of cable systems and television stations in same market. Majority, including Chairman Richard E. Wiley, was thought to be opposed to retention of rule which would affect some 60 crossownerships. And item that could have served as vehicle for reversing field was petition from four affected companies asking commission to reconsider rule, which is now on appeal to U.S. Court of Appeals in San Francisco.

When item came up, commission postponed consideration until Oct. 9, when proposed rule to prohibit newspapers from owning cable systems in same market will be on agenda. Commissioners said they want to be consistent in treatment of both matters, and they want action in those proceedings to be consistent with what they do in rule-making on newspaper-broadcast crossownerships. In that one, commission appears headed toward rule requiring divestiture only in few cases of newspaper-TV monopoly.

No deal. When Chicago Tribune Co. goes public — probably next year — it's likely to have its present list of broadcast properties licensed to its wholly owned subsidiary, WGN Continental. Recurring reports of possible sale of WGN-AM-TV Chicago are denied by Tribune Co. officials, although it's acknowledged that overtures looking toward possible exchange of facilities have been made in light of long-pending crossownership issue before FCC, now tentatively decided in favor of grandfathering crossownerships.

Nor would Tribune officials comment on evaluation of some \$80 million placed on prime radio and TV properties in Chicago. WGN Continental also is licensee of KWGN-TV Denver and KDAL-AM-FM-TV Duluth, Minn. There's interlocking ownership with *New York Daily News*, WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn.

Top of the Week

You can't dance to it. Two weeks into new TV season, it appears that American public has second-guessed the experts. CBS, to which even NBC had conceded ratings victory, runs stride short of NBC. ABC's Friday night line-up is proving so disastrous that network will shelve Oct. 11 schedule to broadcast movie. And in light of initial setbacks, many see "second season" coming much sooner than expected. **Page 17.** Prime time hasn't escaped attentions of FCC, which collects another round of comments on its much-debated access rule. **Page 19.**

No rest on renewals. Senate Commerce Committee's report on renewal legislation it cleared provides more reason for optimism than bare-bones bill itself. **Page 22.**

Dilemma in Dixie. FCC's reported unlicensing of Alabama ETV stations provides moments of discomfort for broadcasters, as observers fret about dangerous precedents. And with report that state will not exhaust funds to fight commission, future of public TV service there is cast in doubt. **Page 23.**

Emancipation. CBS's John Schneider has notion that radio stations could get by with far fewer FCC regulations — and no fairness doctrine. He proposes commission give it a try. **Page 24.**

Coming clean. When Glen Robinson was an FCC nominee, many felt he could be expected to take hard line against media crossownership. Now he's a commissioner — and he has. **Page 25.**

New home. Times were when retailers were generally considered exclusive clientele of print media. No more, RAB and TVB representatives tell New York meeting. **Page 28.**

Disapproval. NAB and NBC have nothing positive to say about FTC's bid to ban children's premium TV advertising. They do, however, have much negative to say. **Page 29.**

Pay fray. For months, NCTA staffers have been not-too-quietly burning over allegedly fraudulent ads NAB has been purchasing to score pay cable. Now, words have been supplanted by action as association goes to FTC with formal complaint. **Page 32.**

Situationer. NCTA board opens its doors to press, presents team of experts on what's good in cable. But they also hear what's bad. **Page 32.**

Unsold on Rocky. None of the commercial networks thought to go live for Nelson Rockefeller's Senate confirmation hearing — decision that dismayed several senators, and especially Minority Leader Hugh Scott. **Page 34.**

Soft stuff. Top 40 radio is being besieged by host of tunes that walk softly and carry a big day-part. This year, the ballad's booming, rock's retreating. **Page 39.**

Here we go again. The tune's been played before, which is no comfort to the Starr Broadcast Group. Scenario: Station (Starr's recently purchased WNCN New York) drops format (classical) in favor of new sound (rock). Listeners protest. FCC enters picture. **Page 40.**

Coming out. Can Bob Benson migrate to Washington to start a new radio news service and find true happiness? He has so far. **Page 57.**

Major victory for broadcast journalism: NBC judgment on 'Pensions' upheld by court

U. S. Court of Appeals in Washington has overturned FCC decision that NBC violated fairness doctrine in connection with its investigative documentary on pension plans — *Pensions: The Broken Promise*. Decision was adopted 2-1.

Judge Harold Leventhal wrote court's opinion that is sure to be regarded as victory by those who had argued that commission decision, if affirmed, would discourage broadcasters from attempting investigative journalism. Opinion does not, however, deal with contention that fairness doctrine itself violates First Amendment.

NBC had argued that program, which recounted number of cases of individuals who did not realize expected benefits of pension plans to which they belonged, said focus was on "some problems in some pension plans." Fairness was not raised, it insisted. Program, broadcast on Sept. 12, 1972, won George Foster Peabody award on May 2, 1973, same day commission staff announced program violated fairness doctrine. Complaint was filed by Accuracy in Media.

Judge Leventhal, in 63-page opinion in which Judge Charles Fahy joined, said commission's error was that it failed to apply pertinent fairness doctrine decisions "that the editorial judgment must not be disturbed if reasonable and in good faith." And commission had held that NBC's position that program dealt with "some problems" was reasonable, Judge Leventhal noted. Commission held that program nevertheless, "in fact," dealt with views on one side of "over-all performance" of private pension systems.

Judge Leventhal, furthermore, appeared to carve out special preserve where investigative journalism was protected from government interference. Such reporting "has a distinctive role of uncovering exposing abuses," he said. "It would be undermined if a government agency were free to review the editorial judgments involved in selection of theme and materials, to overrule the licensee's editorial 'judgment as to what was presented,' though not unreasonable, to conclude that in the agency's view the expose had a broader message in fact than discerned by the licensee and therefore, under the balancing obligation, required an additional and offsetting program."

Judge Leventhal said that record in case sustains NBC as not having abused its discretion in making judgment that dominant thrust of program was expose of abuses that appeared in private pension industry, not general report on state of industry. And if that judgment may stand, he said, there is no showing of controversial issue having been involved.

Judge Edward A. Tamm, third judge on panel, issued stinging dissent in which he held that majority's opinion freed broadcasters to engage in propaganda. Under opinion, he said, "telecaster's presentation under the label of investigative reporting of a few factual bones covered with the corpulent flesh of opinion and comment fulfills the obligation of the network to give a fair picture to the public and to assist the public in knowing the facts essential to a determination of basic policies." Opinion, he added, fails to recognize "there is no real distinction between this type of so-called investigative reporting and propaganda." He contended there is "legally enforceable obligation on broadcasters to present a report in which all conflicting positions and viewpoints are fairly portrayed."

Julian Goodman, chairman of NBC, said of court's opinion: "The public is the beneficiary of this landmark victory for broadcast journalism and investigative reporting on television . . . Today's court decision promises broadcast journalists freedom to do their job."

Commission had no immediate reaction. But one official was gloomy as to effect of ruling on future of fairness doctrine. "They haven't killed the fairness doctrine," he said of court's majority. "But I'm not sure what they left of it."

Good station marketing has a way of standing out



Concerned Marketing Company – a proven team of professional broadcasters who create new and refreshing sales promotion programs for radio and TV stations nationwide.

Ask about **THE AMERICAN LEGACY:**  America's 200th Birthday Celebration promotion honors the biggest national event of a lifetime. A complete image-building, profit-producing package that makes American history come alive for your listeners.



CONCERNED MARKETING COMPANY

Campbell Centre, 8350 North Central Expressway, Dallas, Texas 75206

(214) 691-7898 Toll Free Number: 1-800-527-2395

Wedding bells. FCC Commissioner Robert E. Lee and Washington businesswoman Rosa Bente were married last Friday in Arlington, Va., immediately flew to Las Vegas where Mr. Lee will address Nevada Broadcasters Association today (Sept. 30). Honeymoon will continue to San Francisco, where he's to address U.S. Independent Telephone Assn. Oct. 8. New Mrs. Lee, owner of nine-outlet House of Fine Fabrics, submitted stock portfolio to commission's general counsel's office for review for possible conflict of interest, will sell two securities — neither involving broadcasting — as result. Mr. Lee's first wife died two years ago, her first husband three years ago.

No takers yet for TVB presidency

Search for new chief executive officer of Television Bureau of Advertising was still on last Friday after TVB board's first choice virtually shut door on offer.

Edwin Pfeiffer, 48, of WPRI-TV Providence, R.I., was offered post — reportedly on two-year contract at \$75,000 first year, \$80,000 second — after TVB board meeting in Chicago last Monday (Sept. 23). But he had not accepted when informal deadline passed Wednesday night, and later was reported to have virtually taken himself out of running. He was said to feel that, over long haul, proffered deal would not justify move from Providence to New York and severance of ties with Poole Broadcasting, owner of WPRI-TV.

TVB Chairman Kenneth M. Johnson of KTRK-TV Houston and other TVB officials would say only that search for new chief executive was continuing, with board and its special search committee still studying applicants. They would not confirm offer to Mr. Pfeiffer. Unofficially there appeared to be some feeling that he might yet change his mind. If he did not, board could go either of two ways: refer matter back to search committee, which is headed by William B. Faber of WFLA-TV Tampa, Fla., and which recommended Mr. Pfeiffer, or undertake to negotiate directly with some other highly rated prospect.

Two said to be in contention with Mr. Pfeiffer prior to last week's meeting were Roger Rice, West Coast vice president of Cox Broadcasting, and Don Durgin, NBC executive vice president ("Closed Circuit," Sept. 23). Mr. Durgin reportedly was sounded out unofficially about attitude toward job in wake of Mr. Pfeiffer's apparent rejection, but was said to have professed little or no interest in it — without, however, entirely ruling out reconsideration. Mr. Rice was reported to be more affirmatively disposed, if firm offer should be made.

Ultimate choice, when confirmed, would succeed TVB President Norman E. Cash, elected to vice chairman.

Wiley's warning on citizen agreements, Taylor's urging on congressional coverage

FCC Chairman Richard E. Wiley, indicating concern over recent filings of licensee-citizen group agreements with FCC, said on Friday commission should in near future issue statement making clear "kinds of provisions" in those agreements which "would be contrary" to licensee's responsibility as public trustee and which "we would be constrained to reject."

Chairman, speaking to CBS Radio affiliates, did not refer to specific agreements. But several have troubled commission, and it is now wrestling with question of whether to approve one on children's programing that KTTV (TV) Los Angeles reached with local groups there.

Mr. Wiley noted that formal understandings are natural outgrowth of rules commission adopted in March 1973,

aimed at encouraging licensees and citizen groups to settle problems without involving FCC. But, he added, commission has not told licensees "to give up licensee discretion and responsibility to avoid 'trouble' at the FCC."

CBS Inc. President Arthur R. Taylor urged affiliates to give high priority to urging Washington legislators to support "opening of government to broadcast coverage." "If ever there was an idea whose time has come," he told affiliates at their Phoenix convention (early stories pages 24 and 35), "it is that broadcast coverage of legislative sessions — and of certain judicial proceedings as well — rightly ought to be allowed on the same basis as coverage by print journalism. The times require it. The issues require it. And, I believe, after our coverage of the House Judiciary Committee's impeachment hearings, the public requires it."

Coverage of Judiciary Committee proceedings, he said, was "universally lauded," helped steer country "through a perilous and potentially traumatic transfer of power," created greater public understanding of how Congress works and, according to polls, increased public confidence in Congress. Even so, he said, "it is the unfortunate fact" that full-scale opening of congressional sessions to broadcast coverage is "hardly any closer" now than before.

NAB makes convention peace with programers; Las Vegas agenda beginning to take shape

National Association of Broadcasters convention committee and representatives of program distributors met in Las Vegas last week to size up site of 1975 national NAB convention. Distributors reportedly were pleased and said they would be back in force at next year's convention, to be held April 6-9. They boycotted convention in Houston last March in protest over assignment to hotel they said was inconveniently distant from others. At Las Vegas they have been offered space in Hilton hotel, where other exhibitors and networks will have suites. Meeting with NAB committee were Wynn Nathan of Time-Life Films and Howard Lloyd of Worldvision Enterprises.

NAB is also planning session on programing in formal agenda, with distributors participating. Other plans given tentative green light: "Early bird workshops" of past conventions will be replaced with morning workshops from 9 to 10:30 a.m. daily on topics including TV and radio sales, promotion, minority affairs, general legal problems, license renewals, programing. FCC Chairman Richard Wiley is tentatively scheduled as Monday (April 7) luncheon speaker. Tuesday luncheon speaker has not been slated, but there was talk of inviting FTC Chairman Lewis Engman. Committee's inclination was to feature entertainment at Wednesday lunch.

There also was talk of Wednesday morning session after workshops featuring FCC staff in some sort of forum, perhaps answering questions from floor. Tuesday afternoon will be open to give convention participants chance to concentrate on exhibits. There will be no banquet.

Key concurrences on license renewal

Senators Philip Hart (D-Mich.), Vance Hartke (D-Ind.) and John Tunney (D-Calif.) on Friday issued statement supporting license renewal bill and accompanying report adopted earlier by Senate Commerce Committee (see page 22). They said they understood it to mean that there would be presumption of renewal for applicant that met criteria set out in bill, though subject to rebuttal by competing applicant or petitioner to deny that could show incumbent has not met listed standards or "other relevant criteria." Last could include showing of "undue concentration of power." Senator Tunney also urged reinstatement of five-year license term provided in bill House passed. Senate committee left it at three.

In Brief

Outraged. ABC-TV affiliate WPVI-TV Philadelphia has refused to carry tomorrow's (Oct. 1) *Marcus Welby, M.D.*, episode dealing with teen-aged boy sexually assaulted by adult male. Network — which expects further affiliate defections — feels turndown is result of massive campaign against program by various Gay Liberation groups; WPVI-TV said show, titled "The Outrage," is "false stereotype of homosexuals." Broadcast itself carries disclaimer that rapist teacher is not homosexual but disturbed.

Regional ownerships next? FCC rulemaking to establish "clear standards" on regional concentrations of media control was advocated by Commissioner Glen O. Robinson in opinion endorsed by Chairman Richard E. Wiley. Opinion issued in concurrence with 6-to-1 approval of sales of WTCM-FM Eaton, Ohio, and KAUZ-TV Wichita Falls, Tex., to buyers with other stations in same states. Commissioner Benjamin Hooks dissented on grounds, according to aide, that in absence of regional standards FCC could not say transfers met them.

Atlanta sale approved. FCC has granted assignment of license of WGST (AM) Atlanta to Meredith Corp. for \$5 million. Takeover of station from Georgia Board of Regents should occur within 30 days, according to Richard F. Carr, vice president of Meredith Radio. WGST operates on 920 khz with 5 kw daytime and 1 kw night.

Carrying the mail. Young & Rubicam International, New York, has been named advertising agency for U.S. Postal Service, Washington, replacing Needham, Harper & Steers. Postal Service spends more than \$13 million in advertising, of which about \$10 million is in measured media and about \$1.5 million is expected to go into TV. Y&R will handle account on fee basis. Finalists in contention for account were said to be Y&R, NH&S and Grey Advertising, New York, and Humphrey Browning MacDougall, Boston.

Sold in San Diego. FCC is reported to have approved Storer Broadcasting's purchase of KCST(TV) San Diego, for \$12 million. Acquisition of UHF station from Western Telecasters brings Storer's complement of TV outlets to maximum of seven.

Consent order. General Foods Corp., maker of Gaines Burgers, has agreed to stop advertising that dogs have special need for milk protein or that their dog food is good source of such protein, Federal Trade Commission announced last week. GF spent \$3.7 million on Gaines Burger TV advertising last year, \$2.8 million in first half this year.

Free and clear. National News Council has dismissed complaint against Mutual Broadcasting System filed by former MBS newscaster Robert Edwards, who alleged network executives ordered promotion material on December 1973 black college all-American football team broadcast in news packages (*Broadcasting*, May 13).

To hearing. License renewal application of Storz Broadcasting's WTIX (AM) New Orleans has been set for hearing, because FCC could not resolve conflict of affidavits on whether station had broadcast unauthorized announcement on Jan. 7, 1973, inviting armed civilians to aid police in apprehend-

ing sniper atop Howard Johnson motel.

Networks seek end to suit. ABC, CBS and NBC filed joint motion Friday in Los Angeles federal court asking dismissal of government's antitrust suit against them. They claim that since White House tapes and documents they need to prove contention suits were politically inspired are now under control of former President Nixon, Justice Department cannot itself make search required by earlier court order.

Late Fates. *William D. Shaw*, vice chairman, Golden West Broadcasters, Los Angeles, has resigned that position and been named vice chairman of Major Market Radio Inc., station representative subsidiary of GWB. He will continue to headquarter in San Francisco. *George E. Lindman*, president of MMR, remains in that position in New York. . . . *Scott S. Miller*, formerly vice president and assistant to president, Mego International Inc., New York toy manufacturer, joins Corporation for Public Broadcasting, Washington, as executive vice president. He fills No. 2 post vacated by advertising executive *Keith Fisher* last June . . . *Pat Whitley*, program director for WNBC (AM) New York since 1970, has resigned. Station is scouting for replacement; according to Perry Bascom, general manager, station will retain present format (music/personality).

Headliners



Allbritton



Stulberg



Sandstrom

Joseph L. Allbritton, Houston banker, is new chairman and chief executive officer of *Washington Star-News*, post he assumed upon approval of offer to purchase Washington Star Communications Inc., parent of paper and radio-TV interests there and in other cities. Broadcast portion of \$25 million deal awaits approval by FCC (story page 26).

Gordon T. Stulberg, president, 20th Century-Fox, and **Sid Sheinberg**, president and chief operating officer, MCA Inc., both Los Angeles, elected chairman and vice chairman, respectively, of Association of Motion Picture and Television Producers. Mr. Stulberg replaces **Lew R. Wasserman**, chairman and chief executive officer of MCA, who has headed association since 1966, named chairman emeritus.

Thad M. Sandstrom, broadcasting VP, Stauffer Publications, Topeka, Kan., elected chairman of CBS Radio Affiliates Association for 1974-75. He succeeds **Odin Ramsland**, president, KDAL-AM-TV Duluth, Minn., who becomes *ex officio* board member. **Gene Ellerman**; WWAM-AM) Cadillac, Mich., elected vice chairman.

Melvin Laird, former secretary of defense and presidential counselor for domestic affairs, elected to board of directors of Communications Satellite Corp., Washington.

Index to departments	Changing Hands	26	Fates & Fortunes	43	Music	39
Broadcast Advertising 28	Closed Circuit	5	Finance	41	Open Mike	14
Broadcast Journalism 34	Datsbook	16	For the Record	45	Playlist	38
Cablecasting	Editorials	58	Media	22	Profile	57
	Equip. & Engineering 37		Monday Memo	11	Programing	18



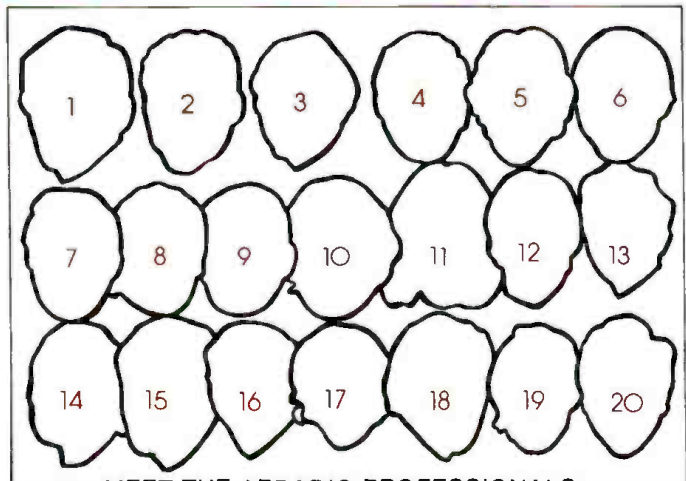
The APR Professionals Are Here!

In less than four months after its introduction to the nation's broadcasters, APRadio is ready to go. It's the new "news service in sound" that brings together the AP reputation of fast, accurate and airable newsgathering with the most modern and efficient automation methods and transmission equipment.

Add to this unbeatable combination our top professional group of broadcast journalists seen here, plus the world-wide facilities of AP, and you'll realize why it pays to join the growing list of APRadio members. For details on APR, contact AP Broadcast News, 50 Rockefeller Plaza, N. Y. 10020 or your AP regional representative.

—on the air Oct. 1, '74!

apr



MEET THE APRADIO PROFESSIONALS:

- | | | |
|------------------------------------|--|-----------------------------------|
| 1. Bob Benson, APR Managing Editor | 3. George Mayo, APR Communications Chief | |
| 2. Ed De Fontaine, Asst. M.E. | 9. Andy Silberstein
Capitol Hill | 14. John Hewitt
Editor |
| 4. Jerry Smith
Anchorman | 10. Norman Beebe
Anchorman | 15. Jim Newman
Business |
| 5. Tom Martin
Anchorman | 11. Candy Crowley
Editor | 16. John Holliman
Agriculture |
| 6. Walter Rodgers
White House | 12. Charles Van Dyke
Capitol Hill | 17. Paula Quick
Editor |
| 7. Shelby Whitfield
Sports | 13. Dan Scanlan
Anchorman | 18. Dave Lubeski
Sports |
| 8. Vic Aiken
APR London | 19. Jerry Schwinger
Engineering | 20. Susan Dugan
Office Manager |

Monday Memo®

A broadcast advertising commentary from George Welch, VP-marketing, Shakey's Inc., Denver

Bringing Shakey's to mind via a television campaign

The more people hear about Shakey's, the more likely they will be to "think" Shakey's when making plans to eat out. That's why we place heavy emphasis at both the national and local levels on advertising, sales promotion and publicity. Our goal is to make Shakey's a household word—a word synonymous with great food in a fun atmosphere.

To accomplish this, our advertising must cut through to the consumer, creating top-of-mind awareness of our products and atmosphere. The advertising must also communicate that Shakey's offers a superior product in a unique, fun, eating-out environment. Key to this rationale are three major factors: (1) fast food advertising competition, (2) television clutter and (3) the importance of maintaining awareness.

Specifically, two major fast-food chains will spend in excess of \$108 million this year in television. Other than franchised restaurant advertising, approximately \$4 billion will be spent in spot and network television this year. In this arena, Shakey's will spend only \$3 to \$3.5 million in network and spot.

In addition to competing in terms of television expenditure levels, Shakey's advertising must also fight to be seen within the current television clutter. We also know that when Shakey's advertises, we see a response in sales, and when we don't advertise, an opposite reaction occurs. However, with a relatively small media budget, it is impossible to maintain a sustaining schedule, thereby necessitating fighting.

To even hope to compete in this marketplace, it was apparent that Shakey's advertising must create interest, be seen and be remembered in order to develop and maintain consumer awareness of our products and services. Specifically, our objectives in developing our advertising campaign were threefold:

- Make Shakey's the name people thought of first when the subject of eating out was discussed.
- Make sure that when people thought of Shakey's, they would also think of the entertainment and fun they have at a Shakey's parlor; the superior pizza they can buy only at a Shakey's parlor; the other fine foods available at a Shakey's parlor, such as chicken; the unique special celebrations found only at Shakey's, like the Birthday Club, and the quality and value of the food served through the "Bunch of Lunch" program.



George M. Welch, vice president of marketing, Shakey's Inc., Denver, oversees corporate advertising, promotion and new product developments for this chain of almost 500 pizza parlors in the U.S., Canada, Mexico and Japan. Mr. Welch joined Shakey's in 1966 and has since held various managerial positions there in marketing and advertising.

- Make people want to come back to Shakey's more often.

To achieve these creative objectives, Shakey's and our national agency, J. Walter Thompson West, set out to accomplish the following:

- Create a highly memorable and involving musical theme to be used in all of our commercials. We believe that this musical element will create and communicate the image which is unique to Shakey's.
- Feature a standard Shakey's logo in all visual advertising to provide consistent identity and communications continuity.
- Emphasize visually and verbally the appeals found in a Shakey's parlor. The uniqueness of Shakey's comes from the combination of food and fun, informality and atmosphere, and family communal sharing. Together they offer tangible rewards to the Shakey's customer.
- Focus our message on the change that takes place when the customer enjoys the tangible rewards of Shakey's. This reaction to Shakey's consists of a good-humored portrayal of the change

in the customer that takes place when he leaves the "outside, workaday world" and enters the unique environment that exists only in a Shakey's parlor. This is the psychological reward Shakey's has to offer.

- Create special communications which are consistent with the basic theme and concept, but feature the other unique offerings at Shakey's, such as lunch, special parlor activities and other food products.

To achieve maximum awareness of our campaign, we have carried the theme throughout our sales promotion activities, public relations efforts and directly to Shakey's customers at the point of purchase in Shakey's parlors. To further merchandise this new effort, programs have been developed to promote the campaign to Shakey's dealers and parlor personnel.

Since the majority of the Shakey's Pizza Parlors are owned by franchisees (420), we are taking a presentation of our advertising campaign on the road, to show the franchisees our advertising philosophy, how the campaign was created and how it will benefit the franchisee.

The presentation will show them the six 30-second spots we plan to use nationally and locally, and also display the suggested print ads, radio spots and other supporting material.

Our television buys will include spots on network specials and series which appeal basically to the entire family. We consider Shakey's a family place, where you can eat the world's best pizza, and that is the story we wish to tell the American public via television, radio and the print media.

To tie the print material to the television commercials, we have developed advertisements and posters using freeze frames from the television commercials. The ads and posters will, therefore, reinforce the television image and give it an extended life.

We have also been careful to make certain that the Shakey's logo and the word "Shakey's" are integral parts of the television commercials. There will be no confusion about which fast food company is shown in the commercials. The musical and visual reminders will tell everyone—"You're something else at Shakey's."

By combining all of these elements in our advertising thrust, we are optimistic that Shakey's will soon become a household word.

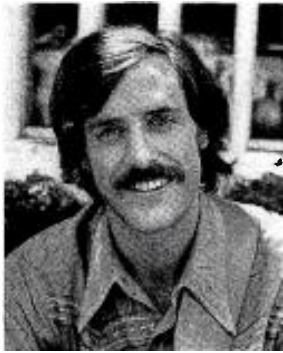
**This year, ABC won
thirteen out of thirty-nine
Emmys awarded for
news, documentary and
children's programs!**





Harry Reasoner, co-anchorman with Howard K. Smith on the ABC Evening News. Winner of an Emmy Award for "Outstanding Television Broadcaster."

**"ABC News Close-Up—Fire." Winner of two Emmy Awards, including "Best Documentary for Events or Matters of Current Significance."
Produced by ABC News.**



**"Make A Wish"... winner for "Outstanding Informational Children's Series." This much-honored series has also won the George Foster Peabody and numerous awards.
Produced by ABC News.**

"The Runaways," an ABC Afterschool Special presentation. Winner of an Emmy for "Outstanding Informational Children's Special."

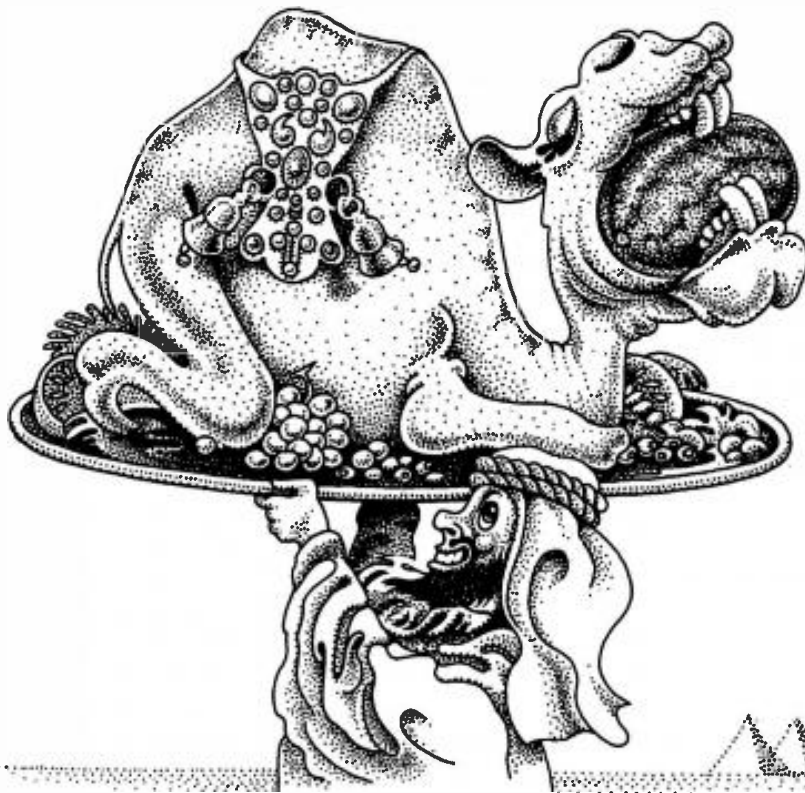


Other Emmy winners were: "Beneath the Frozen World" in the Undersea World of Jacques Cousteau series, winner of two Emmy Awards including one for "Best Photography."

And these ABC documentaries were also awarded Emmy honors... "Jane Goodall and the World of Animal Behavior—The Baboons of Gombe"; an ABC Wide World Special—"Paramount Presents"; "Struggle for Survival" in the Primal Man series and "Journey to the Outer Limits" in the National Geographic Society series, won two Emmys...including "Best Documentary on Artistic, Historical or Cultural Subjects."

ABC is pleased and proud of the recognition given to these programs...and to the men and women who put so much into them. In the coming year, we will continue to strive for the highest standards of quality in our news, documentary and children's programs.

ABC Television Network 



You may never see the world's largest stuffed meat course.*

But... you can carve up big food sales in Western Michigan with WKZO.

With WKZO you get a big order. You get 155% more adults (25-64) than you would with the next competing station in the market. In the 6 a.m. to 7 p.m. period.

In fact, WKZO delivers 30% more women (25-64) than the next 2 Kalamazoo stations combined.

To fatten up your schedule, add the heavyweight, WKZO.

Ask your Avery-Knodel representative about Western Michigan's leading personality/MOR station.

*The largest stuffed roast in the world is camel, prepared by Bedouins for wedding feasts. Cooked eggs are stuffed into fish,

the fish stuffed into cooked chickens, the chickens stuffed into a roasted sheep carcass and the stuffed sheep into a whole camel. Which should make for a very stuffy wedding party.

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



The Jolter-Blowers
 RADIO WKZO KALAMAZOO SHTLE CRINGE
 WJFM GRAND RAPIDS KALAMAZOO
 WJAM/WJFF/MI CASILLAC
 TELEVISION WKZO-TV GRAND RAPIDS-KALAMAZOO
 WJTV / ANGLAC TROUSSE CITY
 WJTV / WJTV-TV SHTLE CRINGE
 WOLBY / WOLBY-TV TROUSSE CITY
 WJTV-TV GRAND RAPIDS AND NEB
 KROD-TV TROUSSE CITY, IOWA

WKZO

CBS RADIO FOR KALAMAZOO
 AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc. Exclusive National Representative

Please send

Broadcasting

The newsworthy of broadcasting and allied arts

Name Position

Company

Business Address

Home Address

City State Zip

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

SUBSCRIBER SERVICE

- 3 years \$60
- 2 years \$45
- 1 year \$25
- Canada Add \$4 Per Year
- Foreign Add \$6 Per Year
- 1975 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- 1975 Yearbook \$17.50 (If payment with order: \$15.00)
- Payment enclosed
- Bill me

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

Open Mike®

The news doctors

EDITOR: One of the reasons I have enjoyed reading BROADCASTING over the past four years is the fact that the magazine covers not only the everyday happenings in the industry, but also writes and covers what will become the upcoming trends in broadcasting.

A fine example of this was the recent report on the business of news consultants. . . . Your staff writer has done a well-researched piece of work in: (1) what the consultants do for a TV news department, (2) the types of features and sequences that consultants recommend to their client stations, and, of course, (3) the pros and cons of the business from the consultants and stations themselves.

I found the pieces a great reference for those who may study the consulting world in journalism, telecommunications and communications courses.—*Jeff V. Noble, University of Kentucky.*

EDITOR: Hats off on your lucid, provocative and exceptionally well-balanced report on the "news doctors" [Sept. 9]. I think further observations are in order.

While consultants may not "interfere" with "journalistic content," contrary to your article, many consultants give such advice. Often this centers on making productive use of ascertainment of community problems which are excellent topics for news, features, or investigative reports.—*Herschel Shostack, applied survey research, Washington.*

Snow reaction

EDITOR: Bert Snow ("Open Mike," Sept. 16) and others may think UHF will never equal VHF, but this simply is not so. For the same cost, a UHF receiving antenna will generate a tighter pattern, vastly reducing ghosting, a major problem in home reception.

When the FCC studied allocation of UHF channels it considered making UHF a higher-definition medium. Had the commission adopted an 800-line standard we now would have everyone wanting to enjoy superior UHF pictures. It is late, but I would propose a new, broadband-channeling, stereo, high-definition UHF band standard. In 20 years everyone will want one. Let stations choose to broadcast one or the other standard for whatever reason.

Had we done this in the 50's, UHF would be the chosen medium today.—*Jeremy Lansman, community radio consultant, St. Louis.*

EDITOR: I must say I'm startled by Bert Snow's letter in BROADCASTING (Sept. 16). UHF has its disadvantages—primarily in

tuning ease (a problem that's disappearing) and in fringe-area service (it doesn't bend around obstacles as well as VHF).

However, as spokesman for a UHF station, I would have thought that Mr. Snow's technical people somewhere along the line would have pointed out that UHF is, in fact, actually superior to VHF in technical quality. Surely he doesn't think it an accident that KCET(TV)'s signal is superior to that of every VHF in Los Angeles.

UHF technical advantages include less susceptibility to interference, less susceptibility to large-magnitude ghosting, looser spurious-suppression standards, virtual elimination of co-channel interference and a slightly higher field intensity per radiated watt than VHF. Many UHF stations relinquish most of the technical advantages by using super-gain antennas on high mountains, thus putting most of their signal considerably above the receiving antennas. UHF stations on high mountains should—as KCET does—use relatively low-gain antennas, to put a higher intensity signal into the populated areas at a considerable angle below the horizontal plane. Only the low elevation stations need the super-gain antennas—so raw power can overcome signal attenuation from obstacles and terrain.—*Eric Norberg, assistant program director, KMPC(AM) Los Angeles.*

The other direction

EDITOR: For some time now your editorials on copyright have persisted, not too subtly, with the theme "cable is dragging its feet." Your Sept. 16 version is no exception. This is particularly galling—and an insult to the facts—coming as it does on the heels of a major effort by the National Cable Television Association and cable operators to get copyright legislation passed in the Senate. Cable did win a victory in the Senate vote, but not, as you imply, in "the postponement of decisive action." The victory lies in the elimination of a CATV-sports regulatory provision, which has no business in a copyright bill, and in moving the entire bill closer to final passage.

I regret that you chose to editorialize that "it would be to cable's advantage if the modernization of the law were stalled indefinitely." I believe a more responsible position is that there are overriding advantages for cable in resolving the matter expeditiously. Notwithstanding our apparent strategic differences, the record should be clear that the cable industry has been—and is—pursuing that latter position.—*Amos B. Hostetter Jr., executive vice president, Continental Cablevision Inc., Boston.*

Left out

EDITOR: In view of your article on Cox Cable in the Sept. 23 issue, I believe you will want to correct two specific misstatements of fact.

In the second paragraph, you indicate that "Observers point to only two other firms—Viacom and American Television & Communications—that can be considered reasonably stable enterprises in the short term." Your "observers" over-

Doubleday Media Offers COASTAL CAROLINA

Exclusive listing. AM-FM combination.
Only full-time AM in county.
Valuable land and building included.
Billing rising in growing market.
Recession-proof, stable area.
Excellent cash flow, can service debt.

\$650,000 — liberal terms.

Call Pete O'Reilly collect: 202-872-1100



Doubleday Media

Brokers of Radio, TV, CATV, and Newspaper Properties.

Regional Managers

Bob Dalchau, 13601 Preston Rd., Dallas 75240, 214-233-4334.
Neil Sargent, 1202 E. Maryland Av., Phoenix 85014, 602-264-7459.
Peter V. O'Reilly, 1730 M. St. N.W., Washington 20036, 202-872-1100.
Conway C. Craig, P.O. Box 28182, San Antonio 75228, 512-434-4900.

WITH MONEY WORTH AS MUCH AS 12%, WHY AREN'T YOU LIQUID?

What could you get for your station today?
With that much capital, what would your after-tax income be in, say, municipal bonds?
Are you sure you'd rather work than clip coupons?

Would today be a good time to call your Doubleday broker and ask a few questions in strictest confidence?



Doubleday Media

Brokers of Radio, TV, CATV, and Newspaper Properties.

Regional Managers

Bob Dalchau, 13601 Preston Rd., Dallas 75240, 214-233-4334.
Neil Sargent, 1202 E. Maryland Av., Phoenix 85014, 602-264-7459.
Peter V. O'Reilly, 1730 M. St. N.W., Washington 20036, 202-872-1100.
Conway C. Craig, P.O. Box 28182, San Antonio 75228, 512-434-4900.

looked perhaps the strongest balance sheet in the CATV industry and probably the most securely financed company in the industry. Later in your article you have a misstatement of fact regarding Cox's market price (\$3.75) being second highest of any publicly traded MSO's. Your own stock tables will help correct this error.—*Robert M. Rosencrans, president, UA-Columbia Cablevision Inc., Westport, Conn.*

(Mr. Rosencran's letter was accompanied by financial statements showing revenues for nine months ended June 30, 1974, at \$9.9 million, up 38.2% over previous year's period, and net income of \$805,000, up 44.5%. Cash reserves were \$3 million. He also cited a statement by analyst Dennis B. McAlpine of Tucker, Anthony & R. L. Day that "we recommend longer term purchases of Cox Cable, American TV [and Communications], UA-Columbia Cablevision and Viacom." BROADCASTING erred in saying that only ATC's stock among publicly traded MSO's was selling higher than Cox Cable's; at market close last Wednesday (Sept. 25) UA-Columbia was trading at 4%, ATC at 5% and Cox Cable at 4%. BROADCASTING stands by the thrust of its Sept. 23 article, however, which was essentially an analysis of Cox Cable's fortunes in a declining cable market. The editors regret that UA-Columbia, which was not mentioned in the article, read it as a reflection on its specific performance.)

Textbook

EDITOR: You might be interested to know that BROADCASTING is now required reading in at least three of our courses—*El-Dean Bennett, associate professor, department of mass communications, Arizona State University, Tempe.*

Datebook®

■ Indicates new or revised listing

This week

Sept. 29-Oct. 2—*Educational Media Producers Council* 1974 conference. Representative James W. Symington (D-Mo.), guest speaker. St. Louis Hilton hotel, St. Louis.

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.

■ **Oct. 1**—*Broadcast Advertising Club of Chicago* monthly luncheon. Speaker: Robert Wood, president. CBS Television Network. Grand Ballroom, Sheraton-Chicago hotel.

Oct. 1—*Radio Advertising Bureau* large market sales clinics. Arlington Park Towers, Chicago, and Prom-Sheraton Motor Inn, Kansas City, Mo.

Oct. 1-2—*National Association of Broadcasters* 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—*Radio Advertising Bureau* large market

sales clinics. Sheraton-Renton Inn, Seattle, and Hyatt Regency hotel, Houston.

Oct. 3-8—*Women in Communications Inc.* annual national meeting. Bellevue Stratford hotel, Philadelphia.

Oct. 4—Date for reply comments to FCC on per-program or per-channel charge for cablecast programs, extended from Sept. 30.

Oct. 4-6—*American Women in Radio and Television* midwest area conference. Sheraton Valley Forge, Valley Forge, Pa.

Oct. 4-8—*Illinois News Broadcasters Association* fall convention. Quad Cities.

Oct. 6-8—*North Carolina Association of Broadcasters* annual convention. Great Smokles Hilton, Asheville.

Also in October

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—*Georgia Association of Broadcasters* Southeastern Broadcasting Day. Fairmont Colony Square hotel, Atlanta.

Oct. 8—*Radio Advertising Bureau* large market sales clinics. Jack Tar hotel, San Francisco, and Sheraton Inn-Northeast, Washington.

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—*Radio Advertising Bureau* large market sales clinics. International hotel, Los Angeles, and Marriott hotel, Cincinnati.

VERY PROFITABLE CBS-TV AFFILIATE

In great, growing, medium-size market, this desirable UHF station is in predominately UHF market. As a broadcaster you will recognize the great potential of this underdeveloped television property.

Priced right at **\$2,750,000** cash, listed stock or negotiated terms.

Contact: Milton Q. Ford — Washington Office

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D. C.: (202) 393-3456
1730 K Street, N. W., 20006

CHICAGO: (312) 337-2754
1429 Tribune Tower, 60611

DALLAS: (214) 748-0345
1511 Bryan Street, 75201

SAN FRANCISCO: (415) 392-5671
111 Sutter Street, 94104

Oct. 10-11—Tennessee Cable Television Association annual meeting. King of the Road motel, Nashville.

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—Country Music Awards eighth annual show. Grand Ole Opry House, Nashville.

Oct. 14-15—Institute of Electrical and Electronics Engineers broadcast symposium. Philip Rubin, chairman (202) 293-5160. Hotel Washington, Washington.

Oct. 14-15—North Dakota Broadcasters Association fall meeting. Featured speaker: Vincent T. Wasilewski, National Association of Broadcasters president. Ramada Inn, Dickinson.

Oct. 15—Radio Advertising Bureau large market sales clinic. Parker House, Boston.

Oct. 16-18—Ohio Association of Broadcasters and Indiana Broadcasters Association joint fall convention. Speakers include Vincenet Wasilewski, president, National Association of Broadcasters; FCC Chairman Richard E. Wiley; Frank Magid, Market Research Corp.; Bill Monroe, NBC-TV Washington editor; Otis R. Bowen, governor of Indiana and John J. Gilligan, governor of Ohio. Kings Island Inn, Mason, Ohio.

Oct. 16-19—WSM Grand Ole Opry 49th annual birthday celebration. Municipal Auditorium, Nashville.

Oct. 16-19—Information Film Producers of America 1974 national conference. Vacation Village hotel, San Diego.

Oct. 17—National Association of Business and Educational Radio symposium. Speaker: FCC Commissioner Charlotte T. Reid. Sheraton Inn, New Carrollton, Md.

Oct. 17—Radio Advertising Bureau large market sales clinic. Sheraton Inn-Laguardia, New York.

Oct. 17—Federal Communications Bar Association luncheon. Barbara Walters, guest speaker. Army-Navy Club, Washington.

Oct. 17-18—American Association of Advertising Agencies central regional meeting, Chicago.

Oct. 17-19—Information Film Producers of America annual conference. Vacation Village, Mission Bay, San Diego.

Oct. 18-19—New York State Associated Press Broadcasters Association meeting. Holiday Inn, Grand Island.

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. 18-20—Mifed, 30th biannual International Film, TV Film and Documentary Market for film buyers and sellers. Largo Domodosola 1, 20145 Milano, Italy.

Oct. 21-23—National Association of Broadcasters fall conference. Waldorf-Astoria hotel, New York.

Oct. 21-24—Electronic Industries Association 50th annual convention. Beverly Hilton hotel, Beverly Hills, Calif.

Oct. 23-24—Kentucky Broadcasters Association fall convention. Holiday Inn, Lexington.

Oct. 23-25—Second oral argument at FCC on proposed revisions to pay cable antisiphoning rule. Washington.

Oct. 24-25—American Association of Advertising Agencies central regional meeting, Detroit.

Oct. 25—National Association of Broadcasters radio code board fall meeting. Royal Orleans hotel, New Orleans.

Oct. 25-26—New York chapter, Society of Broadcast Engineers first annual miniconvention. Tarrytown Hilton, Tarrytown. Larry Strasser, chairman, WTFM (FM), 212-357-8000.

Oct. 25-27—American Women in Radio and Television southwest area conference. Hilton Inn, Tulsa, Oklahoma.

Oct. 27—17th annual National Press Photographers Association Flying Short Course. Sheraton Airport Inn, Philadelphia.

Oct. 27-29—National Association of Broadcasters fall conference. Hyatt Regency hotel, Atlanta.

Oct. 27-30—Association of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Oct. 29—Connecticut Broadcasters Association annual fall convention. Hotel Sonesta, Hartford.

Oct. 29—17th annual National Press Photographers Association Flying Short Course. Pfister hotel, Milwaukee.

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—National Association of Broadcasters fall conference. Hyatt-Regency O'Hare hotel, Chicago.

Oct. 31—17th annual National Press Photographers Association Flying Short Course. Holiday Inn Downtown, Denver.

November

Nov. 1-3—Loyola University college radio conference. Lewis Towers Campus, Chicago.

Nov. 2—17th annual National Press Photographers Association Flying Short Course. International hotel, Los Angeles.

Nov. 2-3—California Campus Radio Association second annual convention. California Polytechnic State University, San Luis Obispo.

Nov. 2-4—Texas Association of Broadcasters convention. Engineering conference and exhibits. Sheraton hotel, Dallas.

Nov. 4-8—International F.T.F. Corp. film and TV festival of New York. Americana hotel, New York.

Nov. 6—National Decorating Products Association annual convention. Speaker: Irving R. Levine, NBC economic affairs correspondent. Conrad Hilton hotel, Chicago.

Nov. 8-10—Educational Foundation, American Women in Radio and Television board of trustees meeting. Houston Oaks hotel, Houston.

Nov. 8-21—Chicago International Film Festival, 10th anniversary. Hyatt Regency hotel, Chicago.

Nov. 10-15—Society of Motion Picture & Television Engineers technical conference and equipment exhibit. Four Seasons Sheraton hotel, Toronto.

Nov. 13-15—National Association of Broadcasters fall conference. Fairmont hotel, Dallas.

Nov. 13-16—Society of Professional Journalists, Sigma Delta Chi 1974 national convention. Towne-House hotel, Phoenix.

Nov. 14-15—Oregon Association of Broadcasters fall conference. Benson hotel, Portland.

Nov. 15—Federal Communications Bar Association dinner celebrating 40th anniversary of FCC. Sheraton Park hotel, Washington.

Nov. 15-17—American Women in Radio and Television board of directors meeting. Continental Plaza hotel, Chicago.

Nov. 17-19—Television Bureau of Advertising 20th annual membership meeting. Century Plaza hotel, Los Angeles.

Nov. 17-19—National Association of Broadcasters fall conference. Brown Palace hotel, Denver.

Major meeting dates in 1974-75

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—National Association of Broadcasters fall conference. Waldorf-Astoria hotel, New York.

Oct. 27-29—National Association of Broadcasters fall conference. Hyatt Regency hotel, Atlanta.

Oct. 27-30—Association of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Oct. 29-31—National Association of Broadcasters fall conference. Hyatt O'Hare hotel, Chicago.

Nov. 13-15—National Association of Broadcasters fall conference. Fairmont hotel, Dallas.

Nov. 13-16—Society of Professional Journalists, Sigma Delta Chi annual national convention. Towne-House hotel, Phoenix.

Nov. 17-19—Television Bureau of Advertising 20th annual meeting. Century Plaza hotel, Los Angeles.

Nov. 17-19—National Association of Broadcasters fall conference. Brown Palace, Denver.

Nov. 17-20—National Association of Educational Broadcasters 50th annual convention. Las Vegas Hilton, Las Vegas.

Nov. 19-21—National Association of Broadcasters 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. Rivergate convention center, New Orleans.

April 23-27, 1975—American Women in Radio and Television 24th annual convention. Continental Plaza hotel, Chicago.

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Maury Long, *vice president*.
Edwin H. James, *vice president*.
Joanne T. Cowan, *secretary*.
Irving C. Miller, *treasurer*.
Lee Taishoff, *assistant treasurer*.

Broadcasting⁴ TELEVISION[®]

The newsweekly of broadcasting and allied arts

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.

Sol Taishoff, *editor*.

Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Joseph A. Esser, Don Richard,
Jonathan Tourtelot, *assistant editors*.
Mark Harrad, Randall Moskop, Joanne Ostrow,
staff writers.
Randi Lewis, Patricia Thach, Donna Wyckoff,
editorial assistants.
Lucille DiMauro, *secretary to the editor*.

BUSINESS

Maury Long, *vice president*.
David N. Whitcombe, *director of marketing*.
Doris Kelly, *secretary*.

ADVERTISING

Winfield R. Levi, *general sales manager (New York)*.
John Andre, *sales manager—equipment and engineering*.
David Berlyn, *Eastern sales manager (New York)*.
Ruth Lindstrom, *account supervisor (New York)*.
Bill Merritt, *Western sales manager (Hollywood)*.
Lynda Dorman, *classified advertising*.

CIRCULATION

Bill Criger, *circulation manager*.
Kwentin Keenan, *subscription manager*.
Barbara Chase, Odell Jackson, Patricia Johnson,
Jean Powers.

PRODUCTION

Harry Stevens, *production manager*.
Susan Cole.

ADMINISTRATION

Irving C. Miller, *business manager*.
Lynda Dorman, *secretary to the publisher*.
Philippe E. Boucher.

BUREAUS

New York: 7 West 51st Street, 10019.
Phone: 212-757-3260.

Rufus Crater, *chief correspondent*.
Rocco Famighetti, *senior editor*.
John M. Dempsey, *assistant editor*.
Leslie Fuller, *staff writer*.

Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Ruth Lindstrom, *account supervisor*.
Jackie Morrone, Harriette Weinberg, *advertising assistants*.

HOLLYWOOD: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, *senior correspondent*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

BROADCASTING[®] magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising[®] was acquired in 1932. Broadcast Reporter in 1933, Telecast[®] in 1953 and Television in 1961. Broadcasting-Telecasting[®] was introduced in 1946.



* Reg. U.S. Patent Office.
© 1974 by Broadcasting Publications Inc.

Microfilms of BROADCASTING are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

Programming

Trouble enough to go around as networks assess results of first two rating weeks

Second season may come early this year as all three program chiefs look to the bench; NBC elated by advance from last year; CBS still confident if abashed by initial setbacks; ABC already moving to shore up Friday night disaster

Abrupt schedule changes in the three networks' new prime time entertainment schedules—even before the "second season" in January—were being discussed before the first season finished its third week. Although programming executives were adopting a wait-and-see attitude expected to extend at least through this week, the season's fourth, ABC had already sandblasted its entire Friday night schedule Oct. 11 for the stand-by theatrical picture, "True Grit"; CBS was strongly hinting about an early demise for the new *Sons & Daughters* and a fall comeback for this summer's favorite, *Tony Orlando & Dawn*, and NBC was concerned enough about the delicate condition of *Ironside* and the new *Sierra* and looking at a new Smothers Brothers variety pilot. Six half-hour shows thrown overboard because of the June prime-time access reversal were suddenly being talked about again; CBS's *We'll Get By* (written by M*A*S*H star Alan Alda) was getting the most attention.

The three-network record after the second week's results were in: NBC still in first place with an average two-week rating of 20.0 and share of 33.3, CBS in second with 19.9 and 33.1, ABC in third with 16.9 and 28.0.

NBC landed three of its 10 new shows (plus last year's smash, *Sanford & Son*) on the season's top-10 list for the second week (Sept. 16-21) and also claimed what looked like the most successful new show, *Chico & the Man*, plus a healthy dent in CBS's traditional prime-time lead. ABC, on the other hand, was trying to

recover from finding five of its new shows (and three of its most successful shows from last year) in the second week's bottom 10 list, and only four programs—two made-for-TV movies and two returning series—in the top 30 of 61 prime time shows.

With those two TV movies, however (the highly-publicized "The Sex Symbol," Tuesday, Sept. 17, and "The Day the Earth Moved," Wednesday, Sept. 18), ABC captured two nightly wins from NBC in the second week. NBC hung on to Friday and Sunday during the second week and CBS held its three premiere week wins of Monday, Thursday and Saturday.

CBS won the second week with a 19.7 average rating and 33.1 average share—down from its 20.1/33 premiere week average. But NBC's close second, a 19.4/32.6 second weekly average—down from its 20.5/34—still found that network crowing about topping, or at least seriously challenging, CBS's prime-time empire. ABC was the only network with a second week weekly average gain over premiere week, a 17.2/29 compared to the 16.5/27 it mustered Sept. 9-15.

ABC evidenced the most reserve in season predictions: its prime-time vice president, Anthony Thomopoulos, called rumors that his network was in trouble "absolutely false" and stressed that "it's too early in the season to tell anything." ABC's strongest show looks like the returning *Streets of San Francisco* on Thursdays, which is the thorn in *Ironside's* side, and which buoys up ABC's most promising new program, *Harry O* with David Janssen. *Streets* ranked 17th in the first two weeks; *Harry O* slipped from 25 to 39 in the second. ABC inaugurated two shows during the second week, *Nakia* on Saturdays and *The Sonny Comedy Review* on Sundays (see reviews, p. 21), which placed 55th and 43d respectively. The network's season-to-date ratings average, 16.9, is down 7% from its performance over the same period last season (18.1) although most network executives say the writers' strike and TV specials during last season's first three weeks render all comparisons difficult. Last season, ABC did score three shows in the top 20. Despite the unquestionable third place showing by ABC so far, Mr. Thomopoulos insisted doomsday speculations are "premature and immature." (ABC ratings specialists have historically preferred the Nielsen MNA's—ratings based on multinetwide areas where all three networks are programming competitively—to the full Nielsen nationals, and in that tabulation, ABC observes, the network won four—not two—nights during the season's second week.)

CBS's season-to-date averages covering the first 14 days had dropped 13% below the previous season's figure—a 19.9 compared to last year's 22.9 average prime-time rating. Programming Vice President Fred Silverman countered NBC's claims of gains by predicting his network would carry Monday, Tuesday, Thursday, Saturday and Sunday this quarter. "Only three CBS programs out of 24 have less than a 30 share," Mr. Silverman noted, referring to the first two weeks' Niensens. NBC's optimism, he maintained, is based on that network's front-loading of anthology programming, whose content and cast change each week. CBS had half the season's top 10 shows by the second week—*Rhoda*, the premiere week princess, slipped to fourth place the second week with a 25.5/40; *All In The Family* remained in second place ratings-wise (28.8) but first place in share (50); *Medical Center* vacated its premiere week sixth place for a second week 26th; *Mary Tyler Moore*, in 20th place during the first week with a 20.5/36, leaped back to eighth with a 23.7/41. *The Waltons* crept from eighth place the first week, with its two-hour special (24.0/39) to a second-week fifth place, behind *Rhoda*, with a 24.3/41. *Maude* went from seventh place to ninth.

NBC's season-to-date ratings average is up 18% from the same period last season, when that network was third at the off-and-running stage with 17.0. NBC's post position this year, 20.0, prompted its programming administration vice president, Marvin Antonowsky, to call his network "very bullish" this season. "When you change half your schedule and still tie for first with CBS, it's a very dramatic success," he said. Accordingly, Mr. Antonowsky was unrestrained in his description of CBS as "the wounded giant" and ABC as "a disaster area."

NBC had the top-rated show during the season's second week, *Chico and the Man*, which sucked up a 50 share. Its *Sanford & Son* climbed from fifth place during premiere week to third, and two new NBC Friday shows, *The Rockford Files* and *Police Woman*, made the top 10 (seventh and 10th, respectively) which surprised even Mr. Antonowsky. The newborn *Little House on the Prairie* slipped from ninth to 18th place the second week, and *McCloud* proved less popular (19th) than *Colombo* (10th place). *Lucas Tanner*, in 16th place the first week, sank to 42d.

Friday night is undoubtedly the target for major overhaul at ABC and CBS, which stood by Sept. 20 as NBC walked off with the heftiest ratings figure of the season: 25.3/44.4. Even CBS's first two theatrical movies, "M*A*S*H" and "Wil-

lard," couldn't deflect the NBC Friday combination, but CBS is philosophic about the forfeiture. Mr. Silverman points out that CBS is doing infinitely better Fridays than it did last season, and that Friday is "the only meaningful major improvement" for NBC. CBS's main disappointment this season is *Planet of the Apes*, whose premiere week 37th place and second week 44th place puzzle CBS enormously. CBS was reportedly selling the show as a 40 share, but it drew a 28 by the second week. Mr. Antonowsky calls the show a "Saturday morning show," and Mr. Silverman acknowledges it may be replaced within 13 weeks if ratings don't buck up.

CBS concedes "NBC opened the season brilliantly" with "first-rate anthology scheduling, attractive new programs" and promotional efforts "as sharp as a razor." However, Mr. Silverman declared, "opening and sustaining a schedule are two different ball games." CBS concentrates on series, as opposed to NBC's carrying five anthologies (*Wonderful World of Disney*,

Sunday Mystery Movie, *Police Story* and two TV movie slots). According to Mr. Silverman, series do better on the long haul. After the front-loading of anthologies and movies, such as NBC's opening week victory with Tuesday's *Born Innocent*, the stability of weekly series pays off, he claims. Mr. Silverman thinks CBS's Sunday detective show, *Kojak*, will prove him right, and will take over from the *Sunday Mystery Movie* the way he

First reading. These tables indicate audience performance for the first two full weeks of the 1974-75 prime-time season. Top figure listed is rating, bottom figure is share of audience. All are averaged for both weeks unless special programs appeared in one of those weeks; in those cases (indicated by asterisks) the normal week's ratings and shares are shown. Nightly averages (bold face) include regular and special programs.

Sunday

	ABC	CBS	NBC
7:30	Not on air		
8:00		Apple's Way 16.5 29.0	Disney 21.2 37.0
8:30	Sonny Comedy Revue* 17.0 27.0		
9:00		Kojak* 21.4 33.0	
9:30			Mystery Movie 22.6 35.0
10:00	Sunday Night Movie* 22.8 39.0	Mannix* 18.6 28.0	
10:30			
11:00		Not on air	Not on air
Average	21.0 33.9	18.4 29.7	22.1 35.8

*Second week only

Monday

	ABC	CBS	NBC
8:00			
8:30	The Rookies* 18.7 30.0	Gunsmoke 20.1 31.5	Born Free 18.7 29.0
9:00		Maude 24.1 37.0	
9:30		Rhoda 26.9 41.0	
10:00	NFL Monday Night Football 18.0 30.5		NBC Monday Night Movie 20.5 32.5
10:30		Medical Center 22.4 37.5	
11:00			
Average	18.6 30.6	22.6 36.1	19.9 31.4

*First week only

Tuesday

	ABC	CBS	NBC
8:00	Happy Days 17.7 29.5	Good Times 20.7 34.5	
8:30		M*A*S*H 22.7 35.0	
9:00	ABC Tuesday Night Movie 21.0 32.0		World Premiere Movie 20.5 32.0
9:30		Hawaii Five-O 19.9 30.0	
10:00			
10:30	Marcus Welby 16.9 30.0	Barnaby Jones 17.3 30.5	Police Story 19.3 34.0
11:00			
Average	19.1 31.0	19.6 32.0	20.1 33.0

Wednesday

	ABC	CBS	NBC
8:00	Mama 18.0 31.5		
8:30		Sons and Daughters 15.4 25.5	Little House on the Prairie 22.7 38.0
9:00	ABC Movie of the Week 18.5 32.5		
9:30		Cannon 18.8 30.0	Lucas Tanner 19.0 30.5
10:00			
10:30	Get Christie Love 16.5 29.5	Man Hunter 20.5 36.5	Petrocelli 15.7 28.0
11:00			
Average	17.8 30.0	18.2 30.8	19.1 32.3

Thursday

	ABC	CBS	NBC
8:00	Odd Couple 14.3 24.5		
8:30	Paper Moon 16.6 27.0	Waltons* 24.3 41.0	Sierra 14.8 24.5
9:00			
9:30	Streets of San Francisco 21.5 34.5		Ironside 12.8 19.5
10:00		Thursday Night Movies* 17.2 30.0	
10:30	Harry O 18.6 33.0		Movin' On 17.7 31.0
11:00			
Average	18.5 31.0	20.2 33.8	15.1 25.2

*Second week only

Friday

	ABC	CBS	NBC
8:00	Kodiak 10.3 18.0		Sanford & Son 26.6 46.5
8:30		Planet of the Apes 17.5 30.0	Chico & Man 28.3 47.5
9:00	Six Million Dollar Man 11.9 20.0		
9:30	Texas Wheelers 10.8 18.5		Rockford Files 22.1 38.0
10:00		Friday Night Movie 19.1 33.5	
10:30	Night Stalker 11.9 21.5		Police Woman 21.0 38.0
11:00			
Average	11.4 19.9	18.6 32.4	23.5 41.1

Saturday

	ABC	CBS	NBC
8:00		All in Family 28.3 50.5	
8:30	New Land 9.3 16.0		Emergency 18.7 32.5
9:00		Paul Sand 22.0 38.5	
9:30	Kung Fu* 12.3 21.0	M. Tyler Moore 22.1 38.5	
9:30		Bob Newhart 21.3 37.5	
10:00			Saturday Night at the Movies 20.7 37.5
10:30	Nakia* 13.1 24.0	Carol Burnett 18.5 33.5	
11:00			
Average	11.9 20.9	21.8 38.7	20.1 35.6

*Second week only

hopes *Apple's Way* will knock holes in *Disney*.

Friday, however, is a CBS problem. "I find it hard to believe they're [NBC] doing as well as they are Friday night," said CBS's associate director of research, Arnold Becker. "But we have problems in programing against *Sanford & Son* the way they have problems programing against *All in the Family*," If CBS can chalk up "a reasonably acceptable share" with *Planet of the Apes*—meaning at least a 30—"that's good."

At ABC, the problem is somewhat more critical. A week from Friday (Oct. 11) ABC will put aside its regular lineup in favor of "True Grit." "ABC has totally collapsed," said Mr. Silverman. ABC's average for Friday night slipped slightly from an 11.5/20 premiere week to 11.3/19.8 the next week, and there were strong rumors (albeit denied by the network) that at least one new show, *Kodiak*, would be canceled before the month was up. That, *The Texas Wheelers*, *The Night Stalker* (Kolchak) and last year's successful *Six Million Dollar Man* were clustered in the ratings cellar the season's first two weeks. However, ABC may soon move *Six Million Dollar Man* from 8:30 to the more solid 9 p.m. position, flush with *The Night Stalker* which both ABC and CBS are convinced will see ratings improvement. It may mean the end of *Texas Wheelers*, and a new hour on ABC. Or, if the "True Grit" insert is any indication, there may be two networks running theatrical movies on Friday night—a programing device commonly referred to as a last resort.

The only thing more dismal than Friday for ABC is Saturday, on which the once popular *Kung Fu* has been impaled at 9 p.m. That show, in which ABC continues to express faith, is bounded by *The New Land*, which has the dubious distinction of being the bottom-rated show two weeks in a row, and by *Nakia*, which premiered the second week (after a two hour *Kung Fu* special the week before that drew a 13.4/24) with a 13.1/24 on Sept. 21. Mr. Thomopoulos foresees changes in that time period, but only if the programs do not live up to his expectation of a "slow build" by the end of the quarter.

Cy Amlen, ABC's director of research, predicts ABC will "make some changes in its programing schedule" as yet undetermined. "We think the Friday-Saturday situation will change," he said, "and we are moving as aggressively as possible." Mr. Amlen said *The New Land* has "strong female appeal and potentially strong family appeal" which "may take some time" to express itself. Mr. Amlen predicts strong network support for *Six Million Dollar Man* and *Night Stalker*, and for *Nakia* and *Fung Fu*.

CBS's tender spot shows up on Wednesday night, when *Sons & Daughters* delivered a 14.3/25 the second week, down from its premiere 16.2/26. That's the time slot CBS executives are eyeing as an entry for Tony Orlando, since it was the time period—8-9 p.m.—occupied last year by *Sonny & Cher*, the musical variety hour for which Orlando was a sub-

Back as a solo. Cher will be back on CBS-TV in a 60-minute comedy-variety-music series next fall and in the meantime will also star in a one-hour variety special in February 1975. Announcement came last week from CBS-TV, where she co-started in *Sonny and Cher Comedy Hour* until break-up of her marriage to Sonny Bono ended that show last season and led to his current *Sonny Comedy Revue* on ABC-TV.

stitute. CBS is ready with another substitute, Mr. Alda's *We'll Get By*, which is available in 13 installments at any time. CBS's other prime-time access reversal casualty, the half-hour *Love Nest*, may also be recalled. A CBS "spin-around," or program shuffling, may well occur during this quarter, Mr. Becker speculated, "but that takes days of fighting and screaming."

Mr. Silverman says CBS "will need no more than a couple hours' replacement," meaning *Planet of the Apes* and *Sons &*

Getting licks in on FCC's prime-time access rule

Predictable comments come from producers, networks, OTP, Justice; for first time, however, citizens get into act—and they want it retained

Public interest groups are adding a new dimension to the debate over the prime-time access rule. The major economic forces involved—the production companies that produce for the networks and those that produce for access time, and the networks—are taking predictable or anticipated positions. Two government agencies—the Department of Justice and the Office of Telecommunications Policy—similarly are taking anticipated, and contrary, positions.

But public interest groups are for the first time making a major effort to affect commission policy on the prime-time access issue. And the groups—about a dozen of them—favor retention of the controversial rule, which was adopted in 1970, first implemented in 1971, sharply modified last February and now faces the prospect of repeal.

While the producers and the networks and even the government agencies are concerned principally with whether the rule has achieved its stated goals of diverse sources of programing and a weakening of network dominance over programing, the public interest groups are focusing on what they say is their newfound ability to obtain locally oriented programing in prime time.

The rule has led to significant improvements in local programing in the

Daughters. "But look at NBC," he countered. "They have major problems with *Born Free*, *Lucas Tanner*, *Sierra*, and maybe *Movin' On and Petrocelli*." NBC, he believes, "will need four or five hours of replacement" by the second season, and he believes the skids have already been greased for Thursday night's bumper, *Sierra*.

Sierra opened with a 14.7/24 and logged a 14.9/25 the second week. NBC sources admit that time slot, 8-9 p.m. Thursdays, is primed for a musical variety hour since it was once the home of the *Flip Wilson Show*. The perfect vehicle, NBC sources say, would be the Smothers brothers show, whose pilot debuts later this quarter, and will probably "get on the schedule real soon." Another concern at NBC is the failure of the long-time hit, *Ironside*, which wallowed in 55th place premiere week and 54th place the next week, with a 14.1/23 at last count. However, if *Ironside* had a better lead-in than *Sierra*, NBC sources say, improvement could be hoped for.

Both CBS and NBC criticize each other's early-evening scheduling, and that's the period, 8-9 p.m., that will see

Minneapolis-St. Paul area, particularly in the areas of local news and public affairs, said the Committee for Open Media Inc., of Minneapolis-St. Paul, in comments filed with the FCC last week.

And the National Organization for Women said that while network programing uniformly portrays women as "frivolous" and dependent on men, the prime-time access rule, "by freeing seven hours of prime time per week for local use, fostered the emergence of strong feminist-oriented programs."

The National Citizens Committee for Broadcasting said the rule has given licensees an opportunity to meet their "responsibilities." And the rule apparently has figured in the negotiations in which public interest groups engage with stations at license-renewal time. For according to the Black Media Coalition, most groups seeking local programing in prime time "have been successful only at renewal time, when the licensee is most aware of its responsibility to respond to local ascertained problems."

But public affairs are not the only format public interest groups favor. The Minneapolis-St. Paul COM said that a night club had developed a program for access time. And NCCB noted that a station in Denver carries a one-hour variety show featuring chicano and Mexican musical stars as well as discussions of issues of concern to the local chicano community.

Repeal would provide an ironic twist in the tortuous history of the rule, since the court order directing the commission to take another look resulted from an appeal by the principal supporter of the original rule, the National Association of Independent Television Producers and Distributors.

However, the rule, in its original form or as modified, has acquired powerful support extending beyond the public in-

the most change. Although *Gunsmoke* has rallied once again, making 21st place the second season week, NBC's Mr. Antonowsky insists it should have been retired. CBS's Mr. Silverman counters by observing the failure to reach a consistent 30 share by NBC's *Born Free*, *Lucas Tanner* and *Movin' On*.

NBC's prime time access cutbacks, *Sunshine*, based on last fall's TV special movie with Cliff De Young, and *Second Start*, with Bob Crane, are being held in readiness. At ABC, where the *Sonny Comedy Review* may be in trouble, with its premiere showing Sept. 22 of 17.0/27, two prime-time access cutbacks may be considered: *Where's the Fire?*, a group comedy being developed further, and *Everything Money Can't Buy*, a comedy anthology.

The critics, the end

The last two new-show premieres are over and the critics have had their chances for a few more licks. They found little in *Nakia* and *The Sonny Comedy*

Revue (both on ABC) to their liking. Some excerpts:

Nakia (ABC, Saturday, 10 p.m. NYT)
"Nakia is basically out of step and manages to dull its most potent feature—the glorious landscape. Robert Forster is little help; his expressions number two—grim and grimmer."—Bernie Harrison, *Washington Star-News*.

"... has two strong possibilities—its leading men, Robert Forster and Arthur Kennedy. Otherwise, the premiere script ... is run-of-the-mill, except that it integrates some Indian lore into the plot."—Kay Gardella, *New York Daily News*.

"You go up trail. Climb mountain. Find highest peak. Jump off ... Cannon with beads. Mount Rushmore shows more changes of expression than Robert Forster."—Norman Mark, *Chicago Daily News*.

Sonny Comedy Revue
(ABC, Sunday, 8 p.m. NYT)

"(Sonny's) show, I think, has a good chance of making it. Sonny is a clever performer with a talented resident company, and there seems to be a willingness

to use TV know-how to expand comedy horizons."—Bernie Harrison, *Washington Star-News*.

"As for *The Sonny Comedy Revue*, there's still only one variety show on television and that's *The Carol Burnett Show*."—Kay Gardella, *New York Daily News*.

"It is a queasy mixture of failed seriousness and failed failure. The show wants it every-which-way. They want you to laugh at their big jokes (Sonny), but they want you to treat him as a serious artist, too, even though he obviously hasn't got what it takes. These dual demands plus all the show's thefts push it beyond camp and into a realm all its own. You can't laugh at the badness because it's too sloopy, and you can't laugh at what was supposed to be goodness because it never even had a chance. It gives new meaning to the term 'half-breed.'"—Bruce Vilanch, *Chicago Tribune*.

"Although Sonny may be an adept record producer and song writer, as a variety show host he'd be better off with a hot dog franchise. ... Yuck."—Norman Mark, *Chicago Daily News*.

terest groups and the producers and distributors whose livelihood depends on access time. ABC, which has always supported the rule, says it should be retained essentially unchanged. And NBC, which originally opposed the rule, now says that the commission should implement the rule as modified; "the public interest is suffering more from the continued state of uncertainty and flux than it could benefit by any further refinements," the network says.

(CBS continues its opposition to the rule but says that in view of the lead time needed to gear up for a full schedule, it would not be interested in repeal before the 1976 season; it says the commission should implement the rule as modified in the 1975-76 season).

And the Department of Justice, which has always supported the rule as a means of opening up a portion of prime time to nonnetwork program sources, last week urged the commission to continue in effect for at least five years the rule as originally formulated. Like most other backers of the rule, including ABC and NBC, the department, in a letter signed by Thomas E. Kauper, chief of the anti-trust division, says that evidence as to whether the rule will work is not yet in.

(Mr. Kauper took pains to add that the comments do not indicate the department will not take other actions it finds necessary.)

The cloud of uncertainty that has hung over the rule almost from the start has hampered independent producers in the development of programs for prime time, Mr. Kauper said. Accordingly, he added, "We believe that consideration of fairness dictates that [the rule] be given a decent opportunity to work or not." He suggests, as do other backers of the rule, that the commission commit itself to preserving the rule intact for a stated period of time—"perhaps five years."

The Office of Telecommunications Policy, whose director is by law the adviser to and spokesman for the President on telecommunications matters, also took a position consistent with past utterances—and urged repeal of the rule. OTP, in a letter signed by its general counsel, Henry Goldberg, said the rule appears to have strengthened the networks' position and weakened the U.S. program-production industry—"contrary to its original objectives." Furthermore, he said, the numerous requests for waiver of the rule have drawn the commission into program judgments "that are properly the province of broadcast licensees."

One of those contending the rule has not worked as planned and calling for its repeal was a former backer of the rule, Metromedia Inc. ("Closed Circuit," Sept. 9). Metromedia, licensee of six television stations, five of them independents, said the rule has been "counterproductive" in that, instead of diminishing network dominance, it has weakened the "only real challenge" to that dominance—dependent television. For in expanding the supply of spot time available on network affiliates, it has disadvantaged independent stations, Metromedia said. It added that the affiliates have developed sophisticated packaging techniques under which they combine access inventory with other prime-time positions, which have enabled the affiliates to command a sharply increased share of market dollars. Metromedia noted that in Los Angeles, advertisers spent \$5,021,000 more in spot television in 1973 than they did in 1972—and that all of the excess was absorbed by the three network affiliates.

A number of independent television stations apparently feel the same. For the Association of Independent Television Stations Inc., originally one of the strong proponents of the rule as a means of re-

dressing the imbalance independents feel they suffer with respect to affiliates, is now split on the issue. As a result, INTV said in a letter to the commission, it cannot take current position on it.

But supporters of the rule take the reduction of prime time available to the networks as proof that network dominance has been reduced. That time, Sandy Frank Program Sales Inc., said, is now available for "new programing." Frank wants the original rule not only retained but strengthened to prohibit multiple showings of the same program in access time in the same week.

Sandy Frank's petition indicated the stakes involved in the rulemaking proceeding for some companies. Retaining the rule in a "truncated form," it said, "will have a devastating economic effect on the nascent prime-time access program industry which came into being at the commission's behest." The effect on smaller elements like Frank's "will be particularly devastating," the petition said. (Two of the commission architects of the rule, both attorneys who are now out of government, helped prepare the Sandy Frank comments—Kenneth A. Cox, who as a commissioner voted for the rule, and Ashbrook P. Bryant, who for years was head of the commission's network study staff.)

The emotion reflected in Sandy Frank's comment is matched by the anger in the comment of the National Association of Independent Television Producers and Distributors, a 174-page defense of the rule, NAITPD maintains that the rule has achieved its paramount objective of replacing network dominance with competition in the programing marketplace. But it also said the commission, "by its own hand ... killed production of new syndicated access shows in diverse formats for the 1974-75 season."

Renewal relief takes another step forward

Senate committee fashions report that may, or may not, protect crossownerships against piecemeal attack by newcomer applicants; program performance called key to preference for incumbent

The Senate Commerce Committee last week released a report purporting to explain the license renewal bill it had adopted the week before (BROADCASTING, Sept. 23). Broadcasters who had hoped that the report would restore some legislative underpinning to the crossownership protection adopted by the House but rejected by the Senate committee were not sure how much they had gained.

The Senate committee's bill itself makes no mention of multimedia ownership as a factor in renewals. The House-passed H.R. 12993 contained a prohibition against the consideration of crossownership or integration of ownership and management in renewal cases involving incumbents that are in compliance with FCC rules.

In the report the Senate committee referred to the WHDH-TV Boston case, which set a precedent for challenges to renewal applicants that had multimedia ties or managements without ownership interests in the licensee firms. The report was seemingly attempting to write off WHDH as a model when it said that broadcasting "should not be restructured on an ad hoc basis."

But the report also said that "in adopting rules regarding crossownership, your committee would expect the FCC to retain sufficient flexibility . . . to permit it to find undue concentration in individual cases where the applicant is in literal compliance with the law." And at another point the report said that in "unique cases" an issue of media concentration, "if compelling enough," could have an effect on license renewal. These qualifications were reportedly written into the report at the demand of Senator Philip Hart (D-Mich.) who has steadfastly opposed the exclusion of crossownerships as renewal issues.

A spokesman for the National Association of Broadcasters was reassured by the report's condemnation of ad hoc restructuring, but he said he was nervous about the reference to "unique cases" that would merit consideration of multimedia ownerships at renewal time. Without a clearer definition of uniqueness, he said, many broadcasters would be unsure whether they were exposed to attack.

Whatever it meant to say about crossownerships, the committee report was explicit in emphasizing that program performance was to be the key determinant in renewal eligibility. "Actual program

service to the public," the report said, is to be considered "the most critical and important ingredient of the public interest concept." And at another point it said that "program service . . . is the heart of the matter."

That language was to the NAB's liking, the spokesman said, although the broadcasters would have preferred the committee to go all the way and say that program service would be the only consideration in renewals.

Still the bill and the accompanying report were seen by the NAB as improvements over an original bill submitted by Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee (BROADCASTING, Sept. 16). "However," the spokesman said, "it is not the ultimate that might have been enacted, and in comparison with the House bill it leaves something to be desired."

The NAB will continue to press for reinstatement of the House bill's provision extending the license term from the present three years to five, as could be done by amendment on the Senate floor. It also hopes for a restoration of the House bill's provision against crossownership consideration when Senate and House versions are taken up in joint conference.

The bill reported by the Senate committee was the joint submission of Senators Pastore and Howard Baker (R-Tenn.). It provides that the FCC will

grant a "presumption" favoring renewal for an incumbent demonstrating that (1) it has followed FCC-prescribed procedures to ascertain the problems, needs and interests of the residents of its service area, (2) its program service during the preceding license terms has "substantially" met the ascertained problems, needs and interests, and (3) its operation has not been characterized by serious deficiencies.

The only reference to multimedia ownerships in the bill is a directive to the FCC to complete its rulemaking on the subject (Docket 18110) by next Dec. 31. The FCC has instructed the staff to draft a decision in that matter.

The committee report explained that a presumption favoring the licensee would be an affirmation by the FCC that the renewal applicant had satisfied the three criteria set out in the bill. But the report also said that "in a comparative renewal case it [a presumption] does not guarantee that the incumbent will prevail."

Shortly after the Commerce Committee adjourned last Wednesday an aide indicated that Senator Hart was not satisfied with the renewal bill report. "It's unclear where we came out this morning," he said. There were "inconsistencies and contradictions" that "clearly need clarification," he said.

The Commerce Committee's report addressed another objection raised by Senator Hart during the deliberation on the bill two weeks ago. At that time Senator Hart suggested that the term "substantially met," referring to program service in light of ascertained problems, needs and interests, be changed to "effectively met," because the substantial service standard has been given a variety of interpretations in the past.

The committee decided instead to keep "substantially met" and clarify its meaning in the report. "Substantially" was defined in the report as "essentially," "without material qualification."

"If, for example, a renewal applicant's actual past programming failed to meet its promised level of programming to a degree which amounted to a material qualification of what it had promised," the report said, "then under the standard of the amendment the FCC could not find that the applicant's past program service complied with the 'substantially met' test."

That definition would not help matters, according to another broadcasting source who wondered what the report meant by "material qualification." He said he did not know a single broadcaster who works without some material qualifications.

The report stated further that the "substantially met" standard is intended to apply to all renewal applications, contested or uncontested. This was in reaction to the House renewal bill report which indicated that in a noncomparative hearing a licensee's past service need only be found "minimal" to qualify for renewal.

Also in the Senate report was a directive that the FCC process renewals and



Happy ending. Charles S. Mechem Jr., board chairman of Taft Broadcasting Co., Cincinnati, hugs his kidnapped daughter, Allison, 4, when police returned her Tuesday (Sept. 24) afternoon. Taken late Monday afternoon, she was found unharmed nearly 24 hours later in a motel room five miles from the Mechem home in the Point Lookout section of Cincinnati. Police last Tuesday said they had apprehended two men in connection with the abduction, one on a warrant in connection with the abduction and the other for questioning only. The child had been abducted from the front yard of the Mechem home. A ransom had been demanded, but was never picked up.

proceed with renewal hearings as "expeditiously as possible." This language was suggested by Senator Howard Cannon (D-Nev.) in response to complaints from broadcasters that renewal proceedings sometimes extend well into the license term being considered.

The report also elaborated on the word "deficiencies" in the Pastore-Baker bill which says a licensee's operation should not be characterized by serious deficiencies: "Deficiencies in this context refers to violations of the law or of FCC rules or policies, such as rigged contests, misrepresentations, fraudulent practices as to advertisers or technical violations."

Commerce Committee members had until Friday to submit dissenting opinions for inclusion in the committee report, and it was expected Senator Hart and Senator Vance Hartke (D-Ind.) would do so. The Senate's renewal bill now proceeds to the Senate floor but there were no indications at midweek when the Senate would take it up.

Bad case of nerves develops over Alabama situation

FCC's still-unofficial decision to lift AETC's nine licenses rattles broadcasting because of precedents it could set

Reports that the FCC is prepared to lift all nine licenses of the Alabama Educational Television Commission have sent shock waves through the broadcast industry—commercial and noncommercial alike.

And in the midst of all the talk the most dramatic news development last week came in an unconfirmed report from UPI. The wire service quoted a "highly placed" source in Alabama as saying that the state would not fight the FCC, if indeed the commission does revoke the licenses of the state-owned PTV facilities. Thus, the most dire near-term consequence of the anticipated action could be a deprivation of public television service to the people of Alabama. Officials of the Public Broadcasting Service, for one, said they were exploring every possible means through which such a situation could be avoided.

By a reported vote of four-to-two, the commission two weeks ago tentatively voted to revoke the licenses of eight AETC stations and deny an initial license for a ninth (BROADCASTING, Sept. 23). The action, which followed a lengthy hearing and which overruled the findings of an FCC administrative law judge, was based on charges from several black groups that the state commission had displayed a pattern of racial discrimination in programing and employment.

Observers last week were pointing to two virtually unprecedented elements in the commission's action. The more readily apparent one is the fact that the

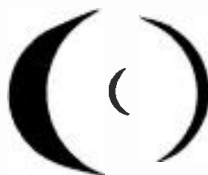


Comm/Scope PARAMETER-I™ Coaxials. Now available for immediate delivery at Alumagard® Coax prices.

Our trucks are ready and waiting to bring you the most advanced coaxials in the industry—New PARAMETER-I. With the right combination of super electricals and physicals to match.

Write or call: Comm/Scope Company, P.O. Box 2406, Hickory, North Carolina 28601. Phone 704/328-5271.

Warehouse locations: San Rafael and Chula Vista, California; Dallas, Texas; Tampa, Florida; Seattle, Washington, Sherrills Ford and Angier, North Carolina; Woodbridge, New Jersey; Rock Island, Illinois.



Comm/Scope

Division of Superior Continental Corporation

© 1974, Superior Continental Corporation

commission has never before removed the license of a noncommercial station. The more troublesome issue to communications lawyers, however, was the proposition that, in applying the ultimate sanction to the Alabama commission, the FCC would be giving citizen groups a go-ahead of sorts to step up their activities against broadcast licensees. Said one attorney: "This could reverse the balance of power completely. It could relegate licensees to the status of yes men subject to the demands of any guy who comes off the street and says, 'You're not doing a good enough job.'"

The commission has only once lifted a license on the basis of racial discrimination. And the sole case in the record book in which the ultimate sanction was imposed on those grounds—that of WLBT(TV) Jackson, Miss., denied renewal in 1969—was executed by the FCC only after the U.S. Court of Appeals in Washington had all but required it.

The situation in Alabama in the wake of the reported commission action was one of confusion last week. According to the unnamed UPI source, "no great amount of money will be spent on appeals" of the decision. "Some states have already gotten out of the educational television business," the UPI source observed.

But according to AETC General Manager Bob Dod, contacted by BROADCASTING soon after the release of the UPI story, no final decision on how the state would proceed has been made. Mr. Dod said he did not know the identity of the UPI source (observers in Washington speculated that it was a member of the Alabama state legislature), nor did anybody at the AETC. Apparently, the mystery man did not reside in the office of Alabama Governor George Wallace. The governor was quoted by local newspapers last week as saying that "the FCC ruling is a problem, but I think we'll come out OK." Mr. Wallace did not elaborate.

It is understood that, when the commission publicly discloses its Alabama edict (and most observers last week felt the commission would not back down from the reported vote), the agency would permit AETC to continue operating the stations until a suitable interim operator can be located.

There were, however, questions as to how any interim operator could afford to maintain the noncommercial facilities. Alabama received more than \$150,000 in federal funds to assist AETC last year. Public broadcasting sources doubted whether the federal government would continue to finance the stations absent a permanent FCC license. It was also considered doubtful whether the state would lend any help. And, the PTV officials acknowledged, private citizens in Alabama have historically been among the least benevolent toward public broadcasting.

On the subject of an appeal AETC's Mr. Dod was uncertain. He acknowledged, however, that the costs of protracted litigation would be "staggering."

In public broadcasting circles, however, officials seemed to be expecting

the worst. One high-ranking PBS executive maintained that his organization, for one, "would do whatever we can" to insure that the AETC stations do not go dark.

Elsewhere in the noncommercial medium, the reaction to the Alabama development was equally severe. On Sept. 20—two days after the commission's action became a matter of public knowledge—CPB President Henry Loomis made pointed reference in a St. Louis speech to the problems public broadcasting has encountered in addressing minority groups.

Mr. Loomis, who did not refer specifically to the Alabama situation in the address, acknowledged nevertheless that the medium's past efforts in serving minority audiences have been lacking. He noted that CPB has "staunchly" supported the general principle "that stations are the proper judges of who public broadcasting's audiences are." The case of minorities, however, "is a special one," Mr. Loomis conceded, "because no one questions whether minorities are special audiences."

"The need," the CPB president said, "is for [a] concerted, nationwide effort to correct a systematic inadequacy in serving that audience." He added that CPB cannot "dismiss the issue as merely a 'local problem.' The problem is deeper than that, and the cure must be a match for the problem."

Schneider wants to free radio from regulation

CBG president proposes trial of minimum government control in laboratory markets served by at least 15 competing stations

An experiment in de-regulation of radio license renewal procedures and suspension of the fairness doctrine for radio broadcasters was proposed last week by John A. Schneider, president of the CBS/Broadcast Group.

He proposed that FCC experimentally limit license-renewal requirements "purely to technical matters" and also waive the fairness requirements for radio stations in "test markets" selected from among those having measurable audiences for 15 or more radio stations. There are "well over 100" of these, he said.

"I am convinced that this type of experiment would clearly show that the large number and wide variety of radio voices would guarantee the airing of an equally large number of viewpoints on controversial issues. The expression of these viewpoints would be even more vigorous and robust without the looming and chilling presence of governmental oversight—vigorous and robust expression that the courts and the commission have unanimously approved and the listening public deserves and needs."

Mr. Schneider made the proposal in a speech last Wednesday at the 19th CBS

Radio network affiliates convention, held Sept. 24-27 in Phoenix with 211 representatives of 105 affiliated stations on hand.

He noted that a number of government officials had advocated or endorsed de-regulation of radio and said broadcasters were grateful for such "re-regulation" as has already occurred, chiefly in technical areas, but that these moves, though "helpful to us," were "hardly the 'expensive and ambitious' steps we were anticipating." Beyond that, he noted, "some of our leading jurists and public officials" are on record in opposition to the fairness doctrine and in support of full First Amendment rights for broadcasters.

"The time for some bold, new initiatives" has come, Mr. Schneider said. "An experiment in radio de-regulation is not an outlandish suggestion. It would be a perfectly appropriate fact-finding method to determine what legislative action, if any, should be considered.

"Isn't it time to accord to the broadcaster the status of first-class citizen? And isn't the starting place radio—where it all began?"

Mr. Schneider said "the goal of the experiment would be to consider the impact of de-regulation on the program service provided by broadcasters, including coverage of the controversial issues. It would also demonstrate the extent to which market pressures insure diversity in the ideas and viewpoints presented."

He said he was confident that "in all markets, competitive pressures—and normal, good journalistic practice—will insure 'reasonable opportunity for the discussion of contrasting points of view on controversial issues of public importance' in the market as a whole. Speaking for CBS, I see no change in our policies and practices because of such an experiment and ultimate de-regulation.

"However, I feel that public interest no longer requires that each station be under the strictures of the fairness doctrine. Just as the commission found that the 'public interest' required that the public be offered contrasting views as envisioned by the fairness doctrine, the commission should also consider whether such a difference of ideas need be achieved on each station in a market."

He said that in Phoenix, for example, there is service from 30 radio stations offering a wide variety of formats. Isn't it "superfluous," he asked, to require each of these stations to provide the diversity of viewpoints called for by the fairness doctrine?

"When the experiment has run its course," he said, "I envision the day when legislation will extend de-regulation to radio licensees in all markets. I also look forward to the elimination of the fairness doctrine. Now, however, it is up to the FCC to take the first step—and the time is now."

Mr. Schneider's address was one of several at the four-day meeting, which also heard plans for new and revised network programming, as well as research underscoring radio's strengths as an entertainment, information and advertising medium. Subsequent speakers were to in-

clude Secretary of the Treasury William E. Simon, FCC Chairman Richard Wiley, CBS President Arthur R. Taylor and CBS News President Richard S. Salant (story page 35).

George J. Arkedis, vice president of the CBS Radio division and general manager of the network, disclosed plans for nine 30-program weekend specials, each with a historical approach, during 1975 and the first half of 1976, the nation's bicentennial year. (In another nod to the bicentennial, officials said, the 1976 affiliates' convention will be held in the colonial atmosphere of Williamsburg, Va.)

Mr. Arkedis also reported that in its Nov. 5 election night coverage CBS Radio will carry two nine-minute special reports an hour (at 15 and 45 minutes past the hour, starting at 7:15 p.m. NYT), in addition to its bulletin and *News on the Hour* coverage.

The affiliates also were told that a new series, *The American Woman*, will be presented six days a week starting Dec. 30. It will be four minutes in length, will be produced by Joan Burke of CBS News, will feature prominent women guests and will replace *Dear Abby*, which has been carried on the CBS Radio network since Dec. 31, 1962.

Mr. Arkedis also marshalled research material to support his assurance to the CBS affiliates that "yours is the number one radio network," and also to dispel a wide range of "myths and misconceptions" about radio, including beliefs that radio is strongest in rural areas and appeals primarily to poorly educated and low-income audiences. Also contrary to popular belief, Mr. Arkedis said, heavy nighttime TV viewers are heavy daytime radio listeners; a majority (55%) of women do not watch daytime TV and, even if they do watch, they also listen in substantial numbers to radio.

Seventeen radio stations were honored for 30 years of continuous affiliation with CBS Radio. Sam Cook Digges, president of the CBS Radio division, who presided at the presentation, said this was the largest group ever to receive the gold microphones symbolic of three decades of affiliation and that it brings the 30-year club roster to 59 stations.

FCC heads for Chicago

Wiley, Hooks, Reid will attend second regional meeting with public, broadcasters at end of Oct.

The FCC last week released details of the regional meeting it plans to hold in Chicago on Oct. 30-31, the second in a series of such meetings Chairman Richard E. Wiley has planned as a means of taking the commission to the people. This session is for members of the public and broadcasters from the five-state area of Illinois, Ohio, Indiana, Michigan and Wisconsin. The meeting will be held in the Williford room of the Conrad Hilton hotel.

On Wednesday, Oct. 30, beginning at 6:30 p.m., the commission will hold an open forum in which the public will be

able "to exchange views" with Chairman Wiley, Commissioners Charlotte T. Reid and Benjamin L. Hooks and key members of the FCC staff.

Broadcasters will meet with commission officials on the following day at the Hyatt Regency O'Hare hotel. Afternoon and early evening sessions will include three workshops involving discussion of the commission's technical and operational rules and policies.

The commission said the three commissioners and Broadcast Bureau Chief Wallace Johnson will be available for personal meetings during the afternoon. An informal question-and-answer session will be held from 8 to 10 p.m.

Dec. 2-3 are the dates for the next FCC regional meeting, but the location has not been set.

Robinson states his case against crossownership

New commissioner espouses hard-line approach unacceptable to other colleagues on FCC

FCC Commissioner Glen O. Robinson has confirmed speculation and reports that when it comes to the concentration-of-control of media question he is a hawk and would like to see most if not all newspaper - television crossownerships broken up.

Mr. Robinson, who joined the commission in June after seven years as a law professor at the University of Minnesota, was known by his writings to favor market forces over government as a means of regulating broadcasting. To make sure the market forces can work, he indicated, a strong anticoncentration-of-control policy at the commission would be required.

And in FCC discussion of the proposal to break up multimedia holdings in individual markets, Commissioner Robinson was said to be the only member favoring a rule requiring divestitures of broadcast properties ("Closed Circuit," Aug. 19).

Now, as Chairman Richard E. Wiley did an appearance in New York two weeks ago (BROADCASTING, Sept. 23), he has gone public with his position on the concentration issue.

However, there seems to be no reason to believe Commissioner Robinson's hard-nosed position is likely to become commission policy. Chairman Wiley is believed to have the votes for his less hawkish view that divestiture of holdings should be restricted to crossownerships involving newspaper-television or newspaper-radio monopolies.

Commissioner Robinson disclosed his feelings on the matter in a speech prepared for delivery to the Minnesota Broadcasters Association, in Hibbing, on Sept. 20. In delivering the address, his first as a member of the commission, Mr. Robinson skipped the passage dealing with crossownership; when it came time to talk to what was an audience es-

entially of small-market radio station operators, he said last week, the passage did not seem appropriate.

But he said he stood by the passage, and elaborated on it.

He led into the passage with a discussion of his support of a policy of re-regulation that would involve an effort on the commission's part to take "a hard look" at current policies in broadcasting, cable, special services and common carrier fields to make sure they are necessary to serve the public interest. "I want to get the government and the FCC off your necks," he said.

But any reduction in government regulation, he said, puts a heavy burden of responsibility on self-regulation and on market forces. "It also puts a special responsibility on the FCC and other government agencies to take necessary measures to insure an industry structure which is socially responsible and economically efficient in procuring the benefits to which the public is entitled. Which means, among other things, that a high premium is placed on unconcentrated structure of ownership and control, a structure that is conducive to competition and diversity.

"For this reason," he said in the undelivered portion of the speech, "I have urged that the commission take measures to avoid and eliminate concentration of ownership and control of mass media. This includes, I might add, common ownership of local newspaper and television stations, which I find difficult to reconcile with our policy of favoring diversification of media control."

In discussing the passage last week, Commissioner Robinson said the approach he favored would not "necessarily" apply to every market; cross-ownerships in some major markets served by a large number of broadcast and print outlets might not be affected.

But he acknowledged the rule he favors would "not be too different" from a "flat rule" banning crossownership.

Commissioner Robinson feels concentration should be the target of a rule, not monopoly, as Chairman Wiley apparently does. And he said he would use one or another of various indices of concentration—probably the percentage of circulation a media owner commands in a market through his newspaper and television station as a basis for determining when divestiture should be required. Percentage of local advertising is a criterion used by the Justice Department in determining whether to oppose the license renewals of newspaper-owned broadcast properties. However, Mr. Robinson feels that circulation figures are easier to obtain and more to the point of promoting a diversity of voices.

Commissioner Robinson also urged the Minnesota broadcasters to do more about informing the public on matters concerning the media. If the public is to exercise its responsibility for supervising the government in its regulation of the media, he said, "the public must have at least some understanding of communications media themselves and the role of the government vis-a-vis those media."

Broadcasters, he said, have a primary

responsibility providing the necessary information and could do more than they are doing. "Fact is," he said, "that if you want to get information about matters which affect the broadcast media, you have to read a newspaper."

That troubles him, he said, and, given the pride broadcasters take in being the trusted and most relied upon media of news and current affairs information, "it should concern them as well."

The 'Star's' angel picks up the tab

Texas financier buys control of faltering Washington paper and its broadcast station group

Joseph Allbritton, Texas banker, last week moved a step closer to acquiring control of the parent company of the Evening Star Stations and the *Washington Star-News*. But the same step also took him closer to a possible confrontation with citizen groups in Washington.

Washington Star Communications Inc. stockholders last Tuesday voted to accept Mr. Allbritton's offer to acquire up to 38% of the company's stock for \$25 million. The vote was virtually unanimous—only one share out of 19,710 voting against the deal. The stock is closely held. Mr. Allbritton was named chairman and chief executive officer of the newspaper, which is reported to have

suffered heavy losses although the broadcast operations have been profitable.

Under the agreement Mr. Allbritton acquired 10% of the stock immediately and will get up to 28% more upon FCC approval of the transfer. The Star company's stations are WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. To approve the station transfers of control, the FCC must waive its rule banning acquisition of radio and television stations in the same market.

Charles Firestone, of the Citizens Communications Center, Washington, said last week that his law firm, which is supported by the Ford Foundation, had been asked by the local chapter of the National Organization for Women to represent it in considering a protest against the transfers and that he had also heard from the Media Task Force, a black group that in 1972 filed petitions to deny renewals to all Washington stations, and from the Adams-Morgan Organization, a local civic group. "We can't say we'll oppose the waiver," Mr. Firestone said. "Sometimes there are trade-offs. If there is adequate programming and employment and provisions for public accountability, maybe that will be enough."

Another threat of intervention has been made by a bidder who lost out to Mr. Allbritton. John P. McGoff, president of the Panax Corp., which owns a string of 48 Midwestern newspapers and wanted to buy the *Star-News* without

the broadcast properties, has said he would oppose FCC approval if the Allbritton offer were accepted (BROADCASTING, Sept. 16).

Out of home-town TV, into out-of-town radio

WCKY(AM) Cincinnati is sold in shift of crossownerships

Post-Newsweek Stations, subsidiary of the Washington Post Co., has reached a preliminary agreement to sell WCKY(AM) Cincinnati to Truth Publishing Co., Elkhart, Ind., for \$3.6 million, subject to approval of the companies' boards and the FCC. The sale can be terminated by either party if Truth's application for FCC approval of its sale of WJTV(TV) Elkhart-South Bend, Ind., to Quincy Newspapers Inc. for \$3.2 million (BROADCASTING, Sept. 9) should encounter procedural delays.

Post-Newsweek is licensee of WJXT(TV) Jacksonville, Fla.; WPLG-TV Miami; WTOP-AM-TV Washington and WFSB-TV Hartford, Conn. The parent company owns the *Washington Post*, *Newsweek* magazine and *Art News* and a 50% interest in the Los Angeles Times-Washington Post News Service and a 30% interest in the Paris-based *International Herald Tribune*. Katharine Graham and family own the Post Co.'s class A stock; class B is publicly traded on the American Stock Exchange.

Principals in the buyer are John F. Dille Jr. (53%) and Walter R. Beardley (47%). Truth Publishing owns the *Elkhart Truth* and is parent of Truth Radio Corp., licensee of WTRC(AM)-WYEZ(FM) Elkhart. Mr. Dille and son, John Dille III, own Pathfinder Communications Corp., licensee of WCUZ(AM) Grand Rapids, Mich., and WMEE(AM)-WMEF(FM) Fort Wayne, Ind. WCKY is on 1530 khz with 50 kw and directional antenna. Broker: R. C. Crisler & Co.

Changing Hands

Announced

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

- Control of Evening Star Stations (WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S. C.) and of *Washington Star-News*: Sold by Washington Communications Inc. to Joseph L. Allbritton for \$25 million (see above).

- WCKY(AM) Cincinnati: Sold by Post-Newsweek Stations to Truth Publishing for \$3.6 million (see above).

- WNAE(AM)-WRRN(FM) Warren, Pa.: Sold by Northern Allegheny Broadcasting Co. to Kinzie Broadcasting Co. for \$450,000. Principals in seller are A. David and James Potter who are retiring. Principals in buyer are W. LeRoy Schneck (62.5%) and Rockwell O'Shield



**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

**SOUTHEAST
FULL TIME**

Dominant AM full time located in progressive, top 100 southeast market. Consistent record of profits and growth. Valuable real estate and building included. Price is \$1,200,000 with 20% down, negotiable terms.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS • NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 20006 1725 K Street, N.W. (202) 331-9270	CHICAGO 60601 333 N. Michigan Ave. (312) 346-6460	ATLANTA 30381 400 Colony Square Suite 510 (404) 892-4655	BEVERLY HILLS 90212 9465 Wilshire Blvd (213) 274-8151
---	--	--	--

74-45

(25%). Mr. Schneck had 17% interest in Northern Allegheny and is program director at WNAE and WRRN. Mr. O'Shiel, Warren attorney, owns outdoor recreational facilities company. WNAE is daytimer on 1310 khz with 5 kw. WRRN-FM is on 92.3 mhz with 26 kw and antenna 410 feet above average terrain.

▪ **KRCB-AM-FM** Council Bluffs, Iowa: Majority interest (60%) sold by Richard L. Freeman to John C. Mitchell, who already held other 40%, for \$379,430. Mr. Mitchell is president and principal stockholder in KGFV(AM) Kearney, Neb., and KFLI(AM) Mountain Home, Idaho. KRCB is daytimer on 1560 khz with 1 kw. KRCB-FM is on 98.5 mhz with 100 kw and antenna 175 feet above average terrain.

▪ **WPED(AM)** Crozet, Va.: Sold by George G. Cory, retiring, to McClenahan Broadcasting Corp. for \$275,000. Buyer is W. Edward McClenahan (100%), general manager of WCHV(AM) and WCCV-FM Charlottesville, Va. WPED is daytimer on 810 khz with 250 w.

▪ **KHSJ-AM-FM** Hemet, Calif.: Sold by Ramona Broadcasting Corp. to KHSJ Inc. for \$250,000. Principal in seller is James C. Richards, president and general manager. Principal buyer is Raymond I. Kandel, president and 50% owner of 2588 Newport Corp., parent of KHSJ Inc. and licensee of KTUC(AM)-KFMM(FM) Tucson, Ariz.; KYVA(AM)-KGLP(FM) Gallup, N.M., and KHOT(AM)-KUUL(FM) Madera, Calif. Mr. Kandel is also real estate investor. KHSJ is daytimer on 1320 khz with 500 w. KHSJ-FM is on 105.5 mhz with 700 w and antenna 265 feet below average terrain. Broker: Hogan-Feldman Inc.

▪ **WTYS(AM)** Marianna, Fla.: Sold by James W. Tate to Jackson Broadcasting Corp. for \$200,000. Mr. Tate plans to retire. Principals in buyers are William F. Dunkle III (60%), wife, Eleanor C. (20%), and mother, Carolyn W. (20%). Mr. Dunkle is announcer-salesman for WTYS, which is on 1340 khz with 1 kw day, 250 w night.

Approved:

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

▪ **WHTN-TV** Huntington, W. Va.: Sold by WHTN-TV Inc. to Gateway Communications Inc. for \$7,424,000. Reeves Telecom Corp., parent of WHTN-TV Inc., owns WKEE-AM-FM Huntington and WITH-AM-FM Baltimore. Hazard E. Reeves is chairman of the board. Principals in Gateway are Bergen (N.J.) Evening Record Corp. (*Bergen Evening Record* and *Sunday Record*; Patterson, N.J., *Morning Call*), 80%; George A. A. Koehler, president (13%), and H. Lewis Klein, vice president (5%). Gateway owns WBNG-TV Binghamton, N.Y., and WTAJ-TV Altoona and WLYH-TV Lancaster, both Pennsylvania. WHTN-TV is ABC affiliate on ch. 13 with 316 kw visual, 20 kw aural and antenna 1,000 feet above average terrain.

▪ **WYSL(AM)-WPHD(FM)** Buffalo, N.Y.: Sold by McLendon Corp. to Howard Communications Inc. for \$1 million. Principals in seller are B.R., Gordon B. and Jeannette McLendon (together 100%), who are also licensees of KCND-TV Pembina, N.D., and KNUS(FM) Dallas. Through McLendon Pacific Corp., the McLendons own KOST(FM) Los Angeles. Other broadcast holding, WNUS-AM-FM Chicago, has been sold to Globetrotter Communications Inc. for \$4.45 million pending FCC approval (BROADCASTING, Nov. 19, 1973). Principal in buyer is Robert Howard, president (100%). Mr. Howard was formerly vice president and general manager of WPGC-AM-FM Morningside, Md., and has various real estate investments. WYSL is on 1400 khz with 1 kw day, 250 w night. WPHD is on 103.3 mhz with 40 kw and antenna 340 feet above average terrain.

▪ **WVov(AM)** Huntsville, Ala.: Sold by Tennessee Valley Broadcasting Co. to Powell Broadcasting Co. for \$630,000. Principals in seller include Tom G. Trasher, vice president. Principal in buyer is Edwin W. Powell (99.8%), Huntsville cattle farmer and investor. Wvov is daytimer on 1000 khz with 10 kw.

▪ Other sales approved last week include: KYOS(AM) Merced, Calif.; WCUM-AM-FM Cumberland, Md.; KXRA-AM-FM Franklin, N.H.; WCRF-AM-FM Springfield, Vt., and KIML(AM) Gillette, Wyo. See page 46 for details.

FCC approves ascertainment method of KPIX

Commission rejects charge station didn't properly seek minority views, says 'numbers game' is not required; KTVU renewal is appealed

In ascertaining community needs and interests, broadcasters need not maintain a "statistical parity" between those they interview and their ethnic and racial percentages of the total population involved. For the FCC does not "play a numbers game regarding community survey requirements." It is concerned with representativeness, not specific numbers.

The commission made the point in rejecting a petition by Marcus Garvey Wilcher and the Community Coalition for Media Change, which he serves as co-chairman, to deny Westinghouse Broadcasting Co.'s renewal application for KPIX(TV) San Francisco (BROADCASTING, Sept. 23).

The coalition had alleged that an "overwhelming majority" of the community leaders interviewed by KPIX were middle-class, middle-income persons who did not reflect a cross-section of the community. The survey underrepresented minority groups, the coalition said, and the station did not maintain continuous contacts with

MID-EAST

Full-Time AM and Class B FM with highly profitable background music franchise, in solid medium-size market.

Station owns real estate

Really priced right at \$650,000 Cash.

**Contact: Milton Q. Ford
Washington Office.**

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1730 K Street, N.W., 20006 (202) 393-3456

CHICAGO: 1429 Tribune Tower 60611 (312) 337-2754

DALLAS: 1511 Bryan Street, 75201 (214) 748-0345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

minority groups during the license term.

But the commission held that the station's surveys of leaders and the public were "specifically responsive to" and "more than met" the requirements in the Primer on Ascertainment of Community Problems by Broadcast Applicants.

The commission also found that the station's surveys closely approximate the ethnic and racial composition of the area and that, as a result, the allegations of underrepresentative minority sampling have no support. Similarly, it said, there was no basis for criticism of Westinghouse's ongoing ascertainment activities.

Ascertainment was not the only issue on which the coalition sought denial of the KPX license renewal. The coalition said that the station's past programming was not responsive to need of the area's residents, particularly the minority population, and it objected to program proposals on the ground they would provide only a continuation of allegedly inadequate service. The coalition also charged that the station had discriminated against minority groups in its hiring practices.

The commission said there was no basis for any of the charges.

The vote was 6-to-0, with Commissioner Benjamin L. Hooks concurring. Commissioner Robert E. Lee was absent.

In the same week that the commission rejected the petition of a coalition directed against KPX, another coalition was filing an appeal in the U.S. Court of Appeals in Washington from an earlier commission decision granting the renewal of Cox Broadcasting Co.'s KTVU(TV) Oakland-San Francisco, Calif. The appeal was filed by the California La Raza Media Coalition, which had urged the commission to designate KTVU's renewal application for hearing to explore the station's employment practices, ascertainment efforts, past and proposed programming, and alleged violations of the fairness doctrine and of commission rules requiring broadcasters to maintain files for public inspection.

Media Briefs

Lose some, win some. XETV(TV) Tijuana, Mexico (San Diego market), announces it has signed secondary affiliation agreements with NBC and CBS. Channel 6 station already is carrying NBC's *Monday Night at the Movies* and is scheduled to air program on regular basis through Oct. 28. It will also carry CBS's *Captain Kangaroo*, *Big Blue Marble*. XETV was until July ABC affiliate in San Diego market, but failed to get FCC approval to continue. ABC is now affiliated with KCST(TV) there (ch. 39).

Communication. NBC has established Department of National Community Affairs, headed by Robert Kasmire, vice president, corporate affairs, to encourage and maintain communications flow between NBC and "leading national organizations" which deal with broadcasting, such as Action for Children's Television, National Organization for Women and other parent, institution or minority groups seeking to influence media.

Broadcast Journalism

Retailers explain growing reliance on radio and TV

RAB and TVB put broadcasting's best foot forward at N.Y. seminar by presenting advertisers who have found happiness on the air

Television and radio's incursion into retail advertising—once a print preserve—was described last week by speakers at a two-day meeting of the National Retail Merchants Association in New York.

The broadcast media's most fervent boosters, understandably enough, were the Television Bureau of Advertising and the Radio Advertising Bureau, which arranged sessions that accentuated the values of TV and radio for retailers. But throughout NRMA's Retail Advertising Workshop and Seminar last Monday and Tuesday (Sept. 23-24) were remarks by retail executives on their growing use of TV and radio.

Perhaps the most newsworthy announcement relating to broadcast was made by Mary Joan Glynn, vice president for sales and advertising, Bloomingdale's, New York. She told the audience that Bloomingdale's plans to use television on a regular basis.

Ms. Glynn said that in the past, Bloomingdale's had scheduled TV for occasional special promotions, including the opening of new stores and special sales of selected items. She said the proposed TV budget would supplement the company's regular advertising program in various print media, but did not disclose any details of the projected TV effort. (Reached later at Bloomingdale's, Ms. Glynn said specifics of the TV project would not be ready for release for several more weeks.)

The session on radio was arranged by RAB and was moderated by Joyce Reed, its director of retail services. Case histories of successful radio promotions were detailed by Richard Westman, vice president and media director of Jack Byrne Advertising Inc., New York; Leana Clarke, sales promotion and advertising manager, Forbes & Wallace, Springfield, Mass., and Gordon Cooke, publicity director, Burdine's, Miami.

Mr. Westman related the creative radio approach used by Byrne to solve certain problems of its retail clients. He played and gave the rationale behind commercials created by Byrne for clients including Seaman's, Brooklyn, N.Y. ("In order to have them stand out from other furniture stores, we made them a little more human"); Buyer's Market, Memphis ("This store offers reductions for buying food in bulk and we created two commercials—one for the white middle-class and the other for the black and less prosperous consumers stressing the value of mass buying") and Franklin Simon, New York ("We tried to build enthusiasm for shopping on 34th Street, an

area which had been slipping"). He said Byrne's clients had been "very successful" with radio.

Ms. Clarke noted that Forbes & Wallace, a 100-year-old company, has been traditional in advertising almost exclusively in newspapers. But recently in planning for the opening of a branch store 60 miles from Springfield, the company bolstered its radio budget substantially because the community residents were younger and with a different lifestyle. She indicated that radio would play a more vital role in the store's advertising, saying the medium is able to reach different kinds of people through its various formats.

Mr. Cole described what he called a "successful" back-to-school radio campaign in which four stations in the Miami area carried from 150 to 250 commercials per week. The radio effort was reinforced by a vigorous merchandising campaign and the store evaluated the entire project through a customer awareness survey ("radio was very effective," he said).

The session on television was moderated by Tom McGoldrick, director of retail sales, TVB. Its highlight was the showing of a TVB presentation putting together suggestions on the creation and scheduling of effective retail television commercials. Among the tips offered: use a hard-hitting commercial (or elements from it) over and over again; recycle commercials by changing the copy or using only parts of the original; place your advertising in periods when business is slack (example: Hudson-Belk's campaign—"Shop in November, Relax in December"); de-emphasize Santa Claus promotions during the holiday season and develop promotions that don't tie parents down to the children; select target audiences and buy TV schedules in bulk.

Ding Koehler, senior vice president and creative director of Sawdon & Bess Inc., New York, offered some guidelines for producing effective retail TV commercials. He suggested advertisers produce commercials they can afford but "do them well"; they should be sure their basic idea is in focus and it should be as original as possible; they should pay careful attention to the audio as well as the video, and they should listen to outside specialists on such questions as tape or film, original or stock music, and special effects.

Others appearing on the panel were Howard Abrams, broadcast consultant in the retail field and Bambi Hammill, broadcast manager, The Hecht Co., Washington, who made brief comments on the TVB film.

Bradley plans replay

Game maker again budgets \$5 million for pre-Christmas TV, backed by radio

Christmas is still 12 weeks away, but the Milton Bradley Co., Springfield, Mass., has begun a broad-based television and radio campaign to heighten interest in its games for the holiday sales season.

Bradley is expected to spend about \$5

million on television in the fourth quarter of 1974 in both network and spot television, approximately the same as in the 1973 final quarter. A company spokesman said Bradley also has just launched an extensive network radio campaign on ABC, CBS and NBC that will continue until Dec. 7.

Through Young & Rubicam, New York, Bradley in mid-September began an intensive network-TV effort for its various games on Saturday and Sunday morning shows that will extend through the holiday season. Its spot-TV blitz on more than 50 major cities will begin Oct. 21 and will run from six to eight weeks. Among the well known personalities featured in the Bradley television commercials will be Lucille Ball for the new crossword game, Cross-Up, and Tony Randall and Jack Klugman for an adult game, Challenge Yahtzee.

In the TV specials area, Bradley will sponsor *Santa Claus is Comin' to Town* on ABC-TV on Dec. 5 (8-9 p.m.) and *'Twas the Night Before Christmas* on CBS-TV on Dec. 8 (8-9 p.m.).

FTC's proposals on kid premiums wrong approach, NAB, NBC say

Association says self-regulation is best way, cites remedies made by its Code Authority in 1973

The Federal Trade Commission's proposed ban on television advertising of premium offers to children is "unreasonable and arbitrary," the National Association of Broadcasters said in comments filed with the FTC last week. Also filing was NBC, which concurred with most of NAB's objections.

According to the NAB, "The question of premium advertising to children has already been dealt with effectively in broadcasting through the self-regulatory process. There is neither a need nor a basis for an outright ban on such broadcast advertising."

NAB submitted statistics to demonstrate that its Code Authority is performing well. Of 244 premium-offering commercials submitted for Code Authority review by restaurant and breakfast cereal advertisers in 1973, for example, 145 were ultimately deemed acceptable under code standards the statement said. It described instances in which commercials have been turned down, for example, a commercial for a restaurant which was found unacceptable because it devoted too much time to an offer of free circus tickets, violating the code premium-time proscriptions.

Built into NAB's premium advertisement guidelines, the NAB said, are guards against "distortion, oversimplification, over-glamourization" which could cause a child to be deceived.

NAB said, and NBC concurred, that the FTC's proposed guidelines are based

on "conjecture and supposition" that premium ads are confusing, harmful and unfair to children under 12 and erroneously presume that a ban aimed solely at television would eliminate the problem.

NAB and NBC both argued that the proposed FTC guidelines discriminate against television. "It is difficult to understand the legal basis for singling out for regulation the only medium which has endeavored to develop its own sensible and effective machinery for self-regulation," NAB said. In fact, NAB said, a ban on premium offers on TV will likely have the same result as the ban on cigarette advertising on TV: Premium advertisers will simply redirect their resources to other media outlets such as magazines. In the case of the ban on

cigarette advertisements on TV, cigarette sales subsequently climbed and cigarette advertising revenues for the print media nearly tripled. The loser, according to NAB, was the broadcasting industry, which lost \$200 million in advertising.

NAB argued that the FTC has not made a persuasive case for saying that premium advertisements are harmful to children. It is unlikely, for example, that premium offers of competing similar products will harm a child, it said. "Where is the injury to the child who finds Tops bubble gum baseball cards more appealing than Fleers Double Bubble chewing gum comic strips?"

NAB also argued that some premiums are beneficial, "such as cereal promotion of *Golden Nature Guidebooks* which

"A splendid service..."

"Unduplicated by any other source..."

"An honest approach..."

"Clear, Concise, Unbiased..."

These are typical of scores of user comments on State Farm's *No-Fault Press Reference Manual*. Since its publication in January of 1973, it's become the standard reference work on auto insurance reform. More than 800 copies are in use in the nation's newsrooms.

Encyclopedic in scope, the 300-page loose leaf manual is a tab-indexed guide to every aspect of the no-fault auto insurance story. For every state that's passed major auto insurance legislation, the manual provides a concise run-down of the law's principal provisions, along with an analysis and its complete text.

Other sections include a historical overview of the auto insurance reform effort, proposed federal legislation and a glossary. Updates are mailed to all manual users as laws are amended and new ones passed. They also get *Advisory*, a one-page newsletter that thumbnails interim developments.

Altogether, the manual, updates, and newsletter offer authoritative, unbiased help to everyone reporting on auto insurance reform. For this free service, write to:



Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

discuss flowers, animals, insects and the like."

NBC amplified this point, saying, "there is no question that responsible premium advertising can serve legitimate economic, competitive and social interests." The use of a premium, said NBC, enables an advertiser to attract attention to his product.

NAB and NBC both said the FTC should limit regulation only to those premium ads that violate law.

Another NAB argument was that the number of premium advertisements is not great enough to warrant regulation. NAB said it monitored network programming from 9:05 a.m. to 2 p.m., Saturday, Sept. 14, this year and found that eight of 87 commercials contained premium offers, meaning that 91.9% of the commercials that morning did not contain premium offers.

Furthermore, NAB said, its television board has already announced that commercial time during Saturday and Sunday children's programs will be reduced with the start of next year.

NAB said the FTC proposal, "though couched as a guide," will in its effect have the force of law. "In practice . . . the proposed guide will operate more as a trade regulation which enjoins the television broadcast of premium advertisements to audiences largely composed of children than as an administrative interpretation yet subject to judicial scrutiny."

Further questions are raised, according to NAB, by ambiguities in the FTC proposal which make it uncertain who will be held responsible to noncompliance with the guide, the broadcaster or the advertiser.

"As a precautionary measure, the licensee will likely err on the side of overextending application of the guide to avoid conflict with a federal agency," NAB contended.

NBC concluded its arguments by sug-

gesting the FTC can correct abuses through traditional commission action, either on a case-by-case basis or by promulgating guidelines aimed at curbing specific practices which might have a tendency to deceive. "But there is no warrant or justification to impose an absolute prohibition" based on the medium carrying the advertisement rather than on any particular abuse within the advertisement itself, NBC said.

Montana, Wyoming broadcasters hit code-subscription rule

Montana even threatens to secede from NAB if requirement goes through

Two state broadcaster association in the Rocky Mountain region have written the National Association of Broadcasters to object to the NAB television board's decision to make TV code subscription mandatory for all television members.

One of them, the Montana Broadcasters Association, threatened that all its members would pull out of the NAB altogether unless the decision is reversed. The other, the Wyoming Association of Broadcasters, briefly stated its objection, saying mandatory code subscription would lead to forced subscription to any NAB activity.

The two associations are the second and third groups to raise such objections. The first was the Western Broadcasting Co., headquartered in Missoula, Mont., which threatened earlier this month to terminate the memberships to its seven radio and TV station members. (BROADCASTING, Sept. 9).

The Montana Broadcasters Association said mandatory code subscription is "arbitrary, unjust and wholly unnecessary, creating as it would another regulatory agency within our industry." It also said, "To predicate NAB membership upon

required subscription to the code would serve only to manacle many conscientious broadcasters and could impose an intolerable burden of additional policy regulations in the future."

The Montana association said it may place its full weight behind the Rocky Mountain Broadcasters Association "which clearly serves the interests of our small market stations."

There is no evidence at this point that such adverse reaction to the NAB decision is snowballing. Vic Miller, vice president of the Montana association and general manager of KTVQ-TV Billings, said his association acted alone and has not been in touch with any other associations on the matter.

The three groups' letters were addressed to Andrew Ockershausen, chairman of NAB's joint radio-TV board, who replied that any actions on the complaints will have to come from the NAB television board. In a letter to the Wyoming Association of Broadcasters, Mr. Ockershausen noted that the code subscription decision will not take effect until April 1, 1976, to give plenty of time for "discussion and explanation of the matter." He also noted that the decision in no way affects radio members, adding it is not likely that the television policy will eventually be extended to radio.

Business Briefs

Rep appointments. KGMB-TV Honolulu: H-R Television, New York ■ Global TV Network of Canada: Harlan G. Oakes, Woodland Hills, Calif. (for 11 U.S. Western states plus Texas and Oklahoma) ■ KURV(AM) Edinburg, Tex.: Dean Cowert, Dallas (regional).

Consolidated. The Katz Agency has combined its television and radio research departments into total broadcast service department divided along research and promotion lines. Peter R. Goulazian, assistant to president of Katz Television, has been named vice president for broadcast services for The Katz Agency. In changeover, William Schrank, who has headed Katz Radio's research promotion department for six years, has been appointed director of creative systems for company and Kenneth Mills, head of Katz Television research-promotion since 1969, becomes director of creative services for The Katz Agency. Effect of move is to place Mr. Schrank over research in AM, FM and TV and Mr. Mills in charge of all broadcast promotion.

Hardware. Jefferson Data Systems, subsidiary of Jefferson-Pilot Broadcasting Co., will market computer services nationwide in 1975. JDS has 10 television and radio subscribers at present, including all Post-Newsweek stations; has purchased \$500,000 worth of hardware in preparation for expansion.

Selling help. Sales training division of Richard F. Palmquist Inc. has announced training aid for broadcast stations in form of cassette tape that includes more than 25 tips and suggestions for selling time more effectively. 1300 South Green Bay Road, Racine, Wis. 53406.

BAR reports television-network sales as of Sept. 15

ABC \$439,081,200 (30.4%), CBS \$527,001,400 (36.4%), NBC \$479,624,700 (33.2%)

Day parts	Total minutes week ended Sept. 15	Total dollars week ended Sept. 15	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	65	\$ 499,300	2,418	\$ 16,409,900	\$ 17,100,000
Monday-Friday 10 a.m.-6 p.m.	1,023	8,730,700	36,683	314,212,200	270,819,500
Saturday-Sunday Sign-on-6 p.m.	298	5,746,400	10,221	136,817,300	126,712,900
Monday-Saturday 6 p.m.-7:30 p.m.	92	2,017,600	3,617	74,320,000	66,590,000
Sunday 6 p.m.-7:30 p.m.	10	287,700	500	10,694,600	10,823,300
Monday-Sunday 7:30 p.m.-11 p.m.	405	26,341,100	14,473	789,622,100	725,394,900
Monday-Sunday 11 p.m.-Sign-off	170	2,947,300	6,361	103,631,200	89,417,800
Total	2,063	\$46,570,100	74,273	\$1,445,707,300	\$1,306,858,400

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

NCTA climbs into ring at FTC to counterpunch NAB antipay ads

Fraudulent, misleading, deceptive are but a few of the many charges made in vitriolic filing that seeks cease and desist order

"NCTA believes that the broadcast industry has carried its propaganda campaign regarding 'free TV' too far." With those words, the National Cable Television Association last week opened a new—and by far the most bitter—front in the continuing battle over the development of pay cable.

The words were in a complaint NCTA lodged, as expected, against the National Association of Broadcasters at the Federal Trade Commission. The anticipated action ("Closed Circuit," Aug. 19), accused NAB of fraudulent and misleading advertising in its promotional campaign against alleged siphoning of broadcast programming by pay-cable operators. NCTA contended that several advertisements placed in major newspapers in the past year by NAB's Special Committee on Pay TV violated federal law by making

unfounded claims regarding pay cable's intent to deprive American viewers of popular free television programs.

In so doing, NCTA alleged, the NAB "has gone past the limits of exaggeration or puffery and placed its advertisements into the category of false, misleading and deceptive advertising in violation of Section 5 of the FTC Act."

It characterized the ads as "a disservice to American consumers and . . . designed to thwart competition in video communications."

NAB officials last Wednesday (Sept. 25)—the day the NCTA complaint was filed—said since they had not received copies of the document, they would reserve comment.

The NCTA action came immediately after the association's board of directors met in Rancho La Costa, Calif. (see page 32). Reportedly, several revisions were made in the complaint during that meeting.

The complaint urged the FTC to conduct an investigation of the NAB's advertising practices and to order the association to desist from making similar advertising claims in the future. It seeks no punitive or compensatory redress. (Cable industry sources, however, did not foreclose litigation of this nature as a future option.)

The NAB ads in question appeared in several leading newspapers—including the *Washington Post* and *Star-News* and the *New York Times*—on Aug. 1, 1973; Oct. 11, 1973, and Nov. 29, 1973. The

complaint cited a fourth ad in the July 15 issue of BROADCASTING. In essence, the ads made the representation that, unless pay cable entrepreneurs are checked by public and governmental action, they will obtain rights to popular TV offerings and relegate them to a fee-basis service exclusively.

Said the Aug. 1 NAB ad: "Pay TV operators are now planning to buy the exclusive rights to present events like football, baseball, basketball and all the rest, and movies and popular entertainment shows—things that you can get on free TV right now—and convert your TV set to a box office for themselves."

NCTA, however, maintained in its complaint that not only are pay cable's plans devoid of such intentions, but that the FCC's present antisiphoning rules prohibit such activity. "The fact is," NCTA contended, "that it is the commercial broadcaster who has the exclusive rights to these programs and in some cases has even been involved in . . . illegal warehousing." The association termed "an incredible disservice" NAB's alleged intention "to attempt by false and misleading statements to scare the public into believing that as a result of subscription cablecasting, free TV, like an automobile without gas, will be dead."

Further, NCTA took exception to NAB's use of the word "free" in describing commercial television and called it "a clear contravention to guidelines set down by the FTC concerning the advertising of free merchandise or service." The "free" medium, NCTA noted, had

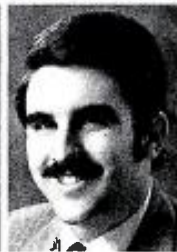
Consultants to Management on Executive Recruitment

Ron Curtis & Company understands the specialized needs and problems of the communications industry. Our professional staff has devoted 10 years to filling the executive needs of radio and television stations, cable television systems, and newspapers throughout the nation.

Call (312) 693-6171 for a no-obligation and confidential discussion of our services.



Mike Walker
BROADCAST
DIVISION



Rick Davenport
BROADCAST
DIVISION



Fred Harms
CATV
DIVISION



Carl Young
NEWSPAPER
DIVISION

Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631

advertising revenues of \$3.46 billion with pretax profits of \$653 million last year—which purportedly removes it from the FTC-established definition of a cost-free service.

NAB, NCTA contended, “is misleading and deceiving the American public through the use of false statements, innuendo, half-truths and scare tactics.”

Growing momentum for pay cable is highlight of NCTA board meet

Foster stamps it as first priority; chairman's new contract to be discussed at mid-October meeting

The directors of the National Cable Television Association thought it might buck up the troops if there were some bright success stories and optimistic forecasts presented at last week's board meeting at the posh Rancho La Costa, Carlsbad, Calif. So they opened most of the two-day meeting to the press and guests and they heard some good news and some not so good news.

On the one hand they heard the best CATV success story that has been reported in a long time. This was United Cable's Tulsa, Okla., cable system that began operating last winter, and now boasts 53% subscription saturation in the first 350 miles of plant. They also heard about an extensive study of cable TV by giant IBM Corp. that foresaw all sorts of potential in using CATV systems for computer services. But they were disappointed when they learned that IBM feels that the time is not right for it to get into the field.

By and large, however, the cable leadership was most heartened by the support it has gained, principally from the motion-picture industry and some local as well as federal elected officials in moves to remove shackles on the showing of movies over pay cable systems. And it was told that pay-TV subscribers are continuing to increase.

Perhaps the most exciting report about in what almost everyone agrees has been a moribund industry for the last several years came from Gene Schneider of United Cable (formerly LVO Cable), whose 35-channel \$10-million cable system began operating in Tulsa last January. It now has 18,500 customers, with a target of 65,000-73,000 subscribers when the installation is completed. It not only provides all local TV stations, Mr. Schneider said, but also two Los Angeles independents, plus a 24-hour movie channel (for free; although United is studying a pay-TV operation), an all-children's channel, as well as a host of other services that are standard as well as new for cable TV, such as news, time, weather, sports, finance, even a color bar channel so customers can fine-tune color TV sets. United Cable anticipates installing a similar system soon in Albuquerque, N.M.

That was the good news. The other

side was presented by George Krembs of the IBM Corp., who told how his firm had undertaken a study of interactive, two-way CATV as a prospective market for computers and found it rife with potential. But, he said, IBM's management decided the time was not ripe for this activity yet. Mr. Krembs's lukewarm report was offset in a way by Winston Himsworth of Salomon Brothers, New York investment house, who said that from a financial viewpoint there were encouraging signs, especially the increasing profitability of existing systems and the prospective improvement in the regulatory picture.

But it was pay cable's future that without a doubt intrigued most of those present. That and copyright, which it seems may become a bone of contention in November at the executive committee meeting, with some directors claiming that the association should move to try to get a better break on copyright legislation. David Foster, NCTA president, agreed that there was no chance of copyright legislation in the remaining days of this session of Congress; he expressed hope that the House Judiciary Committee might approve legislation next spring and that after conference with the Senate a law might be in existence in late 1975 or early 1976. Mr. Foster, in his president's report, noted that the cable viewpoint that resulted in the sports blackout provision being eliminated came partly as a result of the broadcasters' concern with another provision that would have required them to pay additional fees to performers. Otherwise it would have been much more difficult, he said.

But, beyond all that, Mr. Foster said, pay TV is NCTA's number-one priority. The use of movies by cable companies, he said, must be deregulated, and, as he told Jack Valenti, president of the Motion Picture Association of America, “we're going to hang tough on that issue.”

Mr. Foster added: “Cable TV is not tied forever to the 1971 consensus agreement . . . it's not holy writ.” That was the agreement among movie producers, broadcasters and cable operators to work for a just copyright bill.

Mr. Valenti, whose producer members were among those who fought so bitterly with cable operators on the copyright issue, said that now there is total unanimity among producers, craft members and union members on the payable issue: Every person, he said, should be able to see a movie any way he wants to. Mr. Valenti said that the networks were engaging in “a little bit of demagoguery” when they claim that movies will be siphoned off or denied to over-the-air broadcasters.

After commenting that six out of every 10 motion pictures shown on TV are commissioned for that medium by the networks, he said he sees cable operators some day banding together to commission movies for CATV.

Geoffrey Nathanson, president of Optical Systems Corp. which has nine pay systems operating, reported he is planning to open in Flint, Mich., next month. He said latest estimates are that there are 50 pay systems operating with a total of over 100,000 customers. The largest, of course, is Optical Systems in San Diego, now serving 14,200 subscribers.

“Pay cable,” Mr. Nathanson emphasized, “is no longer an experiment for us; it's our only business.” Although movies are the staple fare for pay today, he noted, sports undoubtedly will be a second program source in the future.

Representative Lionel Van Deerlin (D-Calif.), a member of the House Commerce Committee, told the NCTA board that the networks are “presumptuous” in saying that movies, and sports “inevitably” will be lost to over-the-air broadcasting if not restricted on cable TV. “We must find out where the truth lies,” he said, calling for a two-year de-regulation period. If at the end of that time, he added, broadcasters' fears are realized, then the FCC can reinstitute regulation.

“You are to be believed until there is evidence to the contrary,” he told the cable TV audience.

And the CATV operators were heartened by similar sentiments voiced by a municipal official. He was John Witt, San Diego city attorney, who took issue with the FCC's pre-emption of pay



Cable talk. Congressman Lionel Van Deerlin (D-Calif.) (l) shares words with NCTA board members Henry Harris (Cox Cable Communications) (c) and Barry Zorthian (Time Inc.).

TV and reported that the city had filed its opposition with FCC, especially in regard to restrictions on the use of movies on cable TV.

The board members also heard plans for a sports and other program services being evolved by Target Network Television, an offshoot of KBMA-TV Kansas City (ch. 41). Tom Lemmons of TNT told the NCTA directors that advertising is beginning to come into the regional CATV networks. The latest is Black & Decker, sponsoring a woodworking show, taking two minutes of the four minutes available for commercial announcements, with the other two minutes available for sale by TNT. The last 95 seconds of every program, Mr. Lemmons said, is available for local sale by the cable system.

Other highlights of NCTA board meeting last week:

▪ Bruce Lovett, American Television

Broadcasters to one side; cable, producers to the other in pay-cable filings

The FCC, in its long-pending pay cable proceeding, had asked in August for further comments on the present and proposed rules in that area. By last week it had received plenty of them.

Broadcasters, in their comments, said the present antisiphoning rules regarding pay cable are necessary for the continuation of feature films and sports telecasts on conventional television. The Association of Maximum Service Telecasters contended that without the antisiphoning rules, pay cable is likely to be devoted to mass entertainment and never develop the diversity in programming envisioned for it by the commission. Because pay cable is a "supplementary service," according to NBC, there is no need for pay cable operators and broadcasters to compete for the same programs. The network added that the view of an open market for acquiring feature films and sports programs, espoused by those who want to do away with the present antisiphoning rules, is not relevant since pay cable is not in pure competition with broadcasters because cable now picks up network programming free of charge.

The National Association of Broadcasters told the commission that any action it takes should not be based on pay cable's purchasing power at the present time, since pay cable's potential for future growth is such that it will be able to outbid free TV in the near future.

ABC said that any FCC decision reached regarding pay cable should be tentative and subject to congressional evaluation and legislative action—which would include the resolution of the copyright issue—before any changes are

and Communications Corp. and chairman of NCTA, reported that the executive committee will be meeting in mid-October with Mr. Foster to discuss a new contract with him. Mr. Lovett noted that the current Foster contract requires negotiations to be completed by March 1, 1975. Mr. Foster, who reportedly receives \$75,000 annually in his current 18-month contract that expires May 31 next year, has asked for two-to-four year contract, as well as increases in remuneration (BROADCASTING, Sept. 23).

▪ The board heard an extensive report from Amos Hostetter, Continental Cablevision, Boston, former NCTA chairman, on negotiations with telephone companies for pole-line fees. Mr. Hostetter said the committee he heads will meet with AT&T Oct. 1, but that there are no meetings scheduled with General Telephone & Electronics. The committee, Mr. Hostetter said, sees a possible pattern of

adopted finally.

The networks argued that any relaxation of the existing movie antisiphoning rule (which restricts pay cable to the use of motion pictures within the first two years of theatrical release or to once-a-month use of films in release 10 years or longer) would be tantamount to keeping features off free TV altogether. A reduction in the post-release period during which films are denied to pay cable would enable producers to skip free TV, it was said.

Addressing their remarks to other proposed changes in antisiphoning rules suggested by the commission, the networks opposed any "wildcard" provision giving pay cable operators an exemption from the 2-10 rule for blockbuster films that may not be released to free TV for a longer period of time than most films.

Also, AMST argued against an FCC proposal that would allow pay cable operators and the networks to bid on a feature film once it was two years old; the winner would show the film for one year and then alternately, the outbid party would have access the second year. AMST's contention was that pay cable would be in a better financial position to outbid the networks for first showing and thus relegate network movies to second-run status.

With respect to sports programming restrictions on pay cable, the networks held that present provisions whereby sports events that have been telecast in last two years in the community are not available to pay cable should be strengthened to comply with a similar restriction governing over-the-air subscription television that sets a five-year standard. NAB and NBC argued that present sports categories—at home, away, game of the week—which determine whether pay cable should be given access to a particular event should not be extended or pay cable operators will devise categories that allow them to become entrenched in a sport and eventually outbid networks for complete coverage.

Other broadcasters commenting on the proposed changes in the pay cable antisiphoning rules, including Metromedia

joint pole fee boosts by power companies, and is considering the possibility of legal action if this indeed is a concerted move by monopoly utility companies.

▪ The board expressed its impatience with the failure to receive fee refunds from FCC. NCTA has sued to get back an estimated \$4 million paid by cable firms to the commission under the now outlawed FCC fee schedule.

▪ Wally Briscoe, NCTA senior vice president, reported that the association now has 1,422 members serving 5.5 million subscribers. Associate memberships, however, seem to be going down.

▪ And, although the \$1.4-million budget for NCTA adopted in June provided for just \$46,000 in surplus, there is now a surplus of \$53,000, Mr. Foster told the board members. At the same time, he warned that rising costs and an overworked staff will require additional people and higher wages soon.

Inc. and 20 licensees that filed jointly urged that sports restrictions be pushed up to five years to coincide with subscription television rules and that the FCC ban all cablecasting of the four major professional team sports (football, baseball, basketball, and hockey) from pay cable though exceptions on an ad hoc basis should be considered.

Also in contention is whether pay cable should be allowed to cablecast sports that are not televised in the community. AMST argued that so-called "remainder games" are not now carried because stations often cannot accommodate all games in a series. But by allowing pay cable access to these games, AMST said the FCC would set a freeze on expansion of their coverage by free TV. As the rules now stipulate, if a "substantial" number of games of any of the four major professional team sports is covered by free TV then cable access is excluded. AMST wants to fill in the ambiguous "substantial" with a 10% yardstick; the NAB opted for a 25% standard.

Another commission proposal would require notification by pay cable to the networks prior to carrying any pay cablecast. The networks favor such a requirement and CBS urged a 30-day notification period.

The FCC also raised the question of "warehousing"—the practice of buying film rights with no intent to broadcast immediately but merely to thwart competitors—in regard to the contention by cable groups that networks had used the practice to bar cable from certain movies. The networks denied the allegation but added that the right of exclusivity is necessary for protection from other broadcasters and to insure a sufficient market.

ABC additionally asked that the commission not only retain the present antisiphoning rules regarding pay cable but extend them to cover all cablecasting whether or not a per-program or per-channel charge is made.

The Association of Independent Television Stations and Kaiser Broadcasting Co. claimed that any relaxation in the antisiphoning rules would hit independ-

ent TV's the hardest, since feature films and sports often are the mainstay of independent broadcasters' program schedules.

At the other end of the spectrum, the National Cable Television Association, supported by other cable groups and several citizen organizations, called for a complete waiver of all the present anti-siphoning rules for at least a four-year experimental period to allow the commission to evaluate whether any restrictions are needed.

Calling the present rules "artificial constraints" aimed at retarding the "free market" interplay of producers, telecasters and cable operators, NCTA said the rules are impeding the necessary growth of cable television and are "overly protective of the broadcasting industry." NCTA argued that for cable to realize the programming diversity made possible by its multiplicity of channels, staples such as movies and sports are needed to generate the revenue required to provide cultural and minority-oriented programs.

NCTA added that broadcasters' fears that they will lose these programs to cable are unrealistic in view of the networks' present financial status vis-a-vis pay cable. Furthermore, NCTA suggested, it would be "economic suicide" for film producers to eliminate networks and independent broadcasters as customers.

On the proposal of alternate free bidding between pay cable and broadcasters for one-year rights to feature films, the cable groups held that broadcasters would have the advantage—the opposite position broadcasters took.

The Office of Telecommunications Policy also endorsed an experimental suspension of all anti-siphoning rules except with regard to sports. In the initial phase of the pay-cable proceeding culminating last November with three days of oral arguments, OTP did not participate because the Cabinet Committee on Cable Communications had not then completed its report. The present OTP comments came since the cabinet committee had concluded that, in the long run, when nearly 50% of all homes are hooked up, no anti-siphoning rules should be needed. OTP added that the relative strengths of the broadcast, program production and cable industries shows that there is "no credible threat" to the public's continued reception of broadcast entertainment programming.

The National Citizens Committee for Broadcasting also endorsed the lifting of anti-siphoning restrictions. NCCB argued that cable is "over-regulated." NCCB suggested the FCC reduce the present requirement that no more than 90% of all cablecast program hours be devoted to features or sports to 75%.

Third parties to the pay-cable proceeding were sports league and program suppliers which generally urged the removal of the present anti-siphoning rules. Joint comments filed by the Motion Picture Association of America Inc., Columbia Pictures Corp., 20th Century Fox Film Corp., Metro-Goldwyn-Mayer Inc., Paramount Pictures Corp., United Artists Corp. and Warner Brothers Corp.,

called the present anti-siphoning arguments "illusory." The groups expressed concern that setting a fixed period for feature films to be shown on pay cable would stifle the growth of new CATV systems. Also, these firms said that inclusion of any "wild card" provision would effectively bar newer CATV systems from access to movies until the feature is 10 years old, while older systems would be able to carry the program.

MCA Inc., also against the rules and in favor of an over-all suspension, said the alternate proposals advanced by the FCC in this latest proceeding would involve the commission in a "quagmire of administrative regulation."

The National Basketball Association, the National Hockey League and the Commissioner of Baseball all wanted to rescind anti-siphoning regulations as they pertain to sports coverage. In addition, they argued that the present two-year period should remain rather than conform to the five-year period set for subscription over-the-air TV. The basketball group argued that five years would have pay operators dealing at "arms length" with telecasters negotiating a fair compensation. The NHL wanted the FCC to use a 50% standard for determining "substantial" number of games that are telecast before precluding pay-cable access. The NBA offered a 33% figure instead.

All of the comments (over 40 altogether) were filed last week in response to the commission's Aug. 12 further notice of proposed rulemaking, whereby it sought to refresh the comments it had collected over the last two years as well as gather views on new proposals. A second oral argument on pay-cable rules is scheduled for Oct. 23-25.

Cable Briefs

Cox overseas. Cox Cable Communications, Atlanta, is now into international cable market. Company said it has purchased 30% of Anten Petersen A-S Horsens, Danish concern operating systems in eight locations in Denmark, for \$600,000. Cox will also advance \$2.4 million in working capital over next few years to Horsens.

Money to move. Kingston CATV Inc., operator of cable system serving 14,000 subscribers in Kingston, Woodstock and Rhinebeck-Red Hook, all New York, has acquired \$4-million, 10-year senior secured loan. Credit line, of which \$3.4 million has already been forwarded to help construction and provide working capital, is extended by Aetna Business Credit Inc., East Hartford, Conn.

Academic guidelines. Cable Television Information Center, Washington, has published latest in its special report series—105-page guide to educational uses of cable TV. Booklet, emphasizing use of FCC-mandated educational access channels, is designed to aid academicians in assessing cable as instructional tool. It is available at \$2.50 per copy from CTIC, 2100 M Street, N.W., Washington 20037.

Networks hit for not covering Rockefeller

Scott, Cook, Cannon criticize three for not airing hearings live; ABC, CBS, NBC defend news judgment

The three commercial TV networks drew bipartisan Senate criticism last week for not airing live coverage of Rules Committee hearings on Nelson Rockefeller's vice presidential nomination.

The first attacker was Hugh Scott (R-Pa.), minority leader and Rules Committee member, who said during the first morning's hearings, "I think it is hardly in the public interest that these proceedings are not being brought to the American people except a brief excerpt on the evening news."

An aide to Senator Scott characterized the senator as being "angrier than hell" about the lack of live coverage of Mr. Rockefeller's testimony, and said the senator was particularly peeved to learn that live coverage had been given by NBC to Senator Edward Kennedy's (D-Mass.) Monday morning announcement that he would not run for President in 1976. Immediately following the Monday morning Rules Committee session, Senator Scott and his aide telephoned complaints to all three networks.

Senator Scott was joined in his objection by Rules Committee Chairman Howard Cannon (D-Nev.), who said at the opening of the second day of Rockefeller testimony, "I would like to express my shock and amazement that a matter of this grave consequence would be found to be unworthy of live broadcast on the public airwaves."

Senator Cannon continued, "I certainly have no intention of dictating the basic news judgment of our major networks but I feel their decision to shut off these proceedings from the American people in favor of soap operas and the dollars they would receive from advertising to be a deplorable and unconscionable misconstruction of what we understand to be freedom of the press or the public service requirement of the Communications Act."

Mr. Rockefeller agreed, saying, "This is a very important time for the country—television has replaced the town green as the place where the public finds out what it needs to know."

Richard Salant, president of CBS News, said charges that the decision was prompted by economic consideration "is untrue." At CBS, senior management "invariably" follow CBS News's judgment that live coverage is warranted, Mr. Salant said. But in this instance, he added, a proposal for live coverage was never made.

A spokesman for NBC defended NBC's live carriage of the Kennedy announcement saying that speech and the Rockefeller hearings were not parallel situations. "One is a five-minute announcement and the other is a three- or four-day hearing," he said. He added that he thought there would have been a lot of viewer complaints if NBC had carried

the Rockefeller hearings live.

A third Rules Committee member, Senator Marlow Cook (R-Ky.) criticized the networks during the hearings, suggesting that they appear to have agreed collectively not to give live coverage, thus raising antitrust questions. "That is absolutely not so," said Sanford Socolow, a Washington vice president of CBS News.

Said Mr. Salant: "Members of the Senate, like anyone else, have every right to disagree with our judgment. We, on the other hand, have an obligation to act solely on the basis of independent news judgment, and we did so in this case."

The absence of live coverage prompted Senator Scott to send his endorsement of long-range funding for public broadcasting via letter to Senator Warren Magnuson, chairman of the Appropriations Subcommittee which is currently reviewing that proposal. Public broadcasting television stations aired the Rockefeller hearings in full, but delayed, in the evenings. Public radio carried them live. In his letter, Senator Scott praised public broadcasting for its coverage of the hearings, adding, "This underscores the failure of the three commercial networks to provide a needed public service."

Senator Magnuson's subcommittee was to have heard testimony on the proposed long-range funding from Public Broadcasting Service President Henry Loomis last Wednesday, but postponed the session "indefinitely," according to an aide.

Documentaries felled by prime-time ruling revived by NBC

They will reappear monthly as late Saturday-night specials

As projected, NBC News will kick off a monthly late-night, 90-minute magazine format documentary series (BROADCASTING, July 1) this season. *Weekend*, premiering Saturday, Oct. 19, at 11:30 p.m. (NYT), will be "a program for people who like television," said its newly named executive producer, Reuven Frank.

NBC News came up with the idea of late-night news shows after a court reversal of the FCC prime-time access decision forced the network to chuck its plans for a Saturday 7-8 p.m. weekly documentary slot. *Weekend* will pre-empt the *Weekend Tonight Show* once a month, on 12 Saturdays during the 1974-75 season.

Mr. Frank described the network's attempts to suit the unique requirements of late-night viewing to news specials: "In prime time, a viewer who doesn't like your show switches channels. After prime time, if you can't keep him interested, he goes to bed. So we're going to keep the stories short and fast-moving." By that, Mr. Frank means that as many as six totally different stories will be examined during each 90-minute program. "It will be the opposite of a talk show. There will be few interviews, no long stories, no

'stand-uppers,' nobody in front of a picture-postcard background talking into an ice cream cone." Details of the first *Weekend* edition have yet to be announced.

Anchorman for the series is Lloyd Dobyns, formerly NBC News Paris correspondent. Ten producers will work under Mr. Frank for the new series: Sy Pearlman, Patrick Trese, Robert Rogers, William Hill, Anthony Potter, James Gannon, Craig Leake, Karen Lerner, Peter Jeffries and Clare Crawford. Program manager is Joseph Bernstein, and director/associate producer is Gerald Polikoff.

Salant says media shouldn't wallow in Watergate

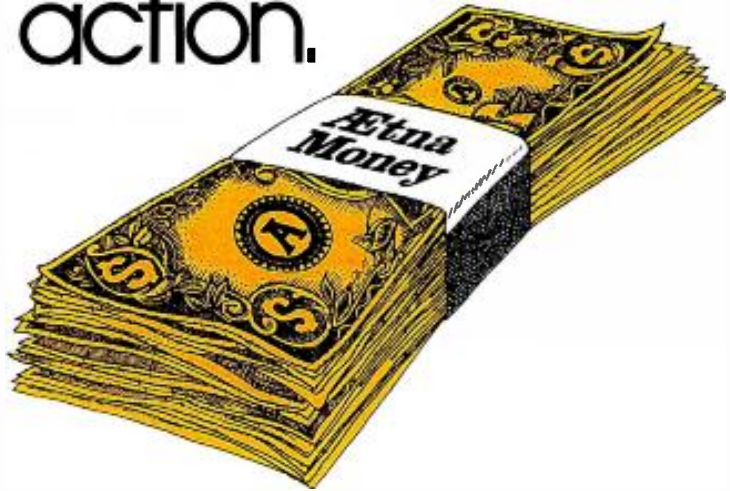
He says question now is whether Journalism measures up routinely

Richard S. Salant, president of CBS News, cautioned the news media last week not to regard Watergate as a sign-off of self-praise but as a beginning for self-examination.

Mr. Salant was in a questioning mood in his remarks before the CBS Radio Network Affiliates Association convention in

Aetna Money

in action.*



\$4,000,000

KINGSTON CATV INC.

Kingston, N.Y.

Senior Secured Loan
due June 1, 1984

This financing has been provided by
Aetna Business Credit, Inc.



You get action with Aetna
Aetna Business Credit, Inc.

■ One of the AETNA LIFE & CASUALTY companies

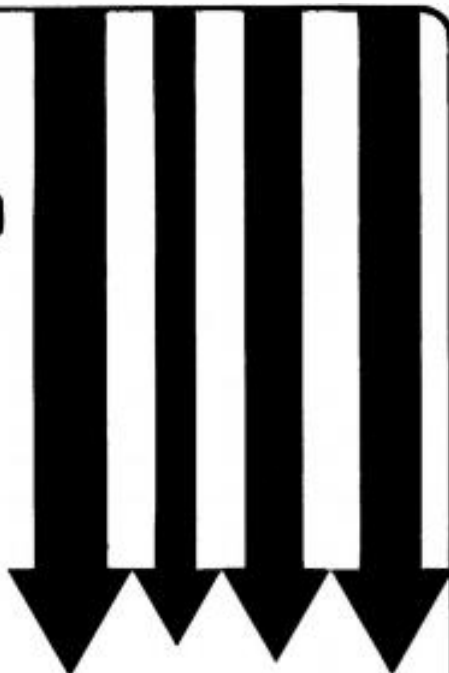
Aetna Business Credit, Inc., 111 Founders Plaza, East Hartford, Connecticut 06108 • (203) 528-4831
Atlanta • Boston • Dallas • Detroit • High Point, N.C. • Los Angeles • Miami • Milwaukee
Minneapolis • New York • San Francisco • Washington, D.C.

*Registered Trade-Mark of Aetna Business Credit Inc.

TAPECASTER

X-700RP

- Automatic deck
- Precision adjustable head bracket
- Heavy-duty air-damped solenoid



TAPECASTER
HOT LINE
 TOLL FREE ORDER NUMBER
800 638-0977
 PLEASE USE OUR REGULAR NUMBER FOR
 SERVICE AND TECHNICAL INFORMATION

TAPECASTER TCM, INC.
 Box 682 • 12326 Wilkins Avenue, Rockville Maryland 20851
 Area Code 301 881-8868

CATCH-UP

Veterans have a lot of catching-up to do in many areas when they are released from duty. The job market is one. Promotions are often awarded on the employee's tenure and education. If military obligations interrupted progress for you in both areas, catch-up faster in the action-packed world of Broadcasting.

The Broadcasting Division of Jones College, Jacksonville, offers two and four-year programs in Broadcasting and Broadcast Management leading to the Associate in Science and Bachelor of Science degrees.

These comprehensive programs, designed by professional broadcasters, start in the basics of broadcasting and go through all phases of the radio & TV profession including copy writing, news gathering and editing, production techniques, announcing and commercial delivery, music programming, sales and communication law.

Jones College offers actual broadcasting situations in lecture rooms and job facilities. The college operates 4 radio stations on campus.

Veterans may obtain a 2 or 4 year degree by using their G. I. educational benefits. Veterans will receive regular monthly payments from Uncle Sam which could total as much as

\$10,000 (tax-free)

over a four-year period, depending on whether you attend full or part time, marital status, number of dependents, and G. I. Bill eligibility.

Catch-up on your future and improve your earning power in Broadcasting. New classes in Broadcasting begin September 25 at Jones College. Write or call collect today the Admissions Department for full information.



JONES COLLEGE
 Arlington Expressway
 Jacksonville, Florida/32211
 (904) 743-1122

Phoenix, last Thursday. He made it clear during his talk that, within limitations, the news media had performed satisfactorily during the Watergate period. But he stressed there was a need for a re-examination of journalistic performance so that the quality of reporting can be improved if a similar critical and far-reaching development recurs.

He asserted the news media should welcome "continued professional, sober, objective review" of Watergate coverage, and added:

"For this reason, I regretted that the Nixon administration, by refusing to supply back-up specifics to the National News Council, aborted the council's attempted study of Mr. Nixon's press conference charge that network news coverage of this administration was unprecedentedly 'vicious' and 'distorted.'"

Mr. Salant contended that there should be not only outside professional studies but also those by the news media. He suggested this self-examination should answer such questions as: "How well did we really do? How responsible were we? Are we sure that we would have brought the same devotion to digging into all corners, to any President, no matter what his political party, no matter how good or bad the relations between him and the press?"

Mr. Salant said it would be "wrong" to dismiss as "ignoramuses" all the people who were opposed to the news media. He indicated that too many critics believe that "there is something sinister and improper about what almost all observers of the American press since the beginning have accepted as a proper role of adversary and watchdog."

Mr. Salant raised a crucial question on the news media's performance: Did they fail in 1972 as in 1944 when President Roosevelt was fatally ill and voters never knew it because his condition was not reported? He noted that Mr. Nixon in 1972 received the largest plurality of any candidate for the Presidency in history but said he did not seem to be the same Mr. Nixon of the Senate and House committee hearings and reports and the tape transcripts.

Mr. Salant felt the news media "failed woefully" somewhere along the way. He agreed the media had a difficult, if not impossible, task inasmuch as Mr. Nixon was "an obsessively private and remote man" and his aides kept him insulated.

He suggested the public might have been better informed in the 1972 campaign if the electronic news media had been able to put on special debates, in-depth interviews or full-length documentaries. But the existence of Section 315 of the Communications Act, which would have afforded time to a number of splinter candidates, precluded this type of coverage, Mr. Salant pointed out.

"I don't argue that if there had been no Section 315, there would have been no Watergate," he said. "I only suggest that one of the lessons we may have learned is that we in electronic journalism might have done a somewhat better job in informing the voter had Section 315 not stood in the way."

NBC leaning to Fernseh as minicam entry; \$1.5 million deal in prospect

German camera gets network nod as all three news organizations beef up in electronic news gear

The move to electronic cameras in broadcast journalism escalated last week with the announcement that NBC News has concluded a deal for up to 29 hand-held Fernseh, German cameras distributed through Robert Bosch Electronics of Saddlebrook, N.J.

NBC's entry into the minicam explosion was a considered one. Shortly after CBS News announced its commitment to the Ikegami, a Japanese electronic camera, for its owned-station television news operations (BROADCASTING, Aug. 19) and ABC followed suit with a projected 12-Ikegami buy for its O&O's, NBC switched from Ikegamis—of which it will own three—to the newly developed Fernseh, which was introduced earlier this year at the National Association of Broadcasters convention in Houston. NBC will own five Fernseh by the early part of 1975, and may go to the full 29 if—as stipulated in the deal—nothing better comes on the market in the meantime. Like the other two networks, NBC is phasing out its Philips-Norelco PCP-90's.

The 40-pound Fernseh is comparable in weight and price to the Ikegami—about \$55-60,000 per camera without recorder—and NBC praises both. However, after securing a stable delivery schedule from Fernseh, NBC pursued its conclusions that the German camera better matches studio camera quality and is somewhat simpler to operate than the Japanese version. NBC will distribute the first five Fernseh and its three Ikegamis to its O&O's, will retain any further Fernseh that are purchased for use by the network.

If NBC goes through with the 29-camera purchase, it will cost approximately \$1.5 million for cameras alone, plus another \$3,000 per camera for recorders. Jim Kitchell, NBC News general manager of news services, estimates it would cost \$200,000 to equip each of its 100 news crews worldwide. Some of the support equipment and editors could be shared among crews, however. Mr. Kitchell also estimates a saving of \$40,000 per year per crew under the costs of film and film processing.

The 29-camera projection is based on "what our needs are, but you have to gain experience in the field before going through with it," Mr. Kitchell explained last week. "Every time you turn around there's a new piece of equipment, and we don't want to put all our eggs in one basket."



NBC choice. This is the Fernseh electronic video camera ordered by NBC for its owned-stations news operations (shown with auxiliary backpack for support functions).

MCA, Dutch firm put chips on video-disk player

A move to put a video-disk player into the consumer market moved a giant step closer to realization last week when MCA Inc., Los Angeles, and N. V. Philips of Holland signed a long-term agreement to market to consumers a Philips-MCA optical video-disk player and compatible disks.

The player will be manufactured and sold by Philips through its international marketing and distribution offices. Concurrently, MCA will make and market video-disk programs.

Both Philips and MCA have for some years been developing an optical video-disk system, with MCA's Disco-Vision having been presented publicly for the first time in December 1972. In its more recent demonstrations, before the Society of Motion Picture and Television Engineers in Los Angeles earlier this year, the disk operated for over 40 minutes per side. The MCA system uses a laser beam to scan the disk.

MCA emphasizes that it has a wide spectrum of entertainment and other material available for use, including the "vast" Universal Picture film library. It also noted that it intends to produce a variety of new programming especially tailored for the video disk.



On the dotted line. Completing negotiations between MCA Inc. and N. V. Philips on the marketing of the Philips-MCA optical video-disk player and compatible disks, announced last week, are (l to r): Sid Sheinberg, MCA president; Rudy Bom, Philips general manager, and John W. Findlater, president of the MCA subsidiary, MCA Disco-Vision Inc.

How to ship small packages in a big hurry.

DELTA'S DASH

DELTA AIRLINES SPECIAL HANDLING

On DASH shipments Delta guarantees delivery on the flight or routing you specify between most Delta cities.

Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90" total, with only one dimension exceeding 30".

Deliver to Delta's ticket counter or airport air freight terminal at least 30 minutes prior to scheduled departure time. Shipments may be picked up at either location 30 minutes after flight arrival.

Delta's exclusive "Dashboard" control procedure insures constant tracking of your shipment from delivery to pick-up.

DASH charges are nominal. Check Delta reservations for charges between specific points. Pay in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL. **DELTA** The airline run by professionals

Rate examples (Tax included)

Atlanta-Washington	\$21.00
Boston-Miami	\$26.25
Cincinnati-Louisville	\$21.00
Cleveland-Phoenix	\$26.25
Los Angeles-New Orleans	\$31.50
Dallas-Los Angeles	\$26.25
San Francisco-Atlanta	\$31.50
Philadelphia-Houston	\$26.25
New York-Tampa	\$26.25

For details, call Delta reservations.



Delta is ready when you are.

The Broadcasting Playlist **Sep 30**

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 The Pulse Inc. 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
8	1	▲	Can't Get Enough of Your Love Babe (3:15) Barry White—20th Century	1	2	2	1
2	2		(You're) Having My Baby (2:32) Paul Anka—United Artists	3	3	1	3
1	3		I Shot the Sheriff (3:19) Eric Clapton—Atlantic	2	4	3	4
4	4		I Honestly Love You (3:35) Olivia Newton-John—MCA	5	1	4	2
5	5		Rock Me Gently (3:28) Andy Kim—Capitol	6	5	5	6
3	6		Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	4	6	6	7
7	7		Nothing from Nothing (2:40) Billy Preston—A&M	7	7	8	5
6	8		The Night Chicago Died (3:30) Paper Lace—Mercury	10	8	7	8
12	9		Who Do You Think You Are (2:59) Bo Donaldson & the Heywoods—ABC/Dunhill	8	9	10	10
9	10		Tell Me Something Good (3:30) Rufus—ABC/Dunhill	9	11	9	9
14	11		You Haven't Done Nothin' (3:20) Stevie Wonder—Tamla	13	10	12	11
13	12		Beach Baby (3:02) First Class—U. K. Records	11	12	13	13
18	13		Another Saturday Night (2:28) Cat Stevens—A&M	14	13	11	12
16	14		Never My Love (2:27) Blue Swede—EMI	12	15	14	15
17	15		Sweet Home Alabama (3:20) Lynyrd Skynyrd—MCA	15	14	15	17
11	16		I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	16	16	16	16
10	17		Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	17	17	19	14
26	18		Clap for the Wolfman (3:29) Guess Who—RCA	18	19	20	21
24	19		Hang On in There Baby (3:23) Johnnie Bristol—MGM	19	20	21	18
19	20		You & Me Against the World (3:08) Helen Reddy—Capitol	20	18	22	24
15	21		Can't Get Enough (3:20) Bad Company—Atlantic	25	24	17	19
22	22		Jazzman (3:43) Carole King—Ode	21	22	23	26
23	23		Skin Tight (2:05) Ohio Players—Mercury	24	27	18	20
20	24		Let's Put It All Together (2:55) Stylistics—Avco	22	23	25	22
21	25		You Little Trustmaker (2:49) Tymes—RCA	23	21	24	23
30	26		Stop & Smell the Roses (2:55) Mac Davis—Columbia	26	25	26	30
32	27		The Bitch Is Back (3:50) Elton John—MCA	31	32	27	25
37	28		Love Me for a Reason (3:45) Osmonds—MGM	29	26	28	29
34	29		Steppin' Out (Gonna Boogie Tonight) (2:51) Tony Orlando & Dawn—Bell	27	28	29	32
35	30		Do It Baby (2:55) Miracles—Tamla	28	29	30	35
29	31		Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	39	30	33	27
36	32		Tin Man (3:25) America—Warner Brothers	30	31	31	34
38	33		Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	34	33	34	31
33	34		Earache My Eye (5:17) Cheech & Chong—A&M	43	44	32	28
42	35		You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	36	39	35	33
46	36		Carefree Highway (3:45) Gordon Lightfoot—Reprise	32	38	36	37
41	37		Rock the Boat (3:05) Hues Corp.—RCA	42	37	37	40
53	38		When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	35	36	48	38
50	39		Rock Your Baby (3:14) George McCrae—T.K. Records	45	35	42	39
27	40		Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	33	46	38	53

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	41		Everlasting Love (2:20) Carl Carlton—Back Beat	40	40	39	46
25	42		It's Only Rock'n Roll (4:46) Rolling Stones—Rolling Stones	48	34	40	43
—	43		Whatever Gets You Thru the Night (3:20) John Lennon—Apple	38	48	41	47
31	44		Free Man in Paris (2:56) Joni Mitchell—Asylum	37	42	46	45
54	45		Falling in Love (3:30) Southern, Hillman, Furay Band—Asylum	47	49	44	36
43	46		Back Home Again (4:42) John Denver—RCA	41	45	49	52
28	47		Please Come to Boston (3:57) Dave Loggins—Epic	50	43	43	51
45	48		Second Avenue (2:50) Art Garfunkel—Columbia	44	50	50	42
52	49		Give It to the People (3:18) Righteous Brothers—ABC/Dunhill	49	47	53	48
39	50		Wild Thing (2:56) Fancy—Big Tree	53	41	54	50
58	51		Straight Shootin' Woman (2:57) Steppenwolf—Mums	56	56	51	44
75	52		Honey Honey (2:55) ABBA—Atlantic	59	60	47	49
40	53		Kings of the Party (3:20) Brownsville Station—Big Tree	61	55	52	41
49	54		Annie's Song (2:58) John Denver—RCA	46	69	45	70
48	55		I've Got the Music in Me (3:40) Kiki Dee—MCA	54	53	55	54
47	56		I Love My Friend (2:24) Charlie Rich—Epic	52	52	56	65
—	57		Let's Straighten It Out (3:14) Latimore—Glades	57	51	61	56
74	58		The Need to Be (3:53) Jim Weatherly—Buddah	51	54	57	59
64	59		I Can Help (2:57) Billy Swan—Monument	60	58	59	55
71	60		You Can Have Her (3:00) Sam Neely—A&M	55	57	60	58
44	61		Wildwood Weed (2:40) Jim Stafford—MGM	58	59	58	66
55	62		People Gotta Move (3:18) Gino Vanelli—A&M	64	66	62	60
62	63		After the Goldrush (2:04) Prelude—Island	67	62	63	64
68	64		So You Are a Star (3:45) Hudson Brothers—Casablanca	67	61	67	63
51	65		Sideshow (3:25) Blue Magic—Alco	66	63	66	67
61	66		Travelin' Shoes (3:00) Elvin Bishop—Capricorn	69	70	64	61
69	67		Overnight Sensation (3:38) Raspberries—Capitol	70	71	65	57
66	68		Early Morning Love (2:44) Sammy Johns—GRC	63	65	69	68
—	69		Play Something Sweet (3:32) Three Dog Night—ABC/Dunhill	71	72	68	62
60	70		It Could Have Been Me (3:17) Sami Jo—MGM South	74	73	71	71
—	71		Eyes of Silver (2:47) Doobie Brothers—Warner Brothers	75	67	78	69
—	72		Fairytale (3:11) Pointer Sisters (Blue Thumb)	72	64	75	82
59	73		Keep on Smiling (3:25) Wet Willie—Capricorn	62	77	76	87
73	74		Second Avenue (3:51) Tim Moore—Asylum	65	76	79	83
—	75		All Shook Up (3:48) Suzi Quatro—Bell	73	81	72	80

Alphabetical list (with this week's over-all rank): After the Goldrush (63), All Shook Up (75), Annie's Song (54), Another Saturday Night (13), Back Home Again (46) Beach Baby (12), The Bitch Is Back (27), Can't Get Enough (21), Can't Get Enough of Your Love Babe (1), Carefree Highway (36), Clap for the Wolfman (18), Do It Baby (30), Don't Let the Sun Go Down on Me (40), Earache My Eye (34), Early Morning Love (68), Everlasting Love (41), Eyes of Silver (71), Fairytale (72), Falling in Love (45), Feel Like Makin' Love (17), Free Man in Paris (44), Give It to the People (49), Hang On in There Baby (19), (You're) Having My Baby (2), Honey Honey (52), I Can Help (59), I Honestly Love You (4), I Love My Friend (56), I Shot the Sheriff (3), It Could Have Been Me (70), I'm Leaving It (All) Up to You (16), I've Got the Music in Me (55), It's Only Rock'n Roll (42), Jazzman (22), Keep on Smiling (73), Kings of the Party (53), Let's Put It All Together (24), Let's Straighten It Out (57), Life Is a Rock (But the Radio Rolled Me) (33), Love Me for a Reason (28), The Need to Be (58), Never My Love (14), The Night Chicago Died (8), Nothing from Nothing (7), Overnight Sensation (67), People Gotta Move (62), Play Something Sweet (69), Please Come to Boston (47), Rock Me Gently (5), Rock the Boat (37), Rock Your Baby (39), Second Avenue (44), Second Avenue (74), Sideshow (65), Skin Tight (23), So You Are a Star (64), Steppin' Out (Gonna Boogie Tonight) (29), Stop & Smell the Roses (26), Straight Shootin' Woman (51), Sweet Home Alabama (15), Taking Care of Business (31), Tell Me Something Good (10), Then Came You (6), Tin Man (32), Travelin' Shoes (66), Whatever Gets You Thru the Night (43), When Will I See You Again (38), Who Do You Think You Are (9), Wild Thing (50), Wildwood Weed (61), You Ain't Seen Nothin' Yet (35), You Can Have Her (60), You Haven't Done Nothin' (11), You Little Trustmaker (25), You & Me Against the World (20).

The ballad's back on top-40 radio

Dominating the charts are records with a softer sound than those of a year ago; programers point to continuing cycle in pop music

An increase of ballads and a reduction of rockers seems to be the trend in top-40 airplay as indicated by this week's "Playlist" in comparison to the one of a year ago.

Barry White's *Can't Get Enough of Your Love Babe* (one) seems to typify the mood of the top songs on the chart, with Paul Anka's *(You're) Having My Baby* (two), Olivia Newton-John's *I Honestly Love You* (four), Andy Kim's *Rock Me Gently* (five), Dionne Warwick and the Spinners' *Then Came You* (six), and Bo Donaldson and the Heywoods' *Who Do You Think You Are* (nine) all featuring a light, smooth tone. Three R&B-oriented singles, by Eric Clapton, Billy Preston, and Rufus, also make the top 10, with Paper Lace's *The Night Chicago Died* as the only rocker at the top of the "Playlist."

A year ago, the Oct. 1 "Playlist" showed five of the top 10 songs were rockers, including hits by Grand Funk Railroad, The Allman Brothers Band and Stories, and four of the remaining five records were uptempo, with Helen Reddy's "Delta Dawn" (one) as the only exception.

Although the trend need not represent a change in audience tastes, the success of slower, more lyric-oriented music is likely to affect the type of record product distributed to, and played by, stations in months to come.

Program directors often expect some mellowing in new record releases after a summer, but some music-watchers, including Dick Springfield, program chief at WPOP(AM) Hartford, Conn., feel that the trend to ballads or "lyric" records is more than a seasonal phenomenon. While contending that interest in "lyric" records is a long-time feature of the Hartford market, Mr. Springfield sees the lack of a strong trend elsewhere in popular music as a sign that the success of ballad stylists may provide the direction record companies are looking for. Jim Smith, music director at WLS(AM) Chicago, also notes an increasing softness in many hit records, a trend which he sees as major but not necessarily indicative of any real shift in audience tastes. In fact, the trend may be part of a cycle, as Jay Cook, program director at WFIL(AM) Philadelphia, points out: a similar trend, keyed by the rise of The Carpenters, Bread and other artists, was detected three or four years ago.

Several factors now work against the success of rockers as well. Principal among these is the increase of "day-parting"—giving airplay to certain records only at certain times of the day—which has hurt sales and airplay on even the

most successful of recent rock songs. Two of the leading rockers of recent months, Golden Earring's *Radar Love* and Bad Company's *Can't Get Enough*, have lost some play on stations which program them only after 3 p.m.

Program directors in some cases seem more wary of records not in the demographic center of their market, as the number of FM rock and MOR stations playing popular hits becomes greater and competition within markets becomes more intense; harder rock singles may suffer.

Without any definite indications of changing tastes, Mr. Smith notes, stations will also tend to avoid too much "lyric" music, and thus may be more receptive to new rock singles with which to balance their sound. The tendency toward a softer sound may be self-adjusting, then, but the success of Barry White and others should affect what is heard this fall.

Breaking In

Whatever Gets You Thru the Night—John Lennon (Apple) ■ It has been almost a year since the introduction of John Lennon's *Mind Games*, successful both as an album and a single. His latest is an energetic rocker written and produced by the former Beatle, with keyboard help from Elton John. It jumps onto the "Playlist" at 43 this week.

Mr. Lennon, in the news recently as a producer rather than as a performer (for Harry Nilsson's latest LP) will also have a new album of his own, entitled *Walls and Bridges*, released in October on the Apple label.

Radio reaction to the single was immediate, with WABC(AM) New York heading the stations adding it; others in the record were KHJ(AM) Los Angeles, KUPD(AM) Phoenix, KYA(AM) San Francisco, and WFIL(AM) Philadelphia.

U.S. Blues—The Grateful Dead (Grateful Dead Records) ■ A long-time album and concert standby on the rock scene, the Dead appear ready for their first

Tracking the 'Playlist.' A relatively static top 20 characterizes this week's chart, with Barry White's *Can't Get Enough of Your Love Babe* the notable exception, jumping from eight to one. Gordon Lightfoot appears due for a follow-up to his successful *Sundown*, with *Carefree Highway* bolted at 36. Other bolts include The Three Degrees' *When Will I See You Again* at 38, followed by a revival of interest in George McCrae's *Rock Your Baby* at 39. Perhaps most notable on the 'Playlist' are two new additions, Carl Carlton's *Everlasting Love* at 41 and John Lennon's *Whatever Gets You Thru the Night* (featuring Elton John) at 43. Also rising fast are *Honey Honey*, the current offering from ABBA; *Let's Straighten It Out*, new on the chart from Lattimore; Jim Weatherly's *The Need to Be*, receiving good top 40 and MOR airplay; and *You Can Have Her* from Sam Neely, getting top 40 and country and western reaction.

The only computer system with totally backed up station equipment... BIAS.

(We've got the numbers!)

No other broadcast computer system can compare with Bias. Maybe that's why more than 66 stations are now on line with Bias—the world's leading broadcast computer firm.

For more reasons why Bias is the leader, call 901-332-3544 collect. Ask for Jim McKee, vice president.

BIAS

BROADCAST
INDUSTRY
AUTOMATION
SYSTEM

 a division of Data
Communications Corp.

3000 Directors Row, Memphis, Tennessee 38131

successful single on their own label. *U.S. Blues* is a light, bouncy rocker with topical lyrics and highlighted by Keith Godchaux's piano and Jerry Garcia's guitar and vocal.

FM airplay on the album version of the song has been good all summer, and with its recent release as a single, AM play is starting to grow, with WPOP(AM) Hartford, Conn., WPPJ(AM) Pittsburgh, and WACO(AM) Waco, Tex., all playing it.

The battle is joined over WNCN format

Listeners organize, petition FCC to prevent Starr station from dropping classical for rock

Classical music lovers who on several occasions in the past have proved that their loyalty to a radio station's classical music format is intense are proving it again in the case of WNCN(FM) New York. Within a month of an announcement by William F. Buckley Jr., chairman of the licensee, Starr Broadcast Group, that the station's round-the-clock classical music format would after 17 years be dropped on Oct. 5 in favor of one featuring popular music, the FCC received two petitions to block the change, one of them asking the FCC to strip the station of its license.

The commission should either revoke the license or direct Starr to file an early renewal application so that a hearing could be held on it, said the WNCN Listeners' Guild, an organization that says it was established on Sept. 10 and now claims the support of "several hundred persons residing in and near New York City." The Guild also asked the commission to stay any change in the format or the station's call letters (WNCN is to become WQIV) pending a hearing.

Classical Radio for Connecticut, composed of Connecticut listeners of WNCN, also asked for a stay to preserve the status quo pending an inquiry. Both petitions ask for commission action by Oct. 1.

Format-change issues are not new at

the commission. But in the past they have involved station sales in which proposed buyers intended to drop classical music (or rock, in some cases) for something they felt would be more commercially successful. In some instances, the stations' fans have managed either to block the sale or to force the buyer to retain the format they prefer.

WNCN's listeners are said to be outraged because of what they consider a breach of faith on the part of Starr. The group owner—it is the licensee of 15 radio and television stations—acquired WNCN in April 1973 from the National Science Network after promising, in the transfer application, to program classical music at least 70% of the broadcast day. And it is the only 24-hour classical music station in New York; the city is served by "at least 40 stations with a 'popular music' " format, according to the Guild. Mr. Buckley attributed the proposed change in format to heavy financial losses (BROADCASTING, Sept. 2).

Starr is now conducting an on-air campaign—with messages by Mr. Buckley, the conservative columnist—aimed at raising money that would be used to continue the WNCN format—but not on WNCN. The money would be donated to a noncommercial station that promised to follow the WNCN format; WNCN's music library, valued at \$75,000, would also be donated (BROADCASTING, Sept. 9).

The campaign thus far has produced pledges (including some cash) of \$500,000 from the public and \$100,000 from a foundation. If nothing else, the Guild contends, that kind of response indicates the classical music format is viable.

But it is Starr's activities in acquiring the station and since that merit action to revoke or deny renewal of WNCN's license, according to the Guild. First, it said, Starr's promise to maintain the classical music format was apparently not made in good faith. And Starr has not demonstrated how the proposed change would serve the public interest; indeed, the guild notes that Starr would be eliminating a "unique service" and substituting for it one that is already provided by "over half of the 70 radio stations" serving New York.

Then, there are allegations that Starr removed from the station's public file letters protesting the proposed format

change and claims that Starr violated the fairness doctrine in refusing to grant time to those who wanted to rebut Mr. Buckley's on-air contention that the "Save WNCN" plan was the only solution to the problem of preserving the station's format. The plan itself, the Guild contends, constitutes a "fraud or deceit" on the public.

Peter Starr, president of the company, last week denied the charges. He rejected as groundless a published report that, when Starr acquired WNCN, he had told a station official the station would deliberately lose money for a year so that Starr could "plead poverty" in announcing a format change.

As for the charge that the "Save WNCN" plan is not sincere, Mr. Starr said he had contacted five noncommercial stations on the matter, and that negotiations with one of them, Fordham University's WFUV(FM) are still under way. Furthermore, he noted, Mr. Buckley has set up a special blue ribbon committee to assist in the project, and it is negotiating with another noncommercial station.

He also denied the station had violated the fairness doctrine or any other commission rules. "WNCN did not give time to anyone to respond to the Save WNCN spots because 'a fund drive is not controversial,'" he said. "Our lawyers agreed on that." And the letters that were removed from the public file were pledges—some 16,000 of them, according to Mr. Starr. Station officials wanted to remove them to an area where they could be read and tabulated. Besides, Mr. Starr said, "we did not think we had to make public the names of people who make pledges."

Meanwhile, the station plunged ahead with plans for the switch. Allan J. Eisenberg was brought in from the general managership of Starr's KUDL(AM) Fairway and KUDL-FM Kansas City, Kan., to be vice president and general manager of WNCN in its progressive-rock incarnation. He announced last week that when the station commences operation as WQIV(FM) on Oct. 5 it will be New York City's first 24-hour-a-day quadraphonic FM station.

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

- AIN'T NOTHIN LIKE THE REAL THING, Aretha Franklin (Atlantic).
- DORAVILLE, Atlanta Rhythm Section Band (Capricorn).
- I DID WHAT I DID FOR MARIA, Errol Sober (ABC/Dunhill).
- JAMES DEAN, Eagles (Asylum).
- MY COUNTRY, Jud Strunk (Capitol).
- PENCIL THIN MUSTACHE, Jimmy Buffett (ABC/Dunhill).
- PRETZEL LOGIC, Steely Dan (ABC/Dunhill).
- RIDE 'EM COWBOY, Paul Davis (Bang).
- SURFIN' U.S.A., Beach Boys (Capitol).
- U.S. BLUES, Grateful Dead (Grateful Dead).

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Ted Hepburn, Alex Howard
36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 4008, 85717, phone (602) 795-1050

Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Sept. 25	Closing Wed. Sept. 18	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ARC	ARC	N	18 5/8	17 1/4	+ 1 3/8	+ 7.97	28 3/8	14 5/8	6	16,582	308,839
CAPITAL CITIES	CCB	N	22	22 1/2	- 1/2	- 2.22	39 1/4	22	8	7,164	157,608
CBS	CBS	N	30 1/4	30 1/4		.00	40	25	9	28,092	849,783
CONCERT NETWORK*		O	1/4	1/4		.00	7/8	1/4		2,200	550
COX	COX	N	10 7/8	9 1/2	+ 1 3/8	+ 14.47	19 3/8	9 1/2	6	5,831	63,412
GROSS TELECASTING	GGG	A	7	6 1/2	+ 1/2	+ 7.69	13 5/8	6 1/2	5	800	5,600
LTN	LTN	O	2 3/8	2	+ 3/8	+ 18.75	6 3/4	2	2	2,297	5,455
MOONEY*	MODN	O	1 5/8	1 1/2	+ 1/8	+ 8.33	3 5/8	1 1/2	4	385	625
PACIFIC & SOUTHERN++	PSOU	D	4 3/4	4 3/4		.00	5 1/4	3 1/8	1	1,750	8,312
RAHALL	RAHL	D	2 1/2	2 1/2		.00	6	2 1/4	5	1,297	3,242
SCRIPPS-HOWARD	SCRP	O	14	14 1/4	- 1/4	- 1.75	17 1/2	14	6	2,589	36,246
STARR	SRG	M	4	4 1/2	- 1/2	- 11.11	9	4	3	1,069	4,276
STORER	SRK	N	13 1/4	11 7/8	+ 1 3/8	+ 11.57	17 3/8	11 1/4	5	4,751	62,950
TAFT	TFB	N	13	13 3/8	- 3/8	- 2.80	23 3/8	13	4	4,011	52,143
WOODS COMM.+++		D	1/2	5/8	- 1/8	- 20.00	1	1/4	4	292	146
TOTAL									79,110	1,559,187	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 1/4	1 3/8	- 1/8	- 9.09	2 1/2	1 1/4	3	1,259	1,573
AVCO	AV	N	4 1/8	3 1/2	+ 5/8	+ 17.85	8 7/8	3 1/2	4	11,481	47,359
BARTELL MEDIA	BMC	A	3/4	5/8	+ 1/8	+ 20.00	2 3/8	5/8	2	2,257	1,692
JOHN RLAIR	BJ	N	4 3/4	5	- 1/4	- 5.00	7 1/2	4 5/8	4	2,403	11,414
CAMPTOWN INDUSTRIES*		O	1/4	1/4		.00	7/8	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N	1 7/8	1 7/8		.00	4 1/4	1 7/8	7	4,162	7,803
COMBINED COMM.	CCA	A	6 3/4	6 3/8	+ 3/8	+ 5.88	13	6 3/8	5	3,280	22,140
COWLES	CWL	N	4 3/4	4	+ 3/4	+ 18.75	7 1/8	4	9	3,969	18,852
DUN & BRADSTREET	DNB	N	18	17 5/8	+ 3/8	+ 2.12	36	17 5/8	12	26,555	477,990
FAIRCHILD IND.	FEN	N	4 1/4	4 3/8	- 1/8	- 2.85	6 3/4	4 1/8	6	4,550	19,337
FUQUA	FOA	N	5 1/2	5 3/8	+ 1/8	+ 2.32	10 3/4	5 3/8	3	7,273	40,001
GENERAL TIRE	GY	N	12 1/4	12 1/4		.00	18 1/4	12 1/4	3	21,515	263,558
GLOBETROTTER	GLBTA	D	2 1/2	2 1/2		.00	4 3/4	1 3/4	3	2,731	6,827
GRAY COMMUN.*		D	5 1/2	5	+ 1/2	+ 10.00	8 1/2	5	4	475	2,612
HARTE-HANKS	HHN	N	7 3/8	7 1/4	+ 1/8	+ 1.72	14 1/4	7 1/8	6	4,330	31,933
JEFFERSON-PILOT	JP	N	22 1/4	20 1/2	+ 1 3/4	+ 8.53	38 1/4	20 1/2	10	24,126	536,803
KAISER INDUSTRIES*	KI	A	5	5 3/4	- 3/4	- 13.04	8 1/2	5	3	27,487	137,435
KANSAS STATE NET.*	KSN	O	3 3/8	3 3/8		.00	3 7/8	3 1/4	6	1,741	5,875
KINGSTIP	KTP	A	2 7/8	2 7/8		.00	6 3/4	2 1/2	5	1,154	3,317
LAMB COMMUN.+++		P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	13	12 3/4	+ 1/4	+ 1.96	16 1/4	10 3/4	8	3,352	43,576
LIBERTY	LC	N	8 5/8	8 1/2	+ 1/8	+ 1.47	15 5/8	8 1/2	4	6,632	57,201
MCGRAW-HILL	MHP	N	6 1/4	6	+ 1/4	+ 4.16	9	6	5	23,426	146,412
MEDIA GENERAL	MEG	A	17 1/4	17 1/8	+ 1/8	+ .72	26 1/2	17 1/8	7	3,552	61,272
MEREDITH	MDP	N	8 7/8	8 7/8		.00	11 3/8	8 1/4	4	2,908	25,808
METROMEDIA	MET	N	5	4 1/2	+ 1/2	+ 11.11	10 5/8	4 1/2	5	6,447	32,235
MULTIMEDIA	MMED	D	9	9 1/2	- 1/2	- 5.26	14 1/4	9	6	4,388	39,492
NEW YORK TIMES CO.	NYKA	A	8 3/4	8	+ 3/4	+ 9.37	13 3/8	8	5	10,231	89,521
OUTLET CO.	OTU	N	7 3/4	7 1/4	+ 1/2	+ 6.89	9 3/4	7	4	1,379	10,687
PDST CORP.	PDST	D	4 3/4	5	- 1/4	- 5.00	10 3/4	4 3/4	3	882	4,189
PSA	PSA	N	5	4 1/2	+ 1/2	+ 11.11	10	4 1/2	6	3,181	15,905
REEVES TELECOM	RBT	A	1 1/8	1 1/8		.00	1 3/4	1	13	2,376	2,673
RIDDER PUBLICATIONS	RPI	N	13 1/4	12 3/4	+ 1/2	+ 3.92	16 5/8	11	9	8,305	110,041
ROLLINS	ROL	N	7 3/4	7 3/4		.00	19 3/4	6 1/2	7	12,705	98,463
RUST CRAFT	RUS	A	6 1/2	6 1/4	+ 1/4	+ 4.00	10 1/4	5 7/8	5	2,366	15,379
SAN JUAN RACING	SJR	N	8 3/8	8 1/8	+ 1/4	+ 3.07	13 3/8	8	6	2,367	19,823
SCHERING-PLOUGH	SGP	N	49 3/4	50 1/4	- 1/2	- .99	74 3/8	46 1/2	23	53,823	2,677,694
SOMOERLING	SDB	A	4 1/2	4 1/8	+ 3/8	+ 9.09	10	4 1/8	2	788	3,546
TECHNICAL OPERATIONS	TO	A	3 3/8	3 3/8		.00	6 3/4	3 3/8	3	1,344	4,536
TIMES MIRROR CO.	TMC	N	9 7/8	10	- 1/8	- 1.25	17 5/8	9 3/4	6	31,385	309,926
TURNER COMM.+++		D	3 3/8	3 3/8		.00	4	3	6	1,373	4,633
WASHINGTON PDST CO.	WPD	A	16 3/8	16 3/8		.00	24 3/8	14 3/4	6	4,749	77,764
WOMETCO	WDM	N	6 3/4	6 1/2	+ 1/4	+ 3.84	10 1/4	6 1/2	5	6,034	40,729
TOTAL									346,354	5,528,903	
Cablecasting											
AMECO**	ACO	O	7/8	7/8		.00	1 7/8	1/8		1,200	1,050
AMER. ELECT. LABS	AELBA	O	1	1		.00	2 1/8	3/4	3	1,673	1,673
AMERICAN TV & COMM.	AMTV	O	5 3/4	6	- 1/4	- 4.16	19 1/4	5 3/4	13	3,181	18,290
ATHENA COMM.**		O	1/4	1/4		.00	3/4	1/4		2,374	593
BURNUP & SIMS	BSIM	O	3 3/8	3 1/2	- 1/8	- 3.57	24 1/8	3 3/8	4	7,907	26,686
CABLECOM-GENERAL	CCG	A	2	2		.00	4 1/2	1 3/4	11	2,560	5,120
CABLE FUNDING*	CFUN	O	4 1/2	3 7/8	+ 5/8	+ 16.12	7 3/8	3 7/8	20	1,121	5,044
CABLE INFO.++		D	1/2	1/4	+ 1/4	+ 100.00	3/4	1/4	1	663	331
CITIZENS FIN.**	CPN	A	1 3/8	1 1/2	- 1/8	- 8.33	4 1/4	1 3/8	7	2,697	3,708
COMCAST*		O	2	2		.00	2 1/2	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	1 1/8	1 3/8	- 1/4	- 18.18	3 3/8	1 1/8	13	4,761	5,356
COX CABLE	CXC	A	4 1/8	3 7/8	+ 1/4	+ 6.45	15 1/4	3 3/4	8	3,560	14,685
ENTRON*	ENT	O	5/8	5/8		.00	7/8	1/2	4	1,358	848
GENERAL INSTRUMENT	GRL	N	6 1/2	6	+ 1/2	+ 8.33	17 1/8	5 7/8	3	7,060	45,890
GENERAL TV*		O	1	3/4	+ 1/4	+ 33.33	1 1/2	3/4	50	1,000	1,000
SCIENTIFIC-ATLANTA	SFA	A	5 3/8	5 3/8		.00	9 1/2	5 1/4	6	917	4,928
TELE-COMMUNICATION**	TCOM	O	1 1/4	1	+ 1/4	+ 25.00	5 3/4	1		5,181	6,476

Stock symbol	Exch.	Closing Wed. Sept. 25	Closing Wed. Sept. 18	Net change in week	% change in week	High 1974	Low	P/E Ratio	Approx. shares out (000)	Total market capitalization (000)			
TELEPROMPTER**	TP	N	2	2 1/8	-	1/8	-	5.88	8 1/4	1 7/8	7	16,013	32,026
TIME INC.	TL	N	34	33 1/2	+	1/2	+	1.49	40 1/4	30 3/4	7	9,986	339,524
TOCOM*	TOCM	O	2 7/8	2 7/8				.00	4 7/8	2 1/2	7	634	1,822
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	1 5/8	1 5/8				.00	4 5/8	1 5/8	33	1,879	3,053
VIACOM	VIA	N	3 1/8	3 1/8				.00	7 1/2	3	5	3,850	12,031
VIKOA**	VIK	A	7/8	1 1/2	-	5/8	-	41.66	4	7/8	4	2,534	2,217
TOTAL									85,609	543,614			
Programming													
COLUMBIA PICTURES**	CPS	N	1 3/4	1 3/4				.00	4 3/4	1 5/8	4	6,748	11,809
DISNEY	DIS	N	24 1/8	25 1/4	-	1 1/8	-	4.45	54 1/2	24 1/8	15	29,155	703,364
FILMWAYS	FWY	A	2 3/8	2 1/4	+	1/8	+	5.55	6	2 1/4	3	1,791	4,253
FOUR STAR			1/4	1/4				.00	1 3/8	1/4		665,950	166,487
GULF + WESTERN	GW	N	19 3/4	18 5/8	+	1 1/8	+	6.04	29 1/8	18 3/8	4	14,088	278,238
MCA	MCA	N	19 7/8	20	-	1/8	-	.62	26 1/2	19 1/4	6	8,386	166,671
MGM	MGM	N	12 3/8	11 5/8	+	3/4	+	6.45	16 3/8	9 1/4	12	5,918	73,235
TELE-TAPE**		O	3/8	3/8				.00	3/4	1/8		2,190	821
TELETRONICS INTL.*		O	2	2				.00	4 1/8	2	4	943	1,886
TRANSAMERICA	TA	N	6 3/8	5 7/8	+	1/2	+	8.51	10 3/8	5 1/2	5	65,115	415,108
20TH CENTURY-FDX	TF	N	5 1/4	5	+	1/4	+	5.00	9 1/8	4 3/4	8	8,280	43,470
WALTER READE**	WALT	O	1/8	1/8				.00	1/2	1/8		4,467	558
WARNER	WCI	N	7 3/8	7 1/4	+	1/8	+	1.72	18 1/2	7 1/8	3	16,317	120,337
WRATHER	WCO	A	2 1/8	2 1/8				.00	8 1/8	2 1/8	24	2,229	4,736
TOTAL									831,577	1,990,973			
Service													
BADO INC.		O	10 1/4	10 5/8	-	3/8	-	3.52	14 1/4	10	5	2,513	25,758
COMSAT	CO	N	25 7/8	23 3/4	+	2 1/8	+	8.94	40 3/8	23 3/4	6	10,000	258,750
CREATIVE MANAGEMENT	CMA	A	3 5/8	3 3/8	+	1/4	+	7.40	6 5/8	3	5	1,016	3,683
DOYLE DANE BERNBACH	DDYL	O	6 1/4	6 3/4	-	1/2	-	7.40	11 1/2	6 1/4	3	1,796	11,225
ELKINS INSTITUTE****	ELKN	O	3/8	3/8				.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCB	N	7 1/8	6 1/2	+	5/8	+	9.61	11 1/4	6	5	2,065	14,713
GREY ADVERTISING	GREY	O	5 3/4	6 1/4	-	1/2	-	8.00	8 3/8	5 3/4	3	1,255	7,216
INTERPUBLIC GROUP	IPG	N	9	8 1/2	+	1/2	+	5.88	13	8 1/2	4	2,319	20,871
MARVIN JOSEPHSON*	MRVN	O	4 1/4	3 3/4	+	1/2	+	13.33	8 1/2	3 1/4	3	802	3,408
MCI COMMUNICATIONS+	MCIC	O	1 3/4	1 7/8	-	1/8	-	6.66	6 1/2	1 5/8		12,912	22,596
MOVIFLAR	MOV	A	5/8	5/8				.00	1 5/8	5/8	3	1,407	879
MPD VIDEOTRONICS**	MPO	A	1 1/4	1 3/8	-	1/8	-	9.09	2 5/8	1 1/8		539	673
NEEDHAM, HARPER	NDHMA	O	4 3/4	4 3/4				.00	7 1/2	4	2	918	4,360
A. C. NIELSEN	NIELR	O	10 1/4	10 1/4				.00	28	9 7/8	10	10,598	108,629
OGILVY & MATHER	OGIL	O	11 1/2	13	-	1 1/2	-	11.53	17 1/4	11 1/2	4	1,807	20,780
PKL CO.***	PKL	O	1	1				.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	6	6 1/8	-	1/8	-	2.04	12	6	14	2,624	15,744
UNIVERSAL COMM.***		O	5/8	5/8				.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	7 5/8	7 5/8				.00	9 5/8	5 1/2	4	1,632	12,444
TOTAL									57,633	533,704			
Electronics													
AMPEX	APX	N	3 1/8	3 1/4	-	1/8	-	3.84	4 7/8	2 7/8	8	10,878	33,993
CCA ELECTRONICS***	CCA	O	3/4	7/8	-	1/8	-	14.28	1 1/8	5/8	1	881	660
COMU. INC.	COM	A	2	1 3/4	+	1/4	+	14.28	3 7/8	1 3/4	6	1,542	3,084
COMPUTER EQUIPMENT	CEC	A	1 1/2	1 1/4	+	1/4	+	20.00	2 1/8	1 1/4	9	2,333	3,499
CONRAC	CAX	N	12 3/4	10	+	2 3/4	+	27.50	21	10	5	1,261	16,077
GENERAL ELECTRIC	GE	N	33 3/8	35 3/8	-	2	-	5.65	65	30	10	182,114	6,078,054
HARRIS CORP.	HRS	N	14 5/8	13 3/4	+	7/8	+	6.36	33 1/2	13 3/4	5	6,229	91,099
INTERNATIONAL VIDEO	IVCP	O	2 1/2	2 1/4	+	1/4	+	11.11	7 1/2	2 1/4	8	2,728	6,820
MAGNAVOX	MAG	N	9 1/4	9 1/4				.00	9 7/8	4	51	17,799	164,640
3M	MMM	N	52 1/4	53	-	3/4	-	1.41	80 1/2	52 1/4	19	113,401	5,925,202
MOTOROLA	MOT	N	39 1/2	39 1/4	+	1/4	+	.63	61 7/8	39 1/4	13	27,968	1,104,736
OAK INDUSTRIES	OEN	N	9 1/2	9	+	1/2	+	5.55	17 7/8	8 3/4	4	1,639	15,570
RCA	RCA	N	11 3/8	11 1/4	+	1/8	+	1.11	21 1/2	11 1/4	5	74,457	846,948
ROCKWELL INTL.	ROK	N	22 3/8	22 3/8				.00	28 3/8	20 3/8	5	30,315	678,298
RSC INDUSTRIES	RSC	A	1 1/8	1 1/8				.00	2 1/8	1	7	3,458	3,890
SONY CORP	SNE	N	5 7/8	5 7/8				.00	29 7/8	5 7/8	11	165,625	973,046
TEKTRONIX	TEK	N	24 5/8	23	+	1 5/8	+	7.06	47 3/4	23	10	8,651	213,030
TELEMATION	TIMT	O	1 1/2	1 1/4	+	1/4	+	20.00	2 3/4	1 1/4	9	1,050	1,575
TELEPRO IND.***		O	7	7				.00	8	2 1/2	44	475	3,325
VARIAN ASSOCIATES	VAR	N	6 5/8	6 3/8	+	1/4	+	3.92	13 1/4	6 3/8	6	6,617	43,837
WESTINGHOUSE	WX	N	10	10				.00	26	9 1/8	7	87,876	878,760
ZENITH	ZE	N	14 1/4	14 1/4				.00	31 5/8	14 1/4	6	18,797	267,857
TOTAL									766,094	17,354,000			
GRAND TOTAL									2,166,377	27,510,381			
Standard & Poor's Industrial Average			75.7	76.2	--0.5								

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. Earn-
ing 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

Leo M. MacCourtney, VP, Gateway Communications Inc., Cherry Hill, N.J., and general manager of group's WLYH-TV Lancaster, Pa., named general manager, WHTN-TV Charleston-Huntington, W. Va., following transfer of station's license from Reeves-Telecom to Gateway. **Robert D. Willis**, promotion manager, WHC-TV Pittsburgh, returns to WHTN-TV in same capacity.

Edward M. Sleight, VP-general manager, KDBC-TV El Paso, elected president, Portal Communications Inc., new owner of KDBC-TV.

Carl E. Hirsch, general manager, WHK-(AM)-WMMS(FM) Cleveland, elected VP of parent Malrite Broadcasting.

Michael P. Cefaratti, marketing and sales development manager, WKBF-TV Cleveland, named business manager, WLVI-TV Boston. Both are Kaiser Broadcasting stations.

Calvin T. Roach Jr., account executive, WCAO(AM) Baltimore, appointed regional affiliate-affairs manager, ABC Radio, New York.

Thomas Tishey, program director, WBZY-(AM) New Castle, Pa., named operations manager.

Garth Hintz, director of community relations, KNXT(TV) Los Angeles, named to newly created position of assistant to general manager. **Joseph Dyer**, manager, community relations, KNXT, succeeds Mr. Hintz.

Gordon Pentz, general manager, KWBE-AM-FM Beatrice, Neb., elected president, Nebraska Broadcasters Association. Also elected: **Joe Stavas**, KTTT-AM-FM Columbus, president-elect; **Norman Williams**, KMTV(TV) Omaha, VP; **Larry Walklin**, noncommercial KRNU(FM) Lincoln, treasurer.

Richard Estel, promotion director, KJEO-(TV) Fresno, Calif., named promotion-research director, KSBW-TV Salinas-Monterey, Calif., and KSBY-TV San Luis Obispo, Calif.

Robert Fulkerson, director of engineering, noncommercial KPTS(TV) Hutchinson-Wichita, Kan., named to Kansas Public Television Commission, succeeding **Loyal Gould**, who resigned.

Roxanne Edwards, photographic editor, MD magazine, New York, appointed color-photographic editor, public relations department, ABC Inc., New York.

Broadcast Advertising

Thomas J. Glynn, VP and media director, J. Walter Thompson Co., Chicago, named senior VP and director of U.S. media operations, JWT, New York.

Thomas G. Johnson, who headed own



Hometown boy. Scottsdale, Pa., honored a native son at its centennial celebration (*Broadcasting*, Aug. 26). Leonard H. Goldenson (r), chairman of board, American Broadcasting Companies, New York, receives citation from Joseph Martinsek, chairman of the town's centennial Association, as Mrs. Goldenson looks on.

marketing-research consultancy firm in New York since 1972, named senior VP, marketing and research, Smith/Greenland Co., New York agency.



Santi

use of TV network time.

Pat A. Servodidio, New York sales manager for RTVR, RKO General representative firm, named New York sales manager of RKO General's WOR-TV New York, succeeding **Robert T. Fennimore**, appointed general sales manager of station (*BROADCASTING*, Aug. 19).

J. Thomas Connors, local sales manager, WTAJ-TV Altoona, Pa., named general sales manager, WHTN-TV Charleston Huntington, W. Va. Both are Gateway Communications stations.



Adler

WNEM-TV Flint-Saginaw-Bay City, named Flint sales supervisor. He is succeeded

Tina Santi, deputy director of corporate relations, Colgate-Palmolive, New York, named to newly created position of director of corporate communications, continuing to oversee Colgate's professional women's sports program which involves heavy

use of TV network time.

Pat A. Servodidio, New York sales manager for RTVR, RKO General representative firm, named New York sales manager of RKO General's WOR-TV New York, succeeding **Robert T. Fennimore**, appointed general sales manager of station (*BROADCASTING*, Aug. 19).

J. Thomas Connors, local sales manager, WTAJ-TV Altoona, Pa., named general sales manager, WHTN-TV Charleston Huntington, W. Va. Both are Gateway Communications stations.

Sherman W. Adler, account executive, CBS-TV network national sales, New York, named director of national sales. He succeeds **John O'Connor**, named publisher of CBS's *World Tennis* magazine.

Bill Service, account executive with Flint, Mich., office of

by **Chuck Bodenhorn**, station operations and traffic manager.

Paul R. Porvaznik, national sales manager, WBBM(AM) Chicago, named sales manager, CBS Radio Spot Sales, Chicago.

Dale Salley, account executive, WMPS-(AM) Memphis, named sales manager.

Paul A. Burak, production manager, WBZY(AM) New Castle, Pa., named sales manager.

Larry Baum, account executive, KCPX-TV Salt Lake City, named national sales manager.

William Neary, local sales manager, WTVR-TV Richmond, Va., named regional sales manager.

Charles Strickland, general sales manager, WXIA-TV Atlanta, named to same position, KFWD(FM) Dallas-Fort Worth.

Bill Hiner, account executive, T. Jefferson Wright Associates, Louisville, Ky., advertising agency, named general sales manager, WXVW(AM) Jefferson, Ind.

Ken Hawkins, general sales manager, WIL-TV Terre Haute, Ind., joins Don

ADVERTISEMENT INVITATION FOR APPLICATIONS FOR CABLE T.V. FRANCHISE FOR INCORPORATED VILLAGE OF PORT JEFFERSON

Applications for a franchise to furnish Cable T.V. to the Incorporated Village of Port Jefferson will be received by the undersigned at the Village Clerk's Office, Port Jefferson Village Hall, 121 West Broadway, Port Jefferson, New York, 11777.

Applications will be accepted until 3:00 P.M., Eastern Daylight Savings Time, December 11, 1974, at which time, they will be publicly opened. The applications received will be available for public inspection during the normal business hours at the Village Clerk's Office.

A formal request for proposals and information pertaining to applications and the proposed franchise may be obtained from the undersigned at his office, or by phoning the Village Clerk's Office at 516 473-4724.

Applications must be submitted in writing in the form and manner specified in the request for proposals in envelopes, marked: CABLE T.V. PROPOSALS FOR THE INCORPORATED VILLAGE OF PORT JEFFERSON.

A certified check or bid bond in the amount of \$1,000 shall accompany all bids. No bids may be withdrawn within 180 days after opening.

By order of the Board of Trustees of the Incorporated Village of Port Jefferson, New York, on August 28, 1974.

RALPH DE HART, Village Clerk

McCarty and Associates, Terre Haute agency, as partner and executive VP.

Charles J. Greenburg, VP with John F. Murray Advertising, New York named VP and account supervisor of Warwick, Welsh & Miller, New York.

Earl Shorris, associate creative director of N. W. Ayer & Son, New York, elected VP.

Robert J. Olsen, creative director, N. W. Ayer, New York, elected VP.

Denise Froelich, creative supervisor, Cunningham & Walsh, named to same post, Clyne Dusenberry Inc., New York, on American Home Products account.

Thomas W. Hanlon, VP-director of account services, Campbell-Ewald, New York, joins Chester Gore Co., New York, as VP-group account supervisor.

Pamela Ridder, sales-proposals assistant, ABC-TV network sales, Detroit, appointed manager, sales proposals and service.

Leslie Mondschein, broadcast supervisor, BBDO, New York, and **Susan Polansky**, spot buyer, Dancer-Fitzgerald-Sample, New York, appointed spot-buying managers, Doyle Dane Bernbach, New York. **Nancy O'Donnell**, broadcast buyer, Doyle Dane Bernbach, New York, appointed spot-buying supervisor.

Jim Powers, manager of creative services-incentive division, Sperry and Hutchinson, Detroit, named creative group head, William Cook Advertising, Jacksonville, Fla.

Salvatore B. D'Onofrio, art supervisor, Needham, Harper & Steers Advertising, Chicago, named creative supervisor.

Programing

Jules Power, producer-writer-director, ABC-TV, named senior producer, *AM America*, network's two-hour morning series to start Jan. 6, 1975. **Richard Richter**, senior producer of *ABC Evening News*, named senior producer of *AM America* supervising news segments originating from New York and Washington.

James Green, public affairs director, WBZY(AM) New Castle, Pa., named production manager.

Vincent Keys Jr., sports producer-director for Baltimore Orioles baseball, WJZ-TV Baltimore, named staff producer, director, WMAL-TV Washington.

Peter W. Kuyper, VP in planning and research, Paramount Pictures Corp., New York, named to additional duties as VP and executive assistant to president.

Stuart Pollock, senior producer-director, noncommercial WKAR-TV East Lansing, Mich., named producer, director, WVIZ-TV Cleveland.

Jean A. Harper, producer, KOVR(TV) Sacramento, joins KPIX(TV) San Francisco in same capacity. **Jan Hutchins**, sports reporter, WUC-TV Pittsburgh, joins KPIX in same capacity.

E. Preston Stover, program manager, WTAE-TV Pittsburgh, elected VP, Lopatin Productions, Philadelphia.

Ann Hassett, public affairs producer for KNBC(TV) Los Angeles, named producer, special projects, KNBC news. She is succeeded by **Marni McCormack**, freelance producer-director, Los Angeles.

Barbara Bouyet, on staff, KNJO(FM) Thousand Oaks, Calif., named operations manager.

Jerry Hooper, producer-director, WSLSTV Roanoke, Va., named production manager, WRLU-TV, there.

Henry H. Briggs, producer, KYW-TV Philadelphia, named production manager, WPHL-TV in same city.

Debra K. Zeyen, director, WBZ-TV Boston, named production manager, WJZ-TV Baltimore. Both are Group W stations.

Thomas B. Edwards, producer-director, WLWC(TV) Columbus, Ohio, named to same post at WJZ-TV. **Andrea Kirby**, sports director, WXLTV Sarasota, Fla., named weekend sportscaster, WJZ-TV.

Donald Cunningham, program director, WTAJ-TV Altoona, Pa., named to same post, WHTN-TV Charleston-Huntington, W. Va. Both are Gateway Communications stations.

Bill Wilkerson, news reporter, KMOX(AM) St. Louis, joins KMOX sports staff.

Stephen Gilmartin, sports director, WMAL-TV Washington, named weekend sports editor, KHOU-TV Houston, in addition to duties as sportscaster, KTRH(AM) Houston. **Nancy Carney**, editorial director, KXYZ(AM) Houston, named writer-producer, KHOU-TV.

Lanny James, announcer, sportscaster, KNOE-TV Monroe, La., named sports director.

Broadcast Journalism

James W. Morgan, news reporter, WPVITV Philadelphia, named news director and anchorman, WHTN-TV Charleston-Huntington, W. Va.

Marilyn Baker, police and political reporter, noncommercial KQED(TV) San Francisco, joins KPIX(TV) San Francisco as investigative reporter.

Gene Allen, community relations director, WKY-TV Oklahoma City, named managing editor. WKY-TV news.

Jim Swinehart, assistant news director, KTKT(AM) Tucson, Ariz., named to same post, KGUN-TV Tucson.

Tom Crosby, news reporter and anchorman, WSPA-TV Spartanburg, S.C., named assistant news director. **Suzy Dutton**, weather reporter, WSPA-TV, named public-affairs director.

Charles H. Powers, public information officer, Office of Secretary of Air Force, Washington, named news assignment editor, WMAL-TV Washington.

Jack Hawkins, reporter-anchorman, KGNC-TV Amarillo, Tex., named anchorman, WNGE-TV Nashville.

Carol Hall, reporter, WHBQ-TV Memphis, appointed feature reporter, news department, WOR-TV New York.

Peter Schmidt, anchorman, WVIR-TV Charlottesville, Va., joins WRLU-TV Roa-

noke, Va., as news reporter. **Rosa Lee West**, on news staff, KBMT-TV Beaumont, Tex., joins WRLU news department.

Nancy Tait, news researcher, WCAU-TV Philadelphia, named city hall reporter, WTVR-TV Richmond, Va.

Dick Doty, president, Dick Doty and Associates, Fort Lauderdale, Fla., public relations-advertising firm, named anchorman, WAVS(AM) Fort Lauderdale.

Associated Press Broadcasters Association board of directors elected as regional VP's: **Harry McKenna**, WEAN(AM) Providence, R.I., Eastern district; **Breck Harris**, WBAP(AM) Fort Worth, Southern district; **Curtis Beckmann**, WCCO-AM-FM Minneapolis, Central district, and **Robert Tobey**, KOTS(AM) Deming, N.M., Western district.

Continuing appointments for Associated Press Radio, Washington: **Jerry Smith**, news director KXYZ(AM) Houston; **Tom Martin**, newsman, KQV(AM) Pittsburgh; and **Norman Beebe**, writer, named anchorman. **Vic Aiken**, Capitol Radio, Britain, named foreign editor, London. **Jim Newman**, KABC-TV Los Angeles, named business editor. **Dan Scanlan**, WINS(AM) New York, and **Candy Crowley**, WASH(AM) Washington, named editors. **David Lubeski**, KTRH(AM) Houston, named sports reporter.

Associated Press Broadcasters Association committee chairman appointments: **Charles Whitehurst**, WFMY-TV Greensboro, N.C., performance; **Dick Bieser**, WHIO-TV Dayton, Ohio, photo; **Bob Borden**, WSWW-FM Platteville, Wis., freedom of information; **Anthony Gonzalez**, WWNR(AM) Beckley, W. Va., newsletter; **Curtis Beckmann**, WCCO-AM-FM Minneapolis, awards; **Robert Tobey**, KOTS(AM) Deming, N.M., by-laws; **Tom Frawley**, Cox Broadcasting, Washington, travel; **Dave Kelly**, WTVJ(TV) Miami, and **Walter Rubens**, KOBE(AM) Las Cruces, N.M., convention.

Bette BonFleur, regional sales and marketing manager, Estee Lauder Co. (cosmetics), named reporter-producer, WFTV(TV) Orlando, Fla.

Cable

John McGuire, deputy director, Cable Television Information Center, Washington, resigns to join staff of Illinois Governor Daniel Walker as environmental coordinator. **Harold Horn**, regional specialist-West Coast, CTIC, assumes Mr. McGuire's duties as director of field services, **Ed Deagle**, CTIC director of analysis, promoted to deputy director.

Max E. Havlik, controller, Theta Cable, Los Angeles, named general manager.

David W. Pardonner, manager, Teleprompter's Morgantown, W. Va., cable system, named director of community development, Teleprompter Cable TV.

John F. Wismer, general manager, Covenant Cable TV, Port Huron, Mich., named regional VP. **Tom Hammill**, regional operations manager, LVO Cable, Tulsa, Okla., succeeds Mr. Wismer.

James M. Vickers, general manager, Portage Telerama Inc., Kent, Ohio, named manager, Cox Cable Communications Inc. systems in Lewiston, Lock Haven and Tyrone, all Pennsylvania, headquartered in Lewiston.

Ernest R. Olson, VP-general sales manager, Field Creations, direct sales, subsidiary of Field Enterprises, Atlanta, named director of marketing, Cox Cable Communications, Atlanta.

Sandra E. Landau, member of law department, Viacom International Inc., New York, elected assistant secretary of company.

Equipment & Engineering

Allen Russell, partner in Coudert Brothers, New York law firm, and member of board, Robert Bosch Corp., named chairman of board. He succeeds **Henry Schirmer**, who retired (BROADCASTING, Aug. 12).

Fred A. Martin, VP-marketing, precision materials group, GTE Sylvania, Stamford, Conn., named regional VP-marketing in newly created northeastern sales area.

George Dixon, VP-chief engineer, C-COR Electronics Inc., State College, Pa., named VP-chief operating officer. **Stanford G. Cook**, manager of assembly engineering, RCA, named director of manufacturing, C-COR Electronics.

Henry F. Sheppard, senior engineer, WCCO-TV Minneapolis, named chief engineer, succeeding **John M. Sherman**, who retires as director of engineering, Midwest Radio/TV Oct. 1 (BROADCASTING, Sept. 23).

William C. Hittinger, executive VP, RCA Corp., New York, named to board of directors of company.

Allied Fields

Julian T. Dixon, chief, technical division,

office of chief engineer, FCC, Washington, named chief, research and standards division.

Sebastian A. Lasher, senior program manager, White House Office of Telecommunications Policy, named consultant to FCC Commissioner Abbott Washburn.

Edwin B. Spievack, attorney with Washington law firm of Keller & Heckman, named partner in Cohn & Marks, Washington. **Victor J. Toth**, also with Keller & Heckman, named associate, Cohn & Marks.

Kenneth R. Morgensen, A. C. Nielsen Television Index sales-service staff member, elected president, Nielsen's media research division, New York. **Donald E. Haselwood**, chief engineer, media research division, elected VP.

David C. Acheson, senior VP and general counsel of Communications Satellite Corp., Washington, resigns to become partner in Washington law firm, Reavis, Pogue, Neal & Rose.

Deaths

Frank Silvermail, 79, long known as dean of agency timebuyers, died Tuesday (Sept. 24) at Bennington, Vt., nursing home where he had been patient since last November. After Mr. Silvermail retired in 1958 as manager of station relations for BBDO, New York, Station Representatives Association named its top time-buyer award, "Silver Nail," in his honor. He and wife, Ruth, have lived at Bennington for past several years. Other survivors include son, John, of New Orleans.

Jack Leonard Wood, 51, ABC-TV technical operations supervisor in Hollywood since 1966, died Sept. 23 in crash of light plane in Newhall, Calif., area. Surviving are his wife, Valerie, and daughter, Mrs. Jacqueline Ramshissel.

John Harrington, 66, president and general manager, WJML-AM-FM Petoskey, Mich., and formerly with WBBM(AM) Chicago, died Sept. 17 in Petoskey of congestive heart failure. He is survived by his wife, Betty Lou, and three children.

Cliff Arquette (Charley Weaver), 68, radio, television and stage entertainer, died Sept. 23 of heart attack, at St. Joseph hospital, Burbank, Calif. He is survived by one son, Michael.

Walter Brennan, 80, star of four television series including *The Real McCoys*, and three-time Academy Award winner, died Sept. 21 in Oxnard, Calif., of emphysema. Survivors include his wife, Ruth, two sons and one daughter.

Claudia Morgan, 62, radio and stage actress best known for role in 1940's *The Thin Man* radio series, died Sept. 17 in New York. She is survived by her husband, W. Kenneth Leone.

James J. Flood, 73, VP and director of marketing, J. Walter Thompson Co. before retiring in 1965, died Sept. 17 at Nassau Community hospital, Oceanside, N.Y. Survivors include his wife, Marguerite, one son and two daughters.

George C. Wetmore, 55, manager of Post-Newsweek Stations Central Frequency License Bureau, died Sept. 22 while vacationing in The Hague, Netherlands. He is survived by his wife, Marion, a son and a daughter.

Arthur J. Casey, 75, retired station manager, KSD(AM) St. Louis, died Sept. 22 at St. Joseph's Hill Infirmary, St. Louis, after suffering a stroke. He is survived by his wife, Celeste.

Earl Pollock, 70, retired last year as western and southern representative for SESAC, died of cancer at his home in Riverside, Calif., Sept. 21. He leaves wife, Dorothy, and three daughters.

For the Record®

As compiled by BROADCASTING, Sept. 16 through Sept. 20 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 start

■ KZUL Parker, Ariz.—Authorized program opera-

tion on 1380 khz, 1 kw-D. Action Sept. 6.

AM licenses

■ KJCH Cleveland, Tex., Jessie C. Howard (BL-13659). Action Sept. 6.

■ WKAX Russellville, Ala., Russellville Broadcasting Co. (BL-13666). Action Sept. 12.

FM applications

■ Hanford, Calif.—Kings Broadcasters, Limited Partnership seeks 107.5 mhz, 50 kw, HAAT 275 ft. P.O. address: 1615 E. Lacey Blvd., Hanford 93230. Estimated construction cost \$2,000; first-year operating cost \$22,948; revenue \$60,000. Format: contemp. Principals: Leroy C. Smith (30%), Glenn L. Prickett (10%), Nick Cornacchia (6%), et al. Mr. Smith, former sales manager for KJEO-TV Fresno, Calif., is general partner of Kings. Mr. Prickett has interest in trucking and construction companies. Mr. Cornacchia has interest in finance company and furniture store. Kings owns KNGS(AM) Hanford. Ann. Sept. 20.

■ *Kenosha, Wis.—Gateway Vocational, Technical and Adult Education, District seeks 91.1 mhz, 800 w, HAAT 143 ft. P.O. address: 3520-30th Ave., Kenosha 53140. Estimated construction cost \$56,759; first-year operating cost \$45,000. Principal: Keith W. Stoehr, district director. Ann. Sept. 19.

FM actions

■ *Chinle, Ariz.—Chinle Elementary School District, Broadcast Bureau granted 89.1 mhz, 620 w, HAAT —281 ft. P.O. address: Box 587, Chinle 86503. Estimated construction cost \$1,825; first-year operating cost \$3,800; revenue none. Principals: Gerald LaFont is president of Chinle Elementary School District (BPED-1763). Action Sept. 17.

■ Prescott, Ariz.—Broadcast Bureau returned application of Southwest Broadcasting Co. for 98.3 mhz, 3 kw, HAAT 300 ft., because untimely filed. Ann. Sept. 19.

Broadcast Bureau granted Parkell Broadcasting 98.3 mhz, 3 kw, HAAT 174 ft. P.O. address: Box 151, Prescott 86301. Estimated construction cost

\$29,200; first-year operating cost \$12,000; revenue \$30,000. Principal: Boyd J. Browning is 80% owner of KNOT(AM) Prescott and has interest in air charter business (BPH-8986). Action Aug. 29.

■ **Broderick, Calif.**—Broadcast Bureau returned Washington Unified School District's application for 89.1 mhz, 10 w., because of interference. Ann. Sept. 19.

■ **Fremont, Calif.**—Fremont Unified School District. Broadcast Bureau granted 90.1 mhz, TPO 10 w. P.O. address: 40775 Fremont Boulevard, Fremont 94538. Estimated construction cost \$6,000; first-year operating cost \$1,100. Principal: J. Tranchina, principal (BPED-1806).

■ **Windsor, Colo.**—KUAD-FM Inc.—Broadcast Bureau granted 99.1 mhz, 100 kw. HAAT 657 ft. P.O. address: 1200 Carousell Road, Windsor 80550. Estimated construction cost \$29,754; first-year operating cost \$20,000; revenue \$50,000. Principal: Philip L. Brewer (100%), general manager and 66½% owner of KUAD(AM) Windsor (BPH-9022). Action Sept. 12.

■ **Grand Island, Neb.**—Grand Island Broadcasting Co. Broadcast Bureau granted 96.5 mhz, 100 kw. HAAT 416 ft. P.O. address: 625 Stuart Building, Lincoln, Neb. 68801. Estimated construction cost \$153,778; first-year operating cost \$55,000; revenue 36,000. Principals: James Stuart (83.5%), et al. Mr. Stuart owns majority stock interest in KFOR(AM)-KHKS(FM) Lincoln and KGRI(AM) Grand Island, both Nebraska and KSAL(AM) Salina, Kan. (BPH-8703). Action Aug. 28.

■ **Nebraska City, Neb.**—KCNV Radio Corp. Broadcast Bureau granted 97.7 mhz, 3 kw. HAAT 125 ft. P.O. address: 200 Ohio Edison Building, Box 231, Lorain, Ohio 44052. Estimated construction cost \$23,253; first-year principals: Carl M. Adams (67.5%), Great Lakes Broadcasting Co., which is controlled by Mr. Adams (22.5%), Robert A. Clark (10%). Mr. Adams has real estate interests and interest in KCNY(AM) Nebraska City, KLUR(FM) Wichita Falls, Tex., and WQTY(AM), WFMJ(FM) Montgomery, Ala. Mr. Clark has interest in same stations (BPH-8987). Action Aug. 28.

■ **Baldwinsville, N.Y.**—Baldwinsville Central School District. Broadcast Bureau granted 90.5 mhz, TPO 10 w. P.O. address: East Oneida Southeast Complex, Baldwinsville 13027. Estimated construction cost \$540; first-year operating cost \$345. Principal: Allen Jenner, chief operator (BPED-1811). Action Sept. 6.

■ **Greenville, Ohio**—Greenville Board of Educa-

Call letters

Applications

Call	Sought by
KSCI	New TV Global Television, San Bernardino, Calif.
*WLKL	New FM's Community College Dist. #517, Mattoon, Ill.
*WKGC-FM	Gulf Coast Community College, Panama City, Fla.
*WJVS	Great Oaks Joint Vocational School District, Cincinnati
KBHL	Sound Experiences Broadcasting Co., Lincoln, Neb.
KDUV	Media Properties, Brownsville, Tex.
WRCO	Existing AM's WRCH New Britain, Conn.
WFTP	WARN Fort Pierce, Fla.
KNYN	KCYN Williams, Ariz.
WDMT	Existing FM's WELW-FM Cleveland
WLQY	WARN-FM Fort Pierce, Fla.
WHFI	WBBC Jackson, Mich.
KPAR-FM	KMAP Albuquerque, N.M.

Grants

Call	Assigned to
WRNJ	New AM's Radio New Jersey, Hackettstown, N.J.
WIAD	Integrated Broadcasting Co., Jacksonville, Fla.
*WNNB	New FM's Savannah State College, Savannah, Ga.
*KUEB	Criswell Bible Institute, Dallas
KRKK	Existing AM's KQRS Rock Springs, Wyo.
KODL	KGX The Dalles, Ore.
KRLG	Existing FM KCCO-FM Lawton, Okla.

tion. Broadcast Bureau granted 88.3 mhz, 156 w. HAAT 107 ft. P.O. address: Memorial Hall, Fourth St., Greenville, 45331. Estimated construction cost \$13,222; first-year operating cost \$10,000. Principal: Everett Potts is superintendent of Greenville schools (BPED-1777). Action Sept. 10.

■ **Toledo, Ohio**—Board of Education, Toledo City School District. Broadcast Bureau granted 88.3 mhz, 10 kw. P.O. address: Manhatten and Elm, Toledo 43608. Estimated construction cost \$85,000; first-year operating cost \$3,000. Principal: Mr. John Parsons is assistant superintendent of Board of Education (BPED-1785). Action Sept. 10.

■ **Lubbock, Tex.**—Troy Raymond Moran. Broadcast Bureau granted 101.1 mhz, 32.5 kw. HAAT 841 ft. P.O. address: Box 3205, Albuquerque, N.M. 87110. Estimated construction cost \$64,366; first-year operating cost \$39,120; revenue not given. Principal: Mr. Moran is director of Burroughs Broadcasting Co., licensee of KRZY(AM) and KRST(FM) Albuquerque (BPH-8906). Action Sept. 9.

■ **Rockport, Tex.**—Broadcast Bureau returned James H. Belote's application for 102.3 mhz, 3 kw, HAAT 130 ft., because of short-spacing. Ann. Sept. 19.

■ **Minocqua, Wis.**—Lakeland Communications. Broadcast Bureau granted 95.9 mhz, 3 kw. HAAT 154 ft. P.O. address: Box 584, Minocqua, 54548. Estimated construction cost \$43,478; first-year operating cost \$20,000; revenue \$60,000. Principals: John H. Ames (56%), W. F. Yeschek and Rudy Benkowitz (11% each), et al. Mr. Ames is attorney in Milwaukee; Messrs. Yeschek and Renkowitz are in real estate sales in Minocqua (BPH-8824). Action Aug. 28.

FM starts

■ **WAYD-FM** Ozark, Ala.—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 190 ft. Action Sept. 5.

● **KBAS Lake Havasu** City, Ariz.—Authorized program operation on 95.9 mhz, ERP 1.45 w, HAAT minus 285 ft. Action Sept. 5.

■ ***KEPC** Colorado Springs, Colo.—Authorized

program operation on 90.5 mhz, ERP 610 w, HAAT minus 1178 ft. Action Sept. 6.

■ **WMGH** Vevay, Ind.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 300 ft. Action Sept. 6.

■ ***WHSN** Bangor, Me.—Authorized program operation on 89.3 mhz, TPO 10 w. Action Sept. 4.

■ **KSID-FM** Sidney, Neb.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 54 ft. Action Sept. 11.

■ ***WRHR** Henrietta, N.Y.—Authorized program operation on 90.5 mhz, TPO 10 w. Action Sept. 6.

■ ***WSPN** Saratoga Springs, N.Y.—Authorized program operation on 91.1 mhz, TPO 10 w. Action Sept. 5.

■ ***WCCE** Buies Creek, N.C.—Authorized program operation on 90.1 mhz, ERP 3 kw, HAAT 105 ft. Action Sept. 5.

■ **WVMW-FM** Scranton, Pa.—Authorized program operation on 91.5 mhz, TPO 10 w. Action Sept. 5.

■ **WJMF** Smithfield, R.I.—Authorized program operation on 91.5 mhz, TPO 10 w. Action Sept. 5.

■ **KESI** Edinburg, Tex.—Authorized program operation on 107.9 mhz, ERP 100 kw, HAAT 490 ft. Action Sept. 11.

■ ***KMTP** Mount Pleasant, Utah—Authorized program operation on 91.1 mhz, TPO 10 w. Action Sept. 4.

Ownership changes

Applications

■ **KHSJ-AM-FM** Hemet, Calif. (AM: 1320 khz, 500 w-D, DA; FM: 105.5 mhz, 700 w)—Seeks assignment of license from Ramona Broadcasting Corp. to KHSJ Inc. for \$250,000. Seller: James C. Richards, president and general manager. Buyer: 2588 Newport Corp., licensee of KTUC(AM)-KFMM(FM) Tucson, Ariz., KYVA(AM)-KGLP(FM) Gallup, N.M., and KHOT(AM)-KUUL(FM) Madera, Calif. Raymond I. Kandel, real estate investor, is president and 50% owner of 2588 Newport. Ann. Sept. 20.

■ **KZON(AM)** Santa Maria, Calif. (1600 khz, 500 w-D)—Seeks assignment of license from Hospitality Broadcasters to California Broadcast Media for \$90,000. Seller: Harold Saueressig, vice president. Buyer: Leonard N. Kesselman (100%), Los Gatos, Calif. attorney, owns KXFM(FM) Santa Maria, and has interest in KZEN(FM) Seaside, Calif. Ann. Sept. 20.

■ **WTYS(AM)** Mariana, Fla. (1340 khz, 1 kw-D, 250 k-N)—Seeks assignment of license from James W. Tate to Jackson Broadcasting Corp. for \$200,000. Seller: Mr. Tate wishes to retire. Buyers: William F. Dunkle III (60%), wife Eleanor C. (20%) and mother Carolyn W. (20%). Mr. Dunkle is announcer-salesman for WTYS. Ann. Sept. 20.

■ **KRCB-AM-FM** Council Bluffs, Iowa (AM: 1560 khz, 1 kw-D; FM: 98.5 mhz, 100 kw)—Seeks transfer of control of KRCB Inc. from KRCB-Michigan Inc. (60% before, none after) to John C. Mitchell (40% before, 100% after). Consideration: \$379,430. Principals: Richard L. Freeman is president of KRCB-Michigan Inc. Mr. Mitchell, Nebraska attorney, has interest in KGFW(AM) Kearney, Neb. and KFLI(AM) Mountain Home, Idaho. Ann. Sept. 20.

■ **KCMT-AM-FM-TV** Walker, Minn.—Seeks transfer of control of Central Minnesota Television Co. from Thomas Barnstable Jr., Bruce Barnstable, Harris Widmer, Philip Vogel and Rozel Barnstable as executors to same parties as trustees. Ann. Sept. 20.

■ **KGMT(AM)** Fairbury, Neb.—Seeks acquisition of control of Great Plains Broadcasting by Frank R. Newell (38% before, 100% after) through stock purchase from George E. Powers (62% before, none after). Consideration: \$96,100. Ann. Sept. 20.

■ **WJLK-AM-FM** Asbury Park, N.J.—Seeks transfer of negative control of Asbury Park Press, parent of Press Broadcasting Co., from Helen B. McMurray, Jules L. Plangere Jr. and Arthur L. Nims III, executors of estate of Wayne D. McMurray, to Mr. Plangere, pursuant to terms of Mr. McMurray's will. Ann. Sept. 20.

■ **KENM(AM)** Portales, N.M. (1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Portales Broadcasting Co. from Gary B. Ackers, Larry D. Acker, Billy J. Fox and trustees of Carol Cagle Trust (100% before, none after) to Abilene Radio and Television Co. (none before, 100% after). Consideration \$6,400. Principals: L. Dale Ackers and Jack Andrews, trustees of Carol Cagle Trust, have 9.2% joint interest and each 29.2% individual interest in Abilene Radio and Television. Christine Ackers Cagle (20%) and Sybil Ackers (12.5%) are respectively sister and mother of L. Dale Ackers. Ann. Sept. 20.

■ **WGHT(AM)-WEKT(FM)** Bath, N.Y. (AM: 1380 khz, 500 w-D; FM: 98.3 mhz, 1.7 kw)—Seeks assignment of license from Taylor Aviation to Genkar Inc. for \$160,000. Seller: Walter S. Taylor (100%), long-time area resident. Buyers:

QUALITY TALKS FOR CKFH

Toronto, Ontario



Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.

Continental
Electronics

CONTINENTAL ELECTRONICS MFG. CO.
BOX 17040 DALLAS, TEXAS 75217

Morris F. Genthner (51.2%), general manager of WIGS-AM-FM Gouverneur, N.Y.; Herman F. Deich (16%), retired; et al. Ann. Sept. 20.

■ WNAE(AM)-WRRN(FM) Warren, Pa. (AM: 1310 khz, 5 kw-D; FM: 92.3 mhz, 26 kw)—Seeks assignment of license from Northern Allegheny Broadcasting Co. to Kinzua Broadcasting Co. for \$450,000. Sellers: A. David and James Potter, et al. Messrs. Potter are retiring from broadcasting because of health reasons. Buyers: W. LeRoy Schneck (62.5%), Rockwell O'Shiel (25%), et al. Mr. Schneck has interest in Northern Allegheny and is program director of WNAE-WRRN. Mr. O'Shiel, Warren attorney, owns outdoor recreational facilities company. Ann. Sept. 20.

■ WPED(AM) Crozet, Va. (810 khz, 250 w-D)—Seeks assignment of license from George G. Cory to McClenahan Broadcasting Corp. for \$275,000. Seller: Mr. Cory is retiring from broadcasting because of health reasons. Buyer: W. Edward McClenahan (100%) is general manager of WCHV(AM)-WCCV(FM) Charlottesville, Va. Ann. Sept. 20.

■ KPUL-AM-FM Pullman, Wash. (AM: 1150 khz, 1 kw-D; FM: 104.9 mhz, 1.7 kw)—Seeks assignment of license from Robert Lloyd Hoover to Radio Palouse for \$115,000. Seller: Mr. Hoover wishes to acquire larger market station. Buyers: Susan S. and William L. Wood Jr. (100%). Mr. Wood was salesman for KVLV-TV Spokane, Wash. and his wife is executive secretary at KSPS-TV Spokane. Ann. Sept. 20.

Actions

■ KICY(AM) Nome, Alaska—Broadcast Bureau granted transfer of control of Evangelical Mission Covenant Church of America, parent corporation of Arctic Broadcasting Association, licensee, from Theodore W. Anderson, Herbert E. Palmquist, et al. (original 12 members of governing board) to Milton B. Engebretson, Douglas G. Cedarleaf, et al. (14 members of present governing board). Arctic is non-profit corporation (BTC-7463). Action Aug. 29.

■ KNDO(FM) Delano, Calif. (98.5 mhz, 12.5 kw)—Broadcast Bureau granted assignment of license from Radio KNDO to Tape Networks for \$18,000. Seller: Chester W. Newell (100%). Buyers: Richard H. Palmquist (49%), Mr. and Mrs. Herman Van Rys (8%), et al. Mr. Palmquist is station manager of KNDO; Mr. and Mrs. Van Rys are rancher and teacher, respectively (BALH-1983). Action Sept. 13.

■ KYOS(AM) Merced, Calif. (1480 khz, 5 kw, DA-N)—Broadcast Bureau granted transfer of control of Radio One from Riley R. Gibson (58% before, none after) to Maurice E. Hill (42% before, 100% after). Consideration: \$244,520. Principals: Mr. Gibson is chairman of Radio One; Mr. Hill is president and general manager (BTC-7437). Action Sept. 11.

■ WNRK(AM) Newark, Del. (1260 khz, 500 w-D, DA)—Broadcast Bureau granted transfer of control of Radio Newark from Sarah T. Smith, administratrix of estate of James G. Smith Jr. (66⅔% before, none after) to William S. and Judith W. Cook (33⅓% before, 100% after). Consideration: \$162,000. Principals: Mr. and Mrs. Cook are respectively general manager and assistant general manager of WNRK (BTC-7288). Action Aug. 9. Correction to Sept. 2 announcement.

■ WCAI(AM) Fort Myers, Fla.—Broadcast Bureau granted acquisition of positive control of Lee Broadcasting, licensee corporation, by Shawnee Broadcasting Co. (40.1% before, 50.2% after) through purchase of stock by licensee corporation from estate of Nicholas H. Holmes (20.1% before, none after); consideration \$50,000 (BTC-7504). Action Aug. 29.

■ WPLA(AM) Plant City, Fla. (910 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of WPLA Broadcasting from W. A. and Irene Smith (70% before, none after) to Albert Eccelle Smith (30% before, 100% after). Consideration: \$165,000. Principals: Mr. and Mrs. Smith are turning over station to their son, Albert (51%), rancher with his father, and Mr. Berry (49%) general manager of WPLA (BTC-7464). Action Aug. 29.

■ WNOI(FM) Flora, Ill. (103.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Flora Broadcasting Co. to Vogel-Flora Corp. for \$155,000. Sellers: Michael R. and Flora E. Freeland. Buyers: William R. Vogel, et al. Mr. Vogel has interests in WGN(AM) Murfreesboro, Tenn., WAMA(AM) Selma, WBLO(AM) Evergreen, WULA(AM) Eufaula, WTCB(AM) Flomogreen and WHOD-AM-FM Jackson, all Alabama, and WIFN(AM) Franklin, Ind. (BALH-2017). Action Aug. 29.

■ KNBI(AM) Norton, Kan. (1530 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Kansas-Nebraska Broadcasters to Prairie Dog Broadcasting for \$61,500. Seller: Gilbert L. Poesch has interest in KBRX(AM) O'Neill and KBRB(AM) Ainsworth, both Nebraska. Buyers: David L. Tucker (66.7%), KNBI station manager, and P. J. Hallgrimson (33.3%), doctor (BAL-8173). Action Sept. 11.

■ WCUM-AM-FM Cumberland, Md. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 102.9 mhz, 1.25 kw)—Broadcast Bureau granted assignment of license

from WCUM Inc. to WCUM Radio for \$395,000. Seller: Thomas Feldman, president, et al. Buyers: Donald W. Miller (80%) and Kenneth L. Riggle (20%). Mr. Miller is 43% owner, president and general manager of WKCY(AM) Harrisonburg, Va. Mr. Riggle is sales manager of WKCY(AM) (BAL-8165). Action Sept. 11.

■ KXRA-AM-FM Alexandria, Minn. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Alexandria Broadcasting Corp. from Kenneth A. Tessmer, Everette Q. Walters and Ercel L. Aga (100% before, none after) to Alexandria Communications Corp. (none before, 100% after). Consideration: \$398,000. Broadcast Bureau also granted mutually contingent application for assignment of license from Alexandria Broadcasting Corp. to Alexandria Communications Corp. Sellers: Messrs. Tessmer, Walters and Aga are respectively general manager, commercial manager and news director of KXRA. Buyers: Robert E. (43%), Kathryn S. (14%) and Robert E. Hines Jr. (43%). Mr. and Mrs. Hines are retired and their son has been account executive for KCMT(TV) Alexandria and KEYL(AM) Long Prairie, both Minnesota (BTC-7474, BAL-8182). Action Aug. 29.

■ WFTN(AM) Franklin, N.H. (1240 khz, 250 w)—Broadcast Bureau granted assignment of license from WFTN Inc. to Northeast Communications Corp. for \$110,000. Sellers: Ronald E. and Dorothy H. Porter. Buyers: Jeffrey E. Fisher, president, Richard D. Walsh et al. Mr. Fisher is business news director at WJW(AM) Cleveland. Mr. Walsh has interest in WQRC(AM) Barnstable and is production engineer at WEEL(AM) Boston, both Massachusetts (BAL-8134). Action Sept. 11.

■ KHAP(AM) Aztec, N.M. (1340 khz, 1 kw-D, 25 w-N)—Broadcast Bureau granted assignment of license from Stephen F. Grover, receiver to San Juan Broadcasting Co. for \$73,658. Seller: Mr. Grover is court-appointed receiver selling station at sheriff's sale. Buyers: Louis C. Erck, et al. Mr. Erck owns 68% of KGMV(AM) Missoula, Mont. San Juan owned KHAP from 1966 to 1972 (BAL-8191). Action Sept. 11.

■ WWRJ(FM) Southampton, N.Y.—Broadcast Bureau granted acquisition of positive control of Sandriper Broadcasting Corp., licensee corporation, by John G. Keljikan (43.5% before, 71.8% after) through issuance of new stock by licensee corporation (BTC-7508). Action Sept. 11.

■ WMTU-TV Memphis—Broadcast Bureau dismissed, at request of Memphis Telecasters, assignee, application for voluntary assignment of CP to Springfield Associates (BAPCT-473). Ann. Sept. 17.

■ KULP-AM-FM El Campo, Tex.—Broadcast Bureau granted acquisition of negative control of Rar-B Broadcasting, licensee corporation, by Fred V. Barbee Jr. and A. Richard Elam Jr. (each 40% before, 50% after), through purchase of stock from estate of C. C. Woodson Sr. (20% before, none after). Consideration \$14,437 (BTC-7458). Action Sept. 11.

■ KWRD(AM) Henderson, Tex.—Broadcast Bureau granted involuntary transfer of negative control of Wes Dean and Associates, licensee corporation, from late Wesley R. Dean to wife Helen Dean (BTC-7514). Action Sept. 11.

■ WCFR-AM-FM Springfield, Vt. (AM: 1480 khz, 5 kw-D; FM: 93.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Connecticut Valley Broadcasting Co. to New England Broadcasting Co. for \$401,267. Seller: Carlo Zezza, president and general manager, et al. Buyers: Scott R. McQueen, Randall T. Odeneal, Theodore E. Nixon and Alfred W. Hill (each 18%), et al., also own WCVR(AM) Randolph, Vt. (BAL-8187). Action Sept. 11.

■ WBNB-TV (ch. 10) Charlotte Amalie, V.I.—Broadcast Bureau granted transfer of control of Island Teleradio Service from Federated Media (100% before, none after) to District Communications (none before, 100% after). Consideration: \$991,127. Principals: John Dille Jr., chairman of Federated, and Paul E. Van Hook, president, et al., have liquidated all broadcast interests. District Communications is comprised of 10 Washington minority group professionals and businessmen, including Theodore Ledbetter Jr. (9%), Cleveland L. Dennard (21.2%), Jeanus B. Parks Jr. (18.2%) and Samuel C. Jackson (15.2%) (BTC-7388). Action Sept. 6.

■ WGEZ(AM) Beloit, Wis.—Broadcast Bureau dismissed at request of attorney assignment of license from Telegraph-Herald to Public Service Broadcasters. Ann. Sept. 18.

■ WLIP-AM-FM Kenosha, Wis.—Broadcast Bureau granted relinquishment of positive control of Kenosha Broadcasting, licensee corporation, by William L. Lipman (54.5% before, 48.1% after) through transfer of stock to Anna Lee Lipman (none before, 6.4% after) (BTC-7515). Action Sept. 11.

■ KIML(AM) Gillette, Wyo. (1270 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted transfer of control of Gillette Broadcasting Co. from Anthony Edelman (50.14% before, none after) to Roy A. and Rosemary Manel (9.67% before, 59.79% after). Consideration: \$125,312. Principals: Mr. Manel is general manager of KIML; Mrs. Manel is housewife (BTC-7440). Action Aug. 29.

TV actions

■ *WFSU-TV Tallahassee, Fla.—Broadcast Bureau granted authority to operate trans. by remote control from Florida State University, Tallahassee (BRCETV-66). Action Sept. 13.

■ KTIV-TV Sioux City, Iowa—Broadcast Bureau granted authority to operate trans. by remote control from 223 Tenth St., Sioux City (BRCTV-210). Action Sept. 13.

■ KARD-TV Wichita, Kan.—Broadcast Bureau granted mod. of CP to change type trans. (BMPCT-7546). Action Sept. 13.

■ WCDC Adams, Mass.—Broadcast Bureau granted authority to operate trans. by remote control from 341 Northern Blvd., Albany, N.Y. (BRCTV-215). Action Sept. 13.

■ *WGBH-TV Boston—Broadcast Bureau granted CP to change ERP vis. 87.1 kw; aural 17.4 kw; change type trans. (BPET-481). Action Sept. 13.

■ WTEN Albany, N.Y.—Broadcast Bureau granted request to operate trans. by remote control from 341 Northern Blvd., Albany (BRCTV-211). Action Sept. 11.

■ WXEX-TV Petersburg, Va.—Broadcast Bureau granted authority to operate trans. by remote control from 230 S. Crater Rd., Petersburg (BRCTV-214). Action Aug. 29.

■ WWVU-TV Morgantown, W. Va.—Broadcast Bureau granted authority to operate trans. by remote control from West Virginia University, Morgantown (BRCETV-65). Action Sept. 11.

AM applications

■ KIOA Des Moines, Iowa—Seeks CP to decrease height of ant. array, tower. Ann. Sept. 19.

■ WIKC Bogalusa, La.—Seeks CP to change radiator to folded unipole. Ann. Sept. 19.

■ WGUY Bangor, Me.—Seeks CP to change ant. trans. site to 900 ft. northwest of intersection of Davis and Finson Rd., Bangor. Ann. Sept. 19.

■ WKYK Burnsville, N.C.—Seeks CP to change ant.-trans. and main studio location to East Main St., Burnsville. Ann. Sept. 19.

■ KBMR Bismarck, N.D.—Seeks mod. of CP to change trans. site to five miles north of Bismarck and 0.75 miles east of U.S. Hwy. 83, Bismarck. Ann. Sept. 19.

■ KOPY Alice, Tex.—Seeks CP to increase ant. height to accommodate FM ant. Ann. Sept. 19.

AM actions

■ KKIS Pittsburg, Calif.—Broadcast Bureau granted mod. of license to operate trans. by remote control from 230 E. Fourth St., Pittsburg (BRC-3722). Action Sept. 13.

■ KGMS Sacramento, Calif.—Broadcast Bureau granted mod. of license covering change of main studio location to 937 Enterprise Dr., Sacramento and operation of trans. by remote control from main studio location; waived provisions rules (BML-2527). Action Sept. 9.

■ WNVY Pensacola, Fla.—Broadcast Bureau granted CP to change main studio location, remote control site and ant.-trans. location to Palafox and Jordon Sts., Pensacola; conditions (BP-19707). Action Sept. 9.

■ WVCF Windermere, Fla.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 0.2 mile south of Ocoee, Fla., on State Route 526; field intensity requirements of rules waived to permit operation from trans. site and with facilities described in its authorization; condition (BP-19763). Action Sept. 4.

■ W1IN Atlanta—Broadcast Bureau granted direct measurement; trans. location Donzi Dr., 0.5 mile east of Maryland Ave., Atlanta (BZ-8295). Action Aug. 30.

■ WIRL Peoria, Ill.—Broadcast Bureau granted mod. of license to operate trans. by remote control from Grosenbach Rd., east of Peoria (BRC-3719). Action Sept. 13.

■ WEMD Easton, Md.—Broadcast Bureau granted CP to increase height of northwest tower of daytime array and side mount section FM ant.; condition (BP-19684). Action Sept. 9.

■ WOCR West Yarmouth, Mass.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 278 South Sea Ave., West Yarmouth (BRC-3726). Action Sept. 9.

■ WLEW Bad Axe, Mich.—Broadcast Bureau granted CP to install new alt. main trans. (BP-19771). Action Sept. 9.

■ KOGA Ogallala, Neb.—FCC granted application by Ogallala Broadcasting Co. to add nighttime facilities to station KOGA. Petition to deny application filed by Industrial Business Corp. was denied. Ogallala Broadcasting and Industrial Business are competing for new FM in Ogallala. Action Sept. 19.

■ WFMO Fairmont, N.C.—Broadcast Bureau granted CP to increase ant. height and add FM

Summary of broadcasting

FCC tabulations as of Aug. 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	24	4,416	55	4,471
Commercial FM	2,530	0	50	2,580	160	2,740
Educational FM	677	0	16	693	90	783
Total radio	7,597	2	90	7,689	305	7,994
Commercial TV	697	1	11	709	37	759
VHF	506	1	7	514	5	521
UHF	191	0	4	195	32	238
Educational TV	221	0	14	235	15	251
VHF	88	0	4	92	5	98
UHF	133	0	10	143	10	153
Total TV	918	1	25	944	52	1,010

* Special temporary authorization

** Includes off-air licenses

ant. (BP-19666). Action Sept. 13.

■ **WLSE** Wallace, N.C.—Broadcast Bureau granted CP to change main studio location and ant.-trans. site to State Route 1937, east of U.S. 117, 1.6 miles north of Wallace (BP-19716). Action Sept. 13.

■ **WGTM** Wilson, N.C.—Broadcast Bureau granted mod. of license covering change in main studio location to outside corporate city limits of Wilson, to Highway 42 extension of Tarboro St., Wilson, and operate by remote control from main studio location; waived provisions of rules to permit relocation of main studio outside Wilson corporate limits (BML-2524). Action Sept. 6.

■ **WPGD** Winston-Salem, N.C.—Broadcast Bureau granted CP to move trans. location to off Trade St., between Twelfth and One Half and Twelfth St., Winston-Salem (BP-19767). Action Sept. 6.

■ **KWHW** Altus, Okla.—Broadcast Bureau granted CP to change trans. site one block west of Main, south of Kimberlin, Altus, and increase tower height to 300 ft.; condition (BP-19718). Action Sept. 9.

■ **KKAA** Aberdeen, S.D.—Broadcast Bureau granted mod. of CP to make changes in radiation pattern; change studio location to trans. site; and change trans.; conditions (BMP-13851). Action Sept. 10.

■ **KSOO** Sioux Falls, S.D.—Broadcast Bureau granted mod. of license to operate trans. by remote control from 210 W. Ninth St., Sioux Falls (BRC-3723). Action Sept. 13.

■ **WEOO** Smithfield, Va.—Broadcast Bureau granted mod. of CP to reduce tower height of second tower to 190 ft. and change tower #1 to folded unipole-fed ant. (BMP-13844). Action Sept. 9.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KKAA** Aberdeen, S.D. (BP-19,415), Sept. 11; **WCMR** Elkhart, Ind. (BP-18,300), Sept. 5; **WHCU** Ithaca, N.Y. (BP-19,373), Sept. 9; **WVSA** Vernon, Ala. (BP-19,509), Sept. 11.

FM actions

■ **WNDA** Huntsville, Ala.—Broadcast Bureau granted CP to move present aux. ant. to existing main tower (BPH-9118). Action Sept. 11.

■ **KAAM** Berryville, Ark.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ERP 1 kw; ant. height 450 ft.; remote control permitted (BMPH-14221). Action Sept. 13.

■ **WQVV** Fort Pierce, Fla.—Broadcast Bureau granted mod. of CP to change trans. and studio location to S. 37th St. and north of N. Whiteway Dairy Rd., Fort Pierce; change ant.; increase ant. height; and change transmission line; ERP 100 kw; ant. height 440 ft. (BMPH-13996). Action Aug. 29.

■ **WJKL** Elgin, Ill.—Broadcast Bureau granted CP to change TPO and ERP, 3 kw (BPH-9100). Action Aug. 30.

■ **WMGH** Vevay, Ind.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; increase ant. height; change modulation and frequency monitors; change TPO; ERP 2.80 kw; ant. height 310 ft. (BMPH-14211). Action Aug. 30.

■ **WRUS-FM** Russellville, Ky.—Broadcast Bureau granted CP to install new ant.; change transmission line and ant. height 510 ft.; condition (BPH-9102). Action Aug. 30.

■ **WRNO** New Orleans—Broadcast Bureau granted CP to install new trans.; ERP 100 kw (BPH-9117). Action Sept. 11.

■ **WFMM-FM** Baltimore—Broadcast Bureau granted CP to install new trans.; change TPO and ERP, 12.5 kw; condition (BPH-9103). Action Aug. 30.

■ **WEDM-FM** Easton, Md.—Broadcast Bureau granted mod. of CP to change trans. and make changes in ant. system; ERP 3 kw; ant. height 245 ft.; condition (BMPH-14121). Action Sept. 10.

■ **WOCB-FM** West Yarmouth, Mass.—Broadcast Bureau granted CP to operate by remote control from trans.-studio site at 278 South Sea Ave., West Yarmouth; install new trans.; ERP 50 kw (BPH-9113). Action Sept. 10.

■ **WQPM** Princeton, Minn.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change TPO, and ant. height 295 ft.; condition (BMPH-14210). Action Aug. 30.

■ **KWWK** Rochester, Minn.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; add circular polarization to ERP; ERP 3 kw; ant. height 295 ft.; remote control permitted (BPH-9032). Action Sept. 4.

■ **KSGM-FM** Ste. Genevieve, Mo.—Broadcast Bureau granted CP to change ERP to 100 kw (BPH-9114). Action Sept. 11.

■ **KRVN-FM** Lexington, Neb.—Broadcast Bureau granted CP to install new ant.; make change in system; ERP 35 kw; ant. height 350 ft.; remote control permitted (BPH-9096). Action Sept. 10.

■ **WAYV** Atlantic City, N.J.—Broadcast Bureau granted CP to make changes in trans. line (BPH-9115). Action Sept. 11.

■ ***WTSR** Trenton, N.J.—Broadcast Bureau granted mod. of CP to change trans. location to WTSR Transmitter House, Trenton State College, Pennington Rd., Ewing township, approximately 2.1 miles north of Trenton; change studio location and remote control to Kendall Hall, Trenton State College; change trans., ant. and TPO; ERP 1.50 kw; ant. height 36 ft.; condition (BMPED-1155). Action Aug. 30.

■ ***WGMC** Greece, N.Y.—Broadcast Bureau granted CP to make changes in trans line (BPED-1874). Action Sept. 11.

■ ***WRCU-FM** Hamilton, N.Y.—Broadcast Bureau granted CP to change studio and remote control location to Dodge Hall, Colgate University, Hamilton; install new trans.; change transmission line; change TPO; ERP 1.55 kw; ant. height 140 ft. (BPED-1813). Action Aug. 28.

■ **WAVR** Waverly, N.Y.—Broadcast Bureau granted mod. of CP to change studio outside city limits to 301 South Keystone Ave., Sayre, Pa. (BMPH-14215). Action Aug. 30.

■ ***WGXM** Dayton, Ohio—Broadcast Bureau granted mod. of CP to change trans. and ant. and make changes in ant. system (BMPED-1156). Action Sept. 13.

■ **WDBN** Medina, Ohio—Broadcast Bureau granted mod. of license covering change of studio location outside city limits to 4986 Gateway Dr., Medina township (BMLH-500). Action Sept. 10.

■ **KXIQ** Bend, Ore.—Broadcast Bureau granted mod. of CP to change trans. and ant. (BMPH-14223). Action Sept. 6.

■ **WDBL-FM** Springfield, Tenn.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; add circular polarization; ERP 3 kw; ant. height 300 ft. (BPH-8853). Action Sept. 13.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KQYN** Twenty-nine Palms, Calif. (BPH-8559), Sept. 6; **WHCU** Ithaca, N.Y. (BPH-8281), Sept. 6; **WUGN** Midland, Mich. (BPH-8216), Sept. 6; **WXXY** Montour Falls, N.Y. (BPH-8534), Sept. 5; ***KCMW-FM** Warrensburg, Mo. (BPED-1539), Sept. 4; ***WRUW-FM** Cleveland (BPED-1838), Sept. 6.

In contest

Designated for hearing

■ **Avon Park, Fla., FM proceeding:** Tri-County Stereo and Morison Enterprises of Polk County, competing for 106.3 mhz (Docs. 20179-80)—Broad-

cast Bureau designated for hearing mutually exclusive applications of Tri-County and Morison for new FM on 106.3 mhz, at Avon Park. Hearing issues include ascertainment efforts, and which proposal would, on comparative basis, best serve public interest. Action Sept. 12.

Case assignment

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

■ **Avon Park, Fla., FM proceeding:** Tri-County Stereo and Morison Enterprises of Polk County, competing for 106.3 mhz (Docs. 20179-80)—Designated ALJ Jay A. Kyle to serve as presiding judge; scheduled hearing for Dec. 3. Action Sept. 18.

Procedural rulings

■ **Vail, Colo., FM proceeding:** Vail Broadcasting Corp. and Radio Vail, competing for 104.7 mhz at Vail (Docs. 20445-6)—ALJ Jay A. Kyle scheduled conference for Oct. 4 on matter of applicants' joint request for approval of agreement looking toward dismissal of Vail Broadcasting application with prejudice and Broadcasting Bureau's opposition. Action Sept. 17.

■ **Westbrook, Me., FM proceeding:** Japat Inc. and Down East Broadcasting, competing for 100.9 mhz at Westbrook (Docs. 20053-4)—ALJ Lenore G. Ehrig, on request of Down East Broadcasting, postponed hearing date to Jan. 13, 1975. Action Sept. 16.

■ **Lexington Park and Leonardtown, Md., FM proceeding:** Sound Media and Key Broadcasting Corp., competing for 97.7 mhz (Docs. 19410-11)—Review board scheduled oral argument for Oct. 22, on exceptions and briefs to initial decision released March 11. Initial decision proposed grant of application of Key Broadcasting at Lexington Park, application of Key Broadcasting at Lexington Park Media at Leonardtown. Action Sept. 18.

■ **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; Vieques Radio Corp., at Isabel Segunda (Docs. 19897-8, 19900-1)—ALJ Chester F. Naumowicz ordered Vieques to show cause why its application should not be dismissed for failure to prosecute by Oct. 15. Filing of completed petition to specify another frequency and return to processing line shall constitute good cause pending action on petition. Action Sept. 13.

■ **Centreville, Va., AM proceeding:** Centreville Broadcasting Co. and O. K. Broadcasting Corp. (WEEL[AM] Fairfax, Va.), competing for new AM (Doc. 18888)—Review board scheduled oral argument for Oct. 17, on exceptions and briefs to initial decision released Feb. 6. Initial decision proposed denial of application of Centreville Broadcasting Co. Action Sept. 18.

■ **KUPY(AM)** Puyallup, Wash., renewal proceeding: **KAYE** Broadcasters (Doc. 18929)—ALJ Lenore G. Ehrig postponed hearing presently scheduled to commence in Tacoma, Wash., on Oct. 1, to date and place to be designated. Action Sept. 16.

Dismissed

■ **Milton, Fla., AM proceeding:** Aaron J. Wells, Jimmie H. Howell, Radio Santa Rosa and Mapoles Broadcasting Co., competing for 1330 khz (Docs. 19882-5)—ALJ Herbert Sharfman granted request by Mapoles Broadcasting Company to dismiss his application with prejudice. Action Sept. 17.

■ **Decatur, Ill., FM proceeding:** Prairieland Broadcasters, **WBIZ** Inc., Superior Media, Decatur Broadcasting and Soy Communications Co., competing for 95.1 mhz at Decatur (Docs. 20055-9)—ALJ Thomas B. Fitzpatrick granted motion by Broadcast Bureau and dismissed with prejudice application of Decatur Broadcasting. Action Sept. 17.

Review board decision

■ **Harriman, Tenn., FM proceeding:** Folkways Broadcasting Co. and Harriman Broadcasting Co., competing for new FM (Docs. 18912-3)—Review board denied mutually exclusive applications of Folkways Broadcasting Co. and Harriman Broadcasting Co. Board said both applications should be disqualified for failing to meet commission's requirements in ascertainment efforts and that Harriman should be disqualified for making misrepresentations to commission. Action Sept. 5.

Complaint

■ **WLS-TV** Chicago—Commission denied application by Thomas W. Flynn, candidate for state representative for review of July 19 Broadcast Bureau ruling. Bureau denied Flynn's contention that he was entitled to equal opportunities to respond to opponent's broadcast on WLS-TV. Pointing out that particular news to be reported on news program and format of such broadcasts are matters within discretion of licensee. Commission said it has repeatedly stated that it would not review licensee's news judgment. Action Sept. 19.

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
5390 Cherokee Ave.
Alexandria, Va. 22314
(703) 354-2400
Member *AFCEE*

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member *AFCEE*

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member *AFCEE*

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

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member *AFCEE*

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6000
Falls Church, Va. 22042
Member *AFCEE*

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member *AFCEE*

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member *AFCEE*

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member *AFCEE*

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 770-7470
(202) 223-4664
Member *AFCEE*

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

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member *AFCEE*

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

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member *AFCEE*

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

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

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

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

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

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Fines

- WKID(TV) Fort Lauderdale, Fla.—Broadcast Bureau, by letter, notified Channel 51, Inc., licensee, that it incurred apparent liability for forfeiture of \$1,000 for operating with its visual trans. more than 1000 hertz from its authorized frequency. Action Sept. 4.
- KDIO(AM) Ortonville, Minn.—Commission denied application by Tri-State Broadcasting Co. for mitigation or remission of \$700 forfeiture assessed against KDIO, for repeated over-power operation during presunrise hours. Commission said licensee's explanation of computing error was considered prior to assessing forfeiture, and that it did not agree that violation was not repeated. Action Sept. 19.

Other actions

- KPIX(TV) San Francisco—Commission denied petition by Marcus Garvey Wilcher, individually and as co-chairman of Community Coalition for Media Change, for denial of application of Westinghouse Broadcasting Co. for renewal of license of KPIX. Coalition challenged KPIX's ascertainment efforts and station's employment practices and policies. After review of KPIX renewal application and various pleadings before it, Commission concluded that Westinghouse's past programming had been "reasonably responsive to community needs and interests of public served, including needs of Bay area's minority population." Action Sept. 19.
- WADE(AM) Wadesboro, N.C.—Commission granted Carolinas Advertising renewal of license for WADE until Dec. 1, 1975. On Sept. 19, 1973, Commission granted WADE short-term license renewal for term expiring Oct. 1, because of failure to exercise control over station's commercial practices. Commission found no evidence of later misconduct and said that Carolinas was legally, technically, financially and otherwise qualified to be commission licensee. Action Sept. 19.
- KANI(AM) Wharton, Tex.—Commission granted Wharton Communications temporary authority to continue operation of KANI. Wharton is station's former licensee. Its application for license renewal was denied by commission for violations of FCC's technical rules and for engaging in fraudulent billing practices. Commission said that since KANI is only local broadcast service available to residents of Wharton, discontinuance of service before interim operator has been selected would not serve public interest. Action Sept. 19.
- Texas—Commission denied petitions by Civic Telecasting Corp. and Wadeco Inc., for reconsideration of two commission actions on several Texas broadcast license renewal and assignment applications. Civic's petitions for reconsideration were directed to renewal and assignment of WBAP-AM-FM-TV Fort Worth and Wadeco's petition was directed to WFAA-TV Dallas. Reconsideration petitions were based on Civic's alleged inability to perfect its reply pleadings due to restrictions on use of discovery. Commission said Civic and Wadeco failed to present new facts. Action Sept. 16.

Allocations

Petitions

- FCC received following petitions to amend FM table of assignments (ann. Sept. 17):
- Green Valley Communications, Tucson, Ariz.—Seeks to assign ch. 221A to Green Valley, Ariz., and delete ch. 221A from Tucson (RM-2439).
 - F. Ray and Nancy L. Bryant, Paso Robles, Calif.—Seek to assign ch. 223 in lieu of presently assigned ch. 232A to Paso Robles (RM-2442).
 - Kenneth R. Strawberry, Washington—Seeks to assign ch. 276A to Waynesburg, Pa. and delete ch. 276A from Fairmont, W. Va. (RM-2440).
 - Woodrow W. Rhoden, Macclenny, Fla.—Seeks to assign ch. 221A to Macclenny (RM-2438).
 - WXTZ-FM Indianapolis—Seeks to assign ch. 280A to Batesville, Ind. (RM-2445).
 - Charles D. Sears, New Whiteland, Ind.—Seeks to assign ch. 224A to Bloomfield, Ind. (RM-2433).
 - Webster County Broadcasting, Providence, Ky.—Seeks to assign ch. 249A to Providence (RM-2435).
 - KWIX(AM) Moberly, Mo.—Seeks to assign ch. 240A to Bethany, Mo. (RM-2437).
 - WSCP(AM) Sandy Creek, N.Y.—Seeks to assign ch. 269A to Pulaski, N.Y. (RM-2441).
 - Wilson County Broadcasting Co., Floresville, Tex.—Seeks to add ch. 232A to Floresville; delete 232A and add 221A to Devine; delete 201A and add 220A to Gonzales; delete 221A from Hondo; delete 220A and 232A and add 201A and 221A to Kenedy-Karnes; delete 218A and add 219A to San Antonio; delete 219A and add 218A to San Marcos; delete

221A and add 300 to Victoria, all Texas (RM-1639).

- VVWG(AM) Pearsall, Tex.—Seeks to add ch. 292A to Pearsall and delete ch. 292A from Terrell Hills, both Texas (RM-1714).
- KGHO-FM Hoquiam, Wash.—Seeks to assign ch. 241 in lieu of 280A to Hoquiam or as alternative assign ch. 237A to Hoquiam (RM-2434).
- Ray W. Forrester—Seeks to assign ch. 221A to High Springs, Fla. (RM-2436).

Actions

- FCC took following actions on FM allocations:
- Alaska Educational Broadcasting Commission, Anchorage—FCC granted request to assign ch. 261A to Kodiak, Alaska (RM-2423). Action Sept. 5.
 - Meyer Gottesman, San Francisco—FCC dismissed request to assign ch. 297 to San Diego (RM-1869). Action Sept. 11.
 - KCIL-FM Houma, La.—FCC denied request to substitute ch. 275 for 296A at Houma and 221A for 275 at Crowley, both Louisiana (RM-2209). Action Sept. 5.
 - Fuquay-Varina, N.C.—Broadcast Bureau proposed amendment of FM table of assignments by assigning ch. 280A to Fuquay-Varina for first FM assignment and first full-time aural broadcast outlet. Action was in response to petition by Wake County Broadcasting Co., licensee of daytime-only WAKS(AM) Fuquay-Varina (Doc. 20190). Action Sept. 13.

Rulemaking

Petitions

- Fairfield, Ala.—Donald W. Keith requests amendment requiring that all technician class license examinations be administered only by commission employees (RM-2443). Ann. Sept. 17.
- Marion, Ind.—William E. Loucks requests amendment of station identification rules to require that identification shall consist of station's call letters, name of community and state specified in its license (RM-2449). Ann. Sept. 17.

Actions

- FCC granted Mutual Broadcasting System waiver of dual network radio rules to permit different stations in same market to carry two football games, as well as regular Mutual network and Mutual Reports news, on Saturday afternoon, Sept. 28. Action Sept. 19.
- FCC adopted rulemaking inquiry into use of wireless microphones on unassigned TV channels 7 through 13. Proposed rulemaking was in response to petition by Vega Electronics, manufacturer of wireless microphones, requesting amendment of rules to permit operation of low-power broadcast aux. stations, in particular wireless microphones, in 174-216 mhz band-high band channels 7-13 (RM-2041, Doc. 20195). Action Sept. 19.

Translators

Applications

- Libby Video Club, Quartz Creek, Pipe Creek, Bobtail Creek and Libby Dam Site Trailer Park, all Montana—Seeks ch. 10, rebroadcasting KHQ-TV Spokane, Wash.; ch. 11, rebroadcasting KSPS-TV Spokane; ch. 13, rebroadcasting KREM-TV Spokane (BPTTV-5097-9). Ann. Sept. 18.
- Board of Cooperative Educational Services of Steuben-Allegany county, New York—Seeks ch. 55 in Cohocton and Avoca; ch. 56 in Haimmondspoint; ch. 57 in Canaseraga; ch. 57 in Cameron; ch. 57 in Prattsburg; ch. 58 in Addison; ch. 60 in Savona; ch. 66 in Canisto and Hornell; ch. 68 in Corning, and ch. 69 in Almond, all rebroadcasting WSKG Binghamton, N.Y. (BPTT-2679-88). Ann. Sept. 17.
- Shenandoah Valley Educational Television Corp., Front Royal, Strasburg and Winchester, Va.—Seeks ch. 42, rebroadcasting WYPT Staunton, Va. Ann. Sept. 19.

Actions

- Tok Junction, Alaska—Broadcast Bureau returned application of Tok Junction TV for ch. 7, rebroadcasting KUAC-TV Fairbanks, Alaska, because improperly signed. Ann. Sept. 19.
- K66AM Williams, Grand Canyon and Ash Fork, Ariz.—Broadcast Bureau granted CP for new translator on ch. 66, rebroadcasting KPHO-TV Phoenix (BPTT-2602). Action Sept. 3.
- K07LQ Grand Canyon, Ariz.—Broadcast Bureau granted CP for new translator on ch. 7, rebroadcasting KPHO-TV Phoenix (BPTTV-4946). Action Sept. 3.
- K04HT Hardin and Crow Agency, Mont.—Broadcast Bureau granted CP for new translator on ch. 4, rebroadcasting programs of KTVQ Billings, Mont. (BPTTV-5010). Action Sept. 5.

- Board of Cooperative Educational Services of Steuben-Allegany county, Gang Mills and Caton, New York—Broadcast Bureau returned at request of applicant applications for ch. 62 and 57 respectively, both rebroadcasting WSKG Binghamton, N.Y. Ann. Sept. 17.

Cable

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Arkansas Cable TV, Pulaski county, Ark. (CAC-1678); Corvallis TV Cable Co., Corvallis, Ore. (CAC-1760); Brazos Cable Co., West Columbia, Tex. (CAC-2733); Community TV Investment, Vail (CAC-2761) and unincorporated areas of Eagle county (CAC-2762), both Colorado; Paw Paw Lake Area Cable TV Co., Coloma, Mich. (CAC-2883); Chipley Cable TV, Chipley, Fla. (CAC-3032); Viking Media Corp., Portage, Wis. (CAC-3165); TeleMedia Co. of Mercer county, St. Henry village, Ohio (CAC-3470); Kenedy Cable Co., Kenedy, Tex. (CAC-3530); Winnsboro Cablevision, Winnsboro township, La. (CAC-3635); York New Salem Cable TV, New Salem, Pa. (CAC-3807); Gateway Cablevision Corp., Amstterdam, N.Y. (CAC-3841, 3790); Forsyth Cablevision Co., Forsyth, Ga. (CAC-3877); Aiken Cablevision, Aiken, S.C. (CAC-3883); Better TV Cable Co., Moulton (CAC-3956) and Russellville (CAC-3957), both Alabama; Cabletronics, Geneseo, Ill. (CAC-3963); Teleprompter Manhattan CATV Corp., New York (CAC-3979); Liberty TV Cable, Angola, Ind. (CAC-3986); Cablevision of Estes, Estes Park, Colo. (CAC-3987); Comtec, South Hilo District, Hawaii (CAC-4038).
 - Ferndale, Calif.—FCC granted Redwood Cablevision certificate of compliance for new cable system at Ferndale, located in Eureka, Calif., smaller TV market. Redwood will provide its subscribers with signals of California stations *KEET, KIEM-TV, KVIQ-TV, all Eureka; KRCR-TV Redding; KRON-TV, KGO-TV, KPIX, all San Francisco; and KTVU Oakland. Action Sept. 19.
 - Michigan—FCC granted applications by Saginaw Cable TV Co. for certificates of compliance to operate new cable systems at Buena Vista charter township and Spaulding township. Cable systems located in Flint-Bay City-Saginaw, Mich., major TV market, proposed to carry WEYI-TV Saginaw; WNEM-TV Bay City; WJRT-TV Flint; *WUCM-TV University Center; WKBD-TV Detroit; and CKLW-TV Windsor, Ontario. Action Sept. 19.
 - Johnstown and Gloversville, N.Y.—FCC granted Sammons Communications certificates of compliance to carry WUTR Utica, N.Y., distant network signal, on its cable systems at Johnstown and Gloversville. Action was in response to petition by Roy H. Park Broadcasting of Utica-Rome, licensee of WUTR, for reconsideration of commission denial action. Action Sept. 19.
 - Pennsylvania—FCC granted applications of Pocono CATV for certificates of compliance to begin cable service at East Side borough, township of Detmison and Kidder township, all located in Wilkes Barre-Scranton, Pa., TV market. Pocono proposed to carry WDAU-TV, WNEP-TV and *WVIA-TV, all Scranton; WBRE-TV Wilkes-Barre; WPHL-TV Philadelphia; and WOR-TV and WPIX, both of New York. In amendment to its applications, Pocono proposed to add KYW-TV, WPVI-TV and WCAU-TV, all Philadelphia. Action Sept. 11.
- ### Other actions
- Champaign, Ill.—Commission denied petition by Midwest Television, licensee of WCIA Champaign, for reconsideration of commission action authorizing three Illinois cable system operators to import distant signals into major TV market. Commission noted that deciding factor which persuaded it to grant waivers to three cable operators was small populations of towns involved. Action Sept. 11.
 - Commission authorized cable affiliates of Home Box Office to cablecast on subscription basis remaining three New York Yankee baseball games in this season's program package. Home Box Office is not offering games that would otherwise be available to public on conventional TV, commission said. Action Sept. 17.
- ### Rulemaking
- Caney Cable TV, Caney, Kan.—CATV Bureau dismissed as moot petition for waiver of network exclusivity rules. Action Sept. 17.
 - Commission established procedures to be followed by cable TV systems requesting special temporary authority to carry on operations not previously authorized. Commission added new rule (Section 76.29) outlining procedures to be followed by cable systems requesting special temporary authorizations. This rule also specifies that maximum duration of time for such authority is 90 days with one possible time extension not to exceed additional 90 days. Also, commission amended Section 0.289 of rules, delegating authority to chief of CATV Bureau to act on routine requests for temporary authority. Action Sept. 19.

Classified Advertising

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

RADIO

Help Wanted Management

5% of gross sales could be your income. Must have heavy sales management background and figures to prove it. Will need to build sales staff. Sales potential \$750,000. Midwest medium market. Station No. 1. All replies confidential. Send resume, other important information. Box J-170, BROADCASTING.

Top station in thriving southwestern market needs selling, motivating leader to be sales manager. Excellent benefits, superb company. All replies answered. Box J-179, BROADCASTING.

Top-rated AM/FM in top 35 market desires sales manager. Strength necessary in local sales and motivation of sales force. Box J-180, BROADCASTING.

Sales Manager Wanted WRAC-WRKR, Racine, Wisconsin needs a sales manager or an experienced salesperson ready to be sales manager. Bright future for right person. Send resume to 2200 N. Green Bay Road.

Young, energetic salesperson with air experience. Manage your own small market station in N.C. Organization expanding; room for personal growth. Excellent base pay with bonus plan that sets no limits on income. Need immediately. Call 301-722-6666.

Position: Sales manager, ten years minimum radio sales experience. \$200 per week plus override. Address resume: John Parker, Box 1000, Barstow, CA 92311.

Help Wanted Sales

South Dakota—Fulltime AM needs salesperson with management goals. Replace man moving within organization. Work with established list, base plus commission and plenty of training. Our people know. Box J-162, BROADCASTING.

Community of 15,000 AM-FM station. Opening for a salesperson or salesperson/announcer. Room to grow and we offer a number of important extras. Seeking applicants from the Mountain West or Southwest. Good housing for small family. State salary requirements, phone number and background. Write Box J-185, BROADCASTING.

Modern Country small market station in Arizona needs aggressive successful sales manager. Good base and liberal commission. Send resume, photo, and track record to Box J-200, BROADCASTING.

Major market rapid growth FM in Tennessee needs young but experienced soft sell account executive. Good local list and tremendous growth potential. Box J-241, BROADCASTING.

Medium market Midwest station offers excellent starting sales position to right Radio/TV graduate. Some sales experience desirable, but we're looking for someone who can grow. Box J-254, BROADCASTING.

Leading broadcast company now adding experienced salespersons. Excellent opportunities in our radio stations and company owned rep division. All replies confidential. Send resume to Box J-256, BROADCASTING.

Salesperson wanted. WRAC-WRKR, Racine, Wisconsin need two salespeople (men or women). Booming market—good opportunity. Send resume to 2200 N. Green Bay Road.

Los Angeles area station accepting applications from experienced salespeople. Brad Melton, P.O. Box 100, Corona, CA 91720, 714-737-1370.

Immediate opening for creative, experienced young account executive with growing organization. Top account list. Station located near ski and recreation area in beautiful Colorado. Fast growing market. Send resume to Barry Turner, General Manager, Box 340, Grand Junction, CO 81501.

Help Wanted Announcers

Midwest medium market MOR wants proven personality for afternoons, serving as Music Director and have production responsibilities. Real opportunity for individual who can deliver. Send complete resume. Reply Box J-205, BROADCASTING.

Production Knowhow: Fully automated, rocker, rapidly expanding market predicted to double in size in four years; number one since 1962; combo production-engineer considered. Dan Libeg, KSNM-AM-FM, Pocatello, ID.

Help Wanted Announcers Continued

Immediate opening for announcer with First Class license. WAMD, Aberdeen, MD 21001.

News/Production Announcer. Will train bright college graduate. WAVR, Box 188, Waverly, NY 14892.

Beautiful Music. Mature pros with 3rd wanted. Send tape & resume. WAYV-FM, Ritz Apts., Atlantic City, NJ 08401.

WDAK needs a worker who is excited about radio and can get involved with his audience, on and off the air! Heavy on production abilities. WDAK is adult contemporary, ARB and Pulse rated No. 1 in Georgia's Second Market. Send telescoped, unedited aircheck, resume, references, and photo if available to Alan Boyd, Post Office Box 1640, Columbus, GA 31902.

Production person who wants to get into sales. Will get good account list and air shift. Contact Bob Thorburn, WLBB, Box 569, Carrollton, GA 30117.

Position open now for announcer. Some experience helpful, talented beginners considered. Live on the U.S. Canadian border and love it. Call 315-393-1100 or send tape and resume to WSLB, Box 239, Ogdensburg, NY 13669.

Will pay up to \$20,000 for the right morning person with good track record. Previous man made \$35,000. Our station is bright MOR and top-rated ARB and pulse. Corporation operates two TV, AM and FM stations. Qualified persons call Dick Voorhis, Radio station WSLI, Jackson, MS 601-372-6311.

Leading adult music station would like to hear audition tapes from staff announcers interested in filling future vacancy. Non-automated, continuous music format. Good wages, stability, new facilities. Equal Opportunity Employer. Tape and resume to: WSRB, P.O. Box 961, West Side Station, Worcester, MA 01602.

Announcer with endorsed third ticket for night shift for up tempo MOR station in S.C. Need personality, good voice, and good production and news abilities. Send resume and tape to Howard Dameron, WSSC, Box 1468, Sumter, S.C. 29150.

Central Texas small market contemporary has immediate opening for DJ with good production abilities. Good growth potential. Resume and air-check to: P.O. Drawer 886, Lampasas, TX 76550.

New Georgia 1 kw AM station seeks top notch announcer. Send resume to Oconee Broadcasting Corp., P.O. Box 832, Milledgeville, GA. Equal Opportunity employer.

Top Central Indiana Contemporary Station seeking mid-day person with experience. Ideal opportunity for that small to medium market move. 317-644-1255. Jim Jacobs, PD. An equal opportunity employer.

Wanted experienced pro for 5,000 watt clear channel southeast Georgia station. College town, contemporary M-O-R format. Send Air Check, resume and picture to P.O. Box 860, Douglas, GA 31533.

Top adult Contemporary station, #1 in market needs daytime lock. Strong on production. Send tape and resume to: Box 36, Green Bay, WI 54301.

Help Wanted Technical

Group operator needs chief for western Pennsylvania AM-FM full-timer. Automation experience helpful. Other technical positions exist in chain. Equal opportunity employer. Box J-269, BROADCASTING.

Western firm seeks motivated technician/junior engineer capable in broadcast installations, phasor and audio system fabrication, solid state technology and prototyping. Some travel. Salary commensurate with ability. Provide resume with experience, references, salary requirements and recent photo first letter. Box J-273, 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.

Experienced first phone for transmitter and studio production day and night shifts 50 kw AM DA-N, stereo FM, automation. Some maintenance required. Career opportunity for right person. Send resume, references to John Bruna, chief engineer, radio station KFAB, 5010 Underwood Avenue, Omaha, NE.

Help Wanted Technical Continued

Chief Engineer for AM-FM Stereo Station in Small College town. Automation experience necessary. Good equipment. Group insurance. Profit sharing plan. Good people to work with. Contact Ed McKernan, Station Manager, KVOE, Emporia, KS 66801. Phone 316-342-1400.

Central Indiana non-directional AM and FM stereo combination needs chief engineer who can assume responsibility. Full resume and salary requirements to David Butler, WHUT, P.O. Box 151, Anderson, IN 46015. An equal opportunity employer.

Chief engineer, for long established mid-west 5000 watt directional AM and 3 kw FM. Excellent permanent position either for individual with chief experience or qualified staff person waiting to move up to chief position. Contact General Manager, WPAJ, Ann Arbor, MI.

Transmitter engineer, some maintenance. WPHM, P.O. Box 247, Port Huron, MI.

Operations supervisor, weekend plus support, NPR Washington. Assign facilities, equipment, supervise operation of interconnected network, tape distribution system. Maintain daily log, account for use of departmental resources by program, project. Requirements: 1 years production experience plus 1 year engineering for studio, remote productions, knowledge of network operations, procedures, type on teletype, supervisory experience. Salary \$11,440. Work shift Friday-Tuesday, 1-10 p.m. Send resume to J. Rowe, NPR, 2025 M St., N.W., Washington, D.C. 20036. NPR is an Equal Employment-Affirmative Action Employer.

Need chief engineer, for AM-FM, capable of 3 hour MOR air shift, immediately. Call Jim Vernon, 606-528-6617.

Help Wanted News

News Director—Experienced news professional needed to supervise department and air top-rated morning news. Authoritative delivery, aggressive reporting. Some editorial and public affairs research. Important MOR in Great Lakes region. Exceptional benefits for well qualified individual. EOE. Box J-134, BROADCASTING.

Medium sized eastern news department wants news-caster/reporter to join a dynamic team, dominant in local news. Good pay and fringes. Send resume and salary requirements to Box J-246, BROADCASTING.

Wanted Washington Stringer for All-News Station. Knowledge of Capitol Hill a must. Send resume and fee requirements to Box J-274, BROADCASTING.

Sports director. Must be experienced in football and basketball play by play. Chance to work on major university network. Tape and resume to Mike Buxser, P.D. WGNT, Box 1187, Huntington, W.V.

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.

News people wanted for million plus market all-news station. If you've never worked in news, don't waste our time and yours. Bruce Dadd, News Dir., 3130 SW Freeway, Houston, TX 77006.

Help Wanted Programing, Production, Others

Radio-TV person: to handle radio-TV contacts for university in Washington, D.C. Produce a two-minute radio program and write for alumni magazine. Must be good writer and have at least two years experience. Send resume and salary requirements to Box J-251, BROADCASTING.

Program director. Knowledge and experience in country music. Medium S.E. market. Send resume to Box J-259, BROADCASTING.

Program director & combo morning person for top rated contemporary operation. Part of aggressive group ownership. Send resume and tape to Bryce Cooke, G.M., WTAC, Box 600, Flint, MI 49501.

Help Wanted Programing, Production, Others Continued

California State University, Long Beach is seeking a faculty member with a strong radio-TV journalism background for Fall 1975. An advanced degree is preferred. The person should also be able to teach lecture courses in the department. CSULB is an equal opportunity/affirmative action employer. Send complete resume to: M. L. Stein, Chairman, Dept. of Journalism, Calif. State University, Long Beach, CA 90840.

Top 20 market Midwest station seeking tremendously creative Production/Copy Director who wants to pull short air shift. Contact: R. Bernard, 317-359-5511.

Situations Wanted Management

Attention: Major Market Radio, Dynamic Sales Personality desires position as General Sales Manager for group or individual station, strong credentials, personable, highly creative with unusual sales techniques, build your National and Local Sales with a fresh, energetic, hard-working talent. Write Box J-216, BROADCASTING.

Manager/Sales Manager. Exceptional ability to get top billings out of limited commercial-beautiful music operations. My combined rate card, research, and traffic approach gets billings up on limited commercial formats to your ratings. Excellent record hiring and training salesmen, running sales departments and group operations. Top industry references. Box J-238, BROADCASTING.

Sales make it go! Bigger profits with wasteful expenses alleviated. Experienced general manager knows FCC rules, community needs, professional formats. Contract negotiable, western single station markets. Box J-242, BROADCASTING.

Looking for successful GM? Sales oriented manager wants station in south or Texas. Will consider all areas. Present station 25% increase over last year. Experienced in all phases. Box J-267, BROADCASTING.

Major mkt. gen. mgr. with exceptional performance record in sales and expense control. Desires management position with equity possibilities. 35M minimum. Reply Box J-270, BROADCASTING.

Professional manager-sales manager desires working responsibilities same capacity. Small to medium market. First class attitude—FCC license. Married. Community minded. Call/write: Jerry Peterson, 1440 Chartres, La Salle, IL 61301. 815-224-1457.

Young aggressive professional, six years experience in communications including production, copy, sales, announcing, promotion. Seeks GM position in small market, Pa., N.J., or Del. Box 158, Winfield, PA 17889.

Situations Wanted Announcers

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

Experienced FM album-rock personality looking. Tapes, resume, interview on request. Box J-107, BROADCASTING.

Contemporary country personality seeking position in medium or major market. Box J-164, BROADCASTING.

The rocker I'm at is just a toy for the boss' wife. I'm tired of being played with. 4 1/2 years experience, 1 1/2 commercially, college broadcasting degree, third, single. Box J-211, BROADCASTING.

Know MOR. 10 years experience, all phases. First phone, married, 28. Seeking air work and/or PD medium-to-large market. Adult MOR or good music. Prefer Midwest, southeast, but all considered. Available now. Box J-220, BROADCASTING.

D.J. has 2nd phone, have little experience, will go anywhere. Box J-221, BROADCASTING.

Top ten market FM personality with first phone looking for progressive, hit album, beautiful music operation. Affordable. Box J-222, BROADCASTING.

Rock or MOR. 2 yrs. experience in Chicago, third endorsed, college graduate. Box J-224, BROADCASTING.

Rested Jock. Now at contemporary medium market sleeper seeking spot with the pros. Personality, good production, 1st phone. Box J-227, BROADCASTING.

Ohio area: Professional, now large market sales, wants smaller market air. Experienced morning man, management, some TV. Moving expenses. Box J-229, BROADCASTING.

Situations Wanted Announcers Continued

Reliable, aggressive personality with good track record, excellent references, looking for rock or prog. MOR position. 6 years experience includes strong promotional and public service background. Box J-231, BROADCASTING.

Major markets only! Total personality pro. Creative humor. Competitive programmer. All formats considered. Box J-235, BROADCASTING.

Easy listening format. 3rd ticket. Small market (black) announcer do news, music, production. Light experience. Will move. Box J-260, BROADCASTING.

1st phone looking for start. Good training & lots of talent. Hard worker. Money no object. Box J-268, BROADCASTING.

A unique combination for your market! Dynamic, attractive husband/wife air team. Both strong on talent and writing ability. One heavy in broadcasting experience, the other in sales/marketing and public speaking. We're the attraction you need and ready to go. Call 617-443-9681 or write Box J-272, BROADCASTING.

DJ with great music mind. B.A., 3rd class. Will work anywhere. Rock-jazz. Excellent references, resume, tapes upon request. Peter Shendell, 911 Oakland Ct., North Bellmore, NY 11710. 516-781-9021.

Medium market personality, prefer MOR, but will consider all. Including small market PD if sales too. Call 615-886-2888, ask for Steve.

Experienced MOR/Country. Seeks air time with solid station. Managerial experience 2 yrs. Prefer western U.S. B15-932-8484.

FCC first. Experienced DJ/news/production/PD/morning man. Seeking immediate opening with stable medium market N.E. station. No tape available. willing to come for personal audition-interview. Please call only if you have immediate opening. Larry Kay, 58 Fairview Ave., Valley Stream, NY 11581, 516-791-6557.

California, prefer progressive rock but?? B.S. communications-broadcasting-journalism. FCC 3rd, tight board, solid news. Walt Messex, Box 291, I.S.S.C.H., Knightstown, IN 46148, 317-345-4283.

Sports announcer with DJ and news experience. 4 years college station. 1 1/2 years commercial station. First phone. Available now. Bob Presman, 2920 N. Commonwealth, Chicago, IL 60657, 312-248-9015.

Top 40 or MOR. Mid-day (housewife) or midnight-six preferred. Likes production. 3rd endorsed. Knowledge of oldies. ARB #1 7-midnight, Lancaster, Pa. Good references. Paul Scott, 169 Sherwood, Churchville, PA 18966, 215-355-6079.

Market grabber! Tampa-St. Pete's number one personality delivers proven increased ratings, strong audience motivation and documented sales successes. Enthusiastic, imaginative, profitable entertainer-communicator. Seeks return to majors. Howard Hewes, 2904 Waverly, Tampa, FL 33609, 813-839-1518.

1st phone, 3 years with educational FM, 2 years electronics school, 1 year broadcasting school. Personable style, looking for announcer-engineer trainee position with contemporary to progressive format. Phone 701-235-6306.

Third endorsed DJ looking for contemporary top 40 format. Others considered. Mike Hon, 373 Williams Ave., Daytona, FL 1-904-255-6950.

Recent Peace Corps returnee. Spanish fluency. 3rd phone. B.A., English. Experience small midwest market, MOR, community service. Want to relocate in northeast. Creative, confident, work any shift. Contact: Gary, KIFG, Box 391, Hampton, IA, 515-456-4751.

Experienced jock-production man ready to step up and do things your way. 3 yrs. experience, tight, mature, dependable, 3rd endorsed, professionally trained, looking for top 40 position. You may call 1-504-879-2588 after noon for tape and resume.

Announcer: hardworking, 26, 2 years college, 3 years broadcasting experience, 3rd class FCC. Prefer rock, very versatile. Write: Occupant, P.O. Box 8952, Philadelphia, PA 19135.

Wanted: Full time MOR/C&W. Presently Detroit C&W. Excellent background. Will relocate. Call Jerry, AC 313-271-7464 or write 6803 Auburn, Detroit, MI 48228.

First phone announcer seeking first break. Don Martin grad, will relocate. Mark Conrath, 1734 N. Van Ness Ave., Hollywood, CA 90028. 213-464-9452.

DJ Third Phone, tight board, good news, fantastic production. 4 yrs experience black oriented. Some college, call: Isaiah Gay, 716-896-6298.

Situations Wanted Technical

Director of engineering seeks group or Chief major market AM-FM. Thoroughly experienced administration, labor negotiation, directional, stereo, recording, remote control, etc. Box J-163, BROADCASTING.

Attention medium and smaller markets, northwest and southwest! Here's a real pro: Top CE with sales background and good announcer, tool Directionals, proofs, automation, AM/FM, etc. 805-947-4260. Box J-194, BROADCASTING.

Experienced CE looking for ownership opportunity or growth position. Business contacts in eastern U.S. Funds available. Box J-225, BROADCASTING.

Hard-working CE wants job with growth potential. Experienced all areas. Reliable family man. Box J-226, BROADCASTING.

Chief engineer, 5 years in AM directional FM stereo, automation, proofs, etc. Wish permanent position in Illinois, Indiana, Michigan, Wisconsin. Can handle light air shift. Box J-240, BROADCASTING.

13 years high level experience as chief. Extensive experience in all phases of AM and FM, including proofs, construction, solid-state, automation, STL, directional, etc.; studio and transmitter. Specialize in loud-clean AM sound. Knowledgeable FCC rules and regs. First phone. Management & Sales experience, too. Desire permanent position with good, stable company. Prefer New York State, but will consider other areas. Interested? Contact: Richard M. Kane, R.D. #1, Box 525, Mohawk, NY 13407, 315-866-3946.

Transmitter, Audio, Automation. Send for resume, Ed Jurich, 2545 North Maryland, Apt. 110, Milwaukee, WI 474-332-4594.

Situations Wanted News

Sports director, small market, 2 years experience pbp, seeks move up. Want a challenge. Let's talk! Box J-178, BROADCASTING.

First phone, 3 years TV, 2 years radio, desires opportunity in news. Experienced in TV directing and most phases of production. AA degree. Box J-195, BROADCASTING.

Take charge news director. Highly experienced. 1st phone. Consider telephone talkshow, sports. Major-market box. Box J-219, BROADCASTING.

Four years experience, news director, music director, two years; B.A. degree, third endorsed, seeking position music and news, California preferred. Box J-223, BROADCASTING.

Professionally trained newscaster-writer. Young successful author not "looking for the moon", just a solid opportunity to prove my value to your station. Salary open and very negotiable. Box J-239, BROADCASTING.

Creative, experienced, political reporter in major state capital wants position with innovative station. Box J-264, BROADCASTING.

Business writer, five years with Business Week, three with metro daily, seeks reporting position. Richard Hine, 13 Coral Drive, Pittsburgh, PA 15238. Call 412-828-8661.

Sportscaster with entertaining ability to bring the people to the sports world. 3 years PBP experience in football, basketball, hockey, baseball. Vast, diversified knowledge for talk shows, interview or news. College grad., will relocate, available now. Contact: Peter Cooney, 36 Tanager Rd., Attleboro, MA 02703 or call 617-222-4796 immediately today!

Nine years experience, from the street to the desk. Medium-market ND available. 602-326-2895.

Ohio. 7 years solid news background. BA English. Cliff Baehle, 602 LaReine, Bradley Beach, NJ 07720. 201-988-6765.

Reporter/writer/producer with four years excellent experience, master's degree and awards. Looking to relocate in news end/or public affairs or allied field. 614-235-2985.

Sports pro, award winning PBP, proven listener appeal, gets results. For the particulars, write Sports Pro, P.O. Box 2912, Rome, GA 30161 or call 1-404-232-0417.

Sports, news journalist, 22. All seasons PBP, interviewer with good insight. BA communications. University radio experience. Small-medium market, east-midwest. John Rodger, 122 Blaine St., Passaic, NJ 07055, 201-472-0453.

Sportscaster-newscaster: 4 years. Pbp baseball, basketball, football. News and sports anchor. May '74 Temple U. RTF grad. Available now, will relocate. Contact Howie Herman, 915 Woodbine St., Pittsburgh, PA 15201, or 412-781-9378.

Situations Wanted News Continued

1974 MSJ from Columbia. Seeks job as reporter or writer. Experience major college radio news and sports. Prefer Northeast, but would consider others. Call Edward Schimmel, 212-538-4375, or write 1005 Jerome Ave., Bronx, NY 10452.

Situations Wanted Programing, Production, Others

Black Professional B.G.S.-station management. Experience: PD, ND, C.A.D., MD, POP. Box J-59, BROADCASTING.

Midwest medium market P.D., 10 years experience, wants to program top 40 station in top 60 market. Results a specialty. Send inquiries to: Box J-243, BROADCASTING.

TELEVISION

Help Wanted Technical

Wanted: Engineer for special job offer. \$15,000 plus for one year guaranteed work plus bonus and fringe benefits. Liberal working conditions. Located in upper mid-west. Must be prepared to oversee maintenance of television, studio and transmitter. Some solid state microwave. This is an unique offer, open to all qualified applicants. Excellent opportunity for C.E. experience. Box J-71, BROADCASTING.

Require applicant for studio supervisory and maintenance duties at upper Midwest station. Highest premium salary. Incentive compensation. All benefits offered. Ideal working conditions. This is an opportunity for an engineer to gain excellent experience leading up to C.E. Write Box J-136, BROADCASTING.

TV Studio Engineers. Long-established Midwestern Radio/TV operation with engineering-oriented management seeks engineers with extensive maintenance experience on quad VTRs and color film chains. Send resume in confidence detailing education, experience and salary history. An Equal Opportunity Employer. Director of Engineering Box J-148, BROADCASTING.

First phone technicians for switching and MC operations. ABC-VHF-great area to live. Send resume to director of engineering, KIVI, 1866 E. Chisholm Dr., Nampa, ID 83651.

Are you qualified to assume position as chief engineer? Send details to: C. H. Balding, KXII-TV, P.O. Box 1175, Sherman, TX.

Transmitter engineer needed immediately, experience preferred but not necessary. Contact Robert L. Pincombe, chief engineer, WGTU-TV, Traverse City, MI 49684, 616-946-2900.

TV Technician with First Class license for operation of transmitter and studio equipment. Equal opportunity employer. Send resume Assistant Chief Engineer, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216.

Chief Instructional Media Operations Engineer—Chief TV Engineer position available at Northern Illinois University. Requires university graduation with a degree in Radio, Television, or Electronics Engineering and three years of experience in one or a combination of: multi-media systems engineering and operations or radio/television systems engineering and operations. Three years of experience in an administrative or supervisory capacity. Responsibilities include direct supervision of technical staff involving: daily studio productions, remotes, campus R-F distribution system maintenance, videotape playbacks and television systems design and technical guidance. Excellent benefits and working conditions. Please contact the Personnel Office, Northern Illinois University, 615 Lincoln Terrace, DeKalb, IL 60115, or phone 815-753-0455. An Equal Opportunity Employer.

TV Engineer HFD. Conn. Strong video or videotape editing. No trainees. Best benefits. Contact Tom Doody, Conn. Public TV, 24 Summit St., Hartford, CT 06106. 203-278-5310.

Experienced UHF Transmitter and Microwave Maintenance Technician. Must be self reliant, considerable in-state travel with network vehicle. Good working conditions, and excellent fringe benefits. Send complete resume to: Director of Engineering, New Hampshire Network, Box Z, Durham, NH 03824 an equal opportunity affirmative action employer.

Transmitter Technician immediate opening excellent working conditions and fringe benefits. 1st class required, experience preferred, others considered. Send complete resume to Director of Engineering, New Hampshire Network, Box Z, Durham, NH 03824 an equal opportunity affirmative action employer.

Immediate Vacancy for television engineers. Highest salary, all fringe benefits. Special bonus situation offered. Call now. Will accept recent first ticket graduates. Call 701-825-6292. Ask for Mr. Vincent.

Help Wanted News

News Director, On Air Professional! Top 75 station wants fresh look and new image. Must be creative communicator with solid background—will consider #2 individual with top credentials for leadership. Southeast. Resume and salary history to: Box J-89, BROADCASTING.

We need a great weathercaster to replace this market's top act. If you can compete in a top 15 market send a complete resume and have your tape ready to send when requested. Meteorological qualifications may make the difference. Box J-202, BROADCASTING.

Weatherperson needed by south Texas television station. Meteorologist not required, but must have air experience and a willingness to learn weather. Salary negotiable. Contact Bob Richardson, KRGV, 512-963-3131.

Help Wanted Programing, Production, Others

Wanted: Experienced television lighting person. Must know commercial and location work. Must have sample reels when requested. Box J-121, BROADCASTING.

Promotion Copywriter for New Orleans "V". Experience necessary in writing and producing on-air and print advertising. Send resume, writing sample, to: Box J-218, BROADCASTING.

Wanted: Director of Graphic Arts at a large Northeastern television station. Must have at least five years of experience in graphic design for television. Will also be responsible for printed material. Must be able to supervise other Graphic Artists. Salary negotiable depending on qualifications and practical experience of the candidate. Equal opportunity employer. Job available as of September 26, 1974. Box J-124, BROADCASTING.

Promotion Manager, CBS affiliate in top 30 market. Stress on solid creativity particularly on air promotion. Send complete resume, in strict confidence to Box J-248, BROADCASTING.

Experienced Prod.-Dir. for prod. ABC VHF great place to live. Send resume to Operations Manager, KIVI, 1866 E. Chisholm Dr., Nampa, ID 83651.

Situations Wanted Management

Corporate financial management with group. Seeking new challenge. Offer extensive experience corporate and station, TV and radio in administration, budgeting, cost control, acquisitions and accounting. Box J-166, BROADCASTING.

General Sales Manager. Ten years in group operations as troubleshooter through top-twenty market rank. Exceptionally strong local record. Can train, motivate and deliver, your market's best sales force in a year. Top industry references, exceptional ability in turn-around situations or trouble-market/station situations. The answer is the billings, and the men I've trained. Southwest preferred or West. Box J-237, BROADCASTING.

Dynamic sales manager seeks larger market opportunity. Two years as sales manager in this medium market. 29 degree. Current income \$28K. Box J-255, BROADCASTING.

General sales manager, 5 years experience in top 50 market. At 38, I am ready for a new challenge. Strong administrator with ability to motivate. Box J-257, BROADCASTING.

Situation Wanted Sales

Attention West Coast or New England TV stations. Successful news anchorman would like sales opportunity in your area. I'm 29, married, self-starting, and ambitious, with a goal of station management. Box J-236, BROADCASTING.

Situations Wanted Technical

Chief engineer available. Years of experience. Television station, production, remotes. Resume upon request. Box J-210, BROADCASTING.

Director of Engineering. 22 years experience, all phases AM, FM, and TV, DA's, proofs. FCC regulations. Florida only. Box J-228, BROADCASTING.

Situations Wanted News

Camerasman/Editor/Writer. Documentary, news film, commercial pro. Twelve yrs. Sixth and fourth markets. Also worked as magazine show host/producer. Investigative and series reporter. Wants medium market challenge or news directors job small market. Best references. Box J-103, BROADCASTING.

Female reporter, two plus years general assignment experience, medium market TV news, net affiliate. Hard working, creative, seeks same or larger market. Features specialty. Box J-176, BROADCASTING.

Situations Wanted News Continued

3 years directing, switching 6-11 p.m. news, desires opportunity to participate with news team as street reporter. Box J-196, BROADCASTING.

Executive Producer, or Producer/Director for news. Two "EMMYS," highly creative, weekends OK to start. NATAS chapter city or top 30 market. Box J-247, BROADCASTING.

Dynamic hardworking attractive female broadcaster experienced anchor reporter/photographer. Excellent reference. Box J-252, BROADCASTING.

Young major market radio newsmen seeks career opportunity in TV news. Solid experience. A real pro! Box J-261, BROADCASTING.

Aggressive News Director. 19 years varied experience in news and public affairs, diplomatic administrator, excellent editorialist, stable, top references, authoritative bass delivery, perfect pronunciation in six languages. Would like to talk with manager who considers news a salable commodity and not a programming by-product. What can you offer? Box J-262, BROADCASTING.

Talented weekend sportscaster in top 50 wants Sports Director's position. Box J-271, BROADCASTING.

Assignment editor, newswriter, live and outside reporter. 9 months current top market U. News. '73 J-grad can shoot, edit, and routine show. Call enthusiastic Steve in New York, 516-466-4757.

Reporter/writer/producer with four years excellent experience, master's degree and awards. Looking to relocate in news and/or public affairs or allied field. 614-235-2985.

Field Reporter. Master's Degree in Television Journalism, U.C. Berkeley, wants position in small or medium market. Previous radio news experience. David Beadle, 2241 Durant Ave., Berkeley, CA. 94704.

Business writer, five years with Business Week, three with metro daily, seeks reporting position. Richard Hines, 13 Coral Drive, Pittsburgh, Pa. 15238. Call 412-828-8661.

Situations Wanted Programing, Production, Others

Caribbean Broadcaster, experienced in production, news, announcing, switching, desires moves, after 3 years to stateside broadcasting mainstream with progressive firm. Hard working, conscientious—an asset to any firm. 1st phone. VTR, resume on request. Box J-263, BROADCASTING.

College grad seeks experience in TV/film production. Will consider any job, anywhere. MacAllister, 61/2 Summer St., Montpelier, Vt. 05602.

Cinematographer, Art Director, 8 years experience. Look at my slides and films, what do you have to lose? Call for samples, 301-733-7490.

Production manager/director with UHF independent looking. Heavy on remote/studio local origination. Mornings. 1-602-968-8072.

CABLE

Help Wanted Management

Bright, aggressive recent college graduate with strong interest in cable television sales, marketing and promotion should reply at once. Here is your chance to learn the cable television business inside and out. The last two people to hold this position are now a general manager and marketing director in our company. Send confidential resume to Box J-127, BROADCASTING.

Executive search is an expanding field and our nationally known firm can offer an excellent opportunity to a mature, recent college graduate interested in our Cable Television Division. Position involves considerable contact with corporate officers both in soliciting new clients and in "searching" for qualified executives. Attractive income, surroundings and benefits. Fred Herms, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631.

Help Wanted Technical

Installers and Technicians wanted. Top pay and benefits, salary commensurate with experience. For interview, call Mr. Underwood 201-561-2288, or send resume to Plainfield CableVision, Inc., P.O. Box 1069, Plainfield, NJ 07060.

WANTED TO BUY EQUIPMENT

One Solid-State Microwave System in 7 GHz Band.. E. F. Bigbie, WJCL-TV, 10001 Abercorn St., Savannah, GA 31406. 912-352-2022.

Wanted: B/W broadcast quality camera that can be run off external sync for use as an insert camera. Editel Inc., 1920 N. Lincoln, Chicago, IL 60614.

Eastman, RCA, and Bell & Howell TV projectors wanted. Also Eastman model 25's and 40's. Large supply of cameras and projectors for sale. Send for free listing. Cinevision, 206 14th St., N.W., Atlanta, GA 30318.

RCA TR3 or 4 Lo Band Color VTR. Must have ATC. Call MAZE 205-591-4800.

FOR SALE EQUIPMENT

Equipment for sale: 16mm TV projector Hokushin TC 510D. Perfect condition. \$7500. Box J-244, BROADCASTING.

TFE Tone Burst Generator, \$50. Presto 6N, \$250. Tektronix 535, B plugin and P6000 probe, \$495. Set of three attenuators giving 0 to 111 db, in 1/10 db steps, 500 ohms, \$40. 600 ohms, \$50. Box J-266, BROADCASTING.

Gates Stereo automation made up for top 40. Full overlap-3 random access carosells 2-14" Scully tape decks. Cart encoder, monitor amp, 2 Gates "55" sequential cart players. Electronics for time announcer, digital clock, adding machine tape type logger, 25 to 150 H2 decoders. Unit in full operation when removed from service. Call: Dennis King, 415-792-2555. KFMR Fremont, CA.

STL-3 transmitter/receiver units, 2 dishes, combiners, cable, \$2500. KNGT, Box 609, Jackson, CA 95642.

Gates BC-1G AM transmitter 1000/250 watts. Presently tuned to 1,300 khz. Good condition—3 years old. Available September. \$4,750. Write Kin Jones, KYNO Inc., 2125 N. Barton Ave., Fresno, CA 93703.

Synchronous Q-prompter system with two reader units, extra cable and hand controls, four position central control box. Charles Schuerhoff, WGBH Channel 2, Boston, MA 02134. 617-868-3800.

Save on brand-new, never used, Andrews Coax. 280 feet, 1 3/8ths Transmission Line, plus fittings. Call Jerry Graham, WGRG, Pittsfield, MA, 413-499-1531.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

FM Translators: New low cost solid state FM translators can mean extra revenue for FM broadcasters. Contact us for money-making facts. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Like-new TIM 400 Teletestrator (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.

Complete Monochrome broadcast mobile unit. 2-TRK30 cameras, zoom lens, 2-sync. gen., audio, director's console, etc. Price open. Must sacrifice. 312-738-1022.

FM Transmitters (used): Selection of transmitters in 10 kw, 5 kw, 3 kw, and 1 kw range. Selection of used FM exciters. Some stereo generators. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Basic Video Mixing Console: four monitor, Ampex (AC116) SEG, Bogen sound mixer, pre amp, in fully wooden cabinet. Scotch brand 360-1-3000 1" by 3000" videotape. Thirty-two rolls, never opened. Reasonable offers accepted. Contact: Michael Garvin, c/o Vanguard School, Box 277, Haverford, PA 19041.

Educational FM Transmitters: New low cost solid state, compact, reliable educational FM transmitter line. Stereo and SCA available. Check out our educational FM package. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Comedy Continued

Jack Shorts! Twice-monthly Contemporary comedy for top deejays. Free issue. Library. 5804-B Twineing, Dallas, TX 75227.

"Reminiscing in old-time radio" Daily 5 minute classic old-time comedy programs. Demo-information—Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, VA 24011. 703-342-2170.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. 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.

"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.

Paperchex! Openings The Chucker 1 yr. \$30; 1/2 yr. \$18; 1/4 yr. \$10; samples 50¢; 249 North St., Buffalo NY 14201.

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).

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.

FCC license the right way, through understanding, at a price you can afford. Home study. Free catalog. Genn Tech., 5540 Hollywood Bv., CA 90028.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Sept. 30, Nov. 11, Jan. 6. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

San Francisco, FCC license, 6 weeks, 11/4. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

You belong in

Broadcasting

The newsmagazine of broadcasting and allied arts

RADIO

Help Wanted Management

SALES MANAGER

Number one AM/FM in desirable Midwest medium market. Income \$18K to \$20K plus numerous fringes. Must have degree and one to three years competitive sales experience. Call Rick Davenport or Mike Walker at (312) 693-6171.

Help Wanted Management Continued

The only executive search company specializing in the communications industry is looking for some of America's top young radio or television sales producers. Must have a degree, superior intelligence, and radio or television sales experience. In short, you must be sharp! Send full particulars to Rick Davenport, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, Illinois 60631. All replies answered.

Help Wanted Sales

SALES—HEAVY WEIGHT!!!

You want to make money . . . we want to sell time! It's that simple! You've got the experience and ability *already* and we've got the hottest contemporary station around. We want the pro who's good and who knows it . . . the kind of person who can produce, and get into promotion, and the fun of selling a great radio station! We're a New England resort market and we're looking for the big time producer for the big market buck. If you're good and you know it . . . contact us immediately. We're ready to move and we're ready to pay for the right person!

You want to make money and we want to sell time! It's that simple!

Box J-199, BROADCASTING

ACCOUNT EXECUTIVE

Group owned Chicago radio station has immediate opening for ambitious, young account executive ready to move up to a large market. Internal promotion made position available. Income: \$30,000 to \$35,000, depending on performance. Send resume to:

Box J-253, BROADCASTING

Help Wanted Announcers

PERSONALITY JOCK

Midcontinent rock station seeks real live personality jock. Salary commensurate with ability but not less than \$12,000.

Box H-155, BROADCASTING

#1 adult contemporary country needs morning person. Must be able to ENTERTAIN. Character voices a plus—imaginative production a must. Resumes, desired salary to:

Box J-265, BROADCASTING

An Equal Opportunity Employer

Help Wanted News

NEWS. Need heavy, powerhouse newscaster, writer, reporter. Must have extensive news background and desire to dig into local scene. A rare opening at number one AM/FM/TV Ohio outlet. An equal opportunity employer. Send resume, salary requirements to:

Box J-175, BROADCASTING

Situations Wanted Announcers

LOOKING FOR CHALLENGE

Currently rated solid #1 teens and adults 18-34 in top 3 market. Interested in contemporary drivetime slot where creativity, personality count.

Box J-233, BROADCASTING

**Situations Wanted Announcers
Continued**

EXPERIENCED FEMALE

Progressive Announcer seeks medium market. 5 years progressive/MOR announcing, plus music directing, news reporting, commercial production. I want to do more than decorate your Eq. Employment report.

Contact: Pam Peterson, RD6, Halseyville Rd. Ithaca, New York 14850 or 607-272-9118.

Situations Wanted Technical

East Coast Broadcasters

Chief Engineer for group-owned AM and FM stations in major market seeks stable position with advancement potential. Six years in broadcast engineering. Experience with studio and transmitter design and maintenance; FCC filing; Proof of Performance; automation; STL and radio-remote-control equipment; stereo techniques; solid-state technology; and SCA. EE degree.

Box J-232, BROADCASTING

Situations Wanted News

I'm a real reporter and I've developed one of the finest teams of top flight broadcast Journalists as major market News Director.

I can work the same results for your organization.

I've got a solid network background (radio & TV) from my three years freelancing as a foreign correspondent specializing in wars. I know what makes great footage and great audio. My standards are high and my integrity intact. PLUS I know how to build ratings and gain respect in the community.

Call to hear more. MIKE DREXLER
(216) 371-1532

**Situations Wanted
Programing, Production, Others**

PD-MD in medium market would like to be MUSIC DIRECTOR at a M-O-R station in a Top 30 market. Full knowledge of M-O-R music, including OLDIES.

Box J-213, BROADCASTING

**TELEVISION
Help Wanted Management**

CREATIVE JOURNALIST

Person with educational and practical command of television news to immediately become involved on national level. Growing company has management position for intelligent, energetic, ambitious person with Master's Degree. Send resume and photograph to:

Box J-177, BROADCASTING

Employment Services

LOOKING FOR A CAREER IN BROADCASTING?
Then Subscribe to:



Box 61, Lincoldale, N.Y. 10540

Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, PD's, News, Sales and Engineers

\$5.00 per month (4 issues); \$12.00 3 months (12 issues); \$30.00 12 months (50 issues)
Remit Cash With Order, Please!

Help Wanted News

**GEORGIA POWER COMPANY
TV JOURNALIST**

Journalist needed to head small operation in providing news clips to stations and producing in-house films. Degree in Journalism and three years experience required. Good working conditions. Send resume and writing samples including educational and experience background, salary requirements and availability to:

L. D. Eubanks
Employee Relations Department
P. O. Box 4545
Atlanta, Georgia 30302
EQUAL OPPORTUNITY EMPLOYER

Miscellaneous

GROSS OVER \$1,000.00 Monthly with our "SHOP-AT-HOME" @ Radio promotion. For medium and small markets. Inexpensive. For complete details call collect 703-342-2170.

Hayden Huddleston Productions, Inc.
Suite 305, Shenandoah Building
Roanoke, Virginia 24011

100% ID TRADE

Medium & Metro, 100% trade for GWIN-SOUND PROMOTIONS Id's. Carry top quality, 30 minute Sunday, Church broadcast. Outline format in letter. Will send details & demos. No obligation.

DeMunck Simmelink & Co. 414/564-2001
914 Center Avenue
Oostburg, WI 53070

COLLECTORS ITEM



Authentic Replica of RCA microphone mounted as men's tie bar or ladies pin (gold or silver finish)

\$4.95 each (check or money order)

All American Enterprises
P.O. Box 1141
Pomona, CA 91769

Funding Available

\$100,000.00

Over the next ten years, The Wheatstone Bridge Engineering Company, The Reginald A. Fessenden Educational Fund, and allied organizations will make available \$100,000 to needy community broadcasters, either through outright grants, or purchase/lease-back of expensive transmitting equipment. If yours is a bona fide community radio station, with open access and absolutely no racial, ethnic, or sexual barriers—or if you are planning to put such a radio station on the air, please contact:

Cese McGowan
President
222 University Avenue
Los Gatos, California

Wanted to Buy Stations

Top major market sales/management/programming team seeks equity in Class B or C FM station with unrealized potential. We will manage and program with option to buy. Unusually impressive credentials. Owner and broker replies invited, all markets.

Box J-234, BROADCASTING

CENTRAL TEXAS

AM wanted.

Reply Box J-245, BROADCASTING

**Books
for
Broadcasters**

- 301. 1975 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. 1975 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 Hix 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 Bluem. 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 Spottis-woode. 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 CAMERAMAN by Freddie Young and Paul Peizold. 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 _____

**Wanted To Buy Stations
Continued**

2 knowledgeable young Broadcasters seek first ownership experience. FM, AM, or both in medium to large market.

Box J-249, BROADCASTING

For Sale Stations

CLASS A—FM
One Million Plus Coverage
Religious format—
northern California.
\$295,000. Principals only.
Box J-230, BROADCASTING

Fulltime Country AM Station
N.W. Florida
\$385,000.00 CASH
Principals only—No Brokers
Include financial qualifications
first letter.
Box J-250, BROADCASTING

Exclusive NBC MOR Fulltimer in healthy Texas Metro Market. Fine acceptance. Real estate. Billings on \$300,000.00 level. Cash flow over \$70,000.00. Debt assumption provides very liberal terms and low interest rates.

\$600,000.00

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

"...about two months ago we ran several larger ads in your classified section of BROADCASTING advertising for a Regional Sales Manager for our Southeastern area. After the ad ran,...we received applications from 24 well-qualified applicants, and were able to make our selection from an unusually fine field of candidates. It is our opinion that the response from BROADCASTING was truly phenomenal. At the same time, we would recommend to other advertisers using classified to buy enough space to screen their responses effectively. Certainly, our use of that relatively substantial ad saved us a lot of effort, and also a lot of money in finding the proper applicant. We really appreciate the tremendous response that this ad got in seeking to fill a tough position."

**For Sale Stations
Continued**

AM Full time, good earnings New England \$700,000. Exclusive with
E. F. Hutton Co. Inc.
One Boston Place
Boston, Mass. 02108
617-742-9200, Ext. 36

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

 **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

For Sale Stations Continued

Fla	Small	Daytime	110M	29%
NE	Metro	Daytime	600M	Nego
NE	Metro	Daytime	825M	Cash
MW	Sub	AM/FM	450M	29%

 **CHAPMAN ASSOCIATES***
business brokerage service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

MAJOR MARKET FULLTIMER
Total Price \$1,000,000
Maximum Down Payment \$100,000
To Qualified Buyer

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.

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.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

AP Radio's Bob Benson: conditions are go

The room looked strangely sterile. Three black leather chairs stood vacant against a newly painted wall. An unobtrusive carpet smelled vaguely of the factory. Otherwise, the room was empty. Workmen in blue coveralls moved about casually, adjusting a door hinge here, a light fixture there.

At the far end of the room, which would soon become a reception area, a heavy door had been pushed wide open. From within, the clatter of news tickers competed persistently against the voice of a young, bespectacled man in shirt-sleeves. Around the table before him, a small group of well scrubbed but informally attired men and women sat and listened attentively. Bob Benson was conducting one of his first staff meetings and there was much to say.

"We're living in the middle of a lot of confusion," Bob Benson pointedly observed. "Let's ask questions; you'll find I ask the dumbest ones of all. . . . The AP is looking at us very hard. We're the single largest growth area in the entire organization. If there's any way we can make it better, let's get it out. Don't leave it as a private thought."

For Mr. Benson and his audience, the hour of reckoning was fast approaching. In 12 days, AP Radio—the Associated Press's first venture into audio news service—would emanate from within those walls. Down the hall in Bob Benson's office, the only thing showing signs of a permanent resident was a small ashtray, already filled to capacity despite the mid-morning hour.

Back at his desk, Mr. Benson looked restless. So much remained to be done. It was a bad time for an interview.

"It's been a fun summer to be here," Mr. Benson recalled of the weeks since he had moved his small family across the country (from San Francisco, where he had been operations director of KGO-AM) to Washington, where the new job as AP Radio's managing editor awaited him. "Fun, but a little frustrating, having the biggest story of the century going on and us not on the air yet."

For Bob Benson and APR's nuclear staff of 23, the frustration ends tomorrow (Oct. 1) when the first feeds go out to an initial line-up of 180 stations. It will be replaced by the glaring reality of being the newcomer in a marketplace that presumably is already well supplied by the competition. With several national radio news services already plying their wares, why does the Associated Press, after more than a century of secure operations as a wire service, opt to enter the fray?

"AP has 126 years behind it of trying out new things," Mr. Benson says. "I think they're known for the fact that



Robert Gustav Benson—managing editor, Associated Press Radio; b. Streator, Ill., Dec. 15, 1942; staff member, WIZZ(AM) Streator, 1958-60; attended Butler University, 1961-63; staff member, WIRE(AM) Indianapolis, 1961-65; news director, KOIL-AM-FM Omaha, 1965-66; national news coordinator, Star Stations, 1966-68; news director, WLS(AM) Chicago, 1968-70; news director, KGO(AM) San Francisco, 1970-73; operations director, KGO, 1973-74; present position, July 1974; m. Maryann Sullivan, 1971; son—William Cullen, 15 months.

when they get into something, they're doing it after pretty careful analysis. . . . The AP will be in this business from this point on. We're in it with both feet.

" . . . I don't see this as a move toward overpopulation. Do you see any parallel between the fact that there has been a great increase in the number of radio news services and the fact that formats have been splitting like crazy? The spectrum is there. . . . People seem to want a concise report of what is going on, and they want it to be updated as frequently as possible." All-news stations, particularly, "have seen that it is almost impossible to get too much material into the shop."

What APR will provide, Mr. Benson insists, is informative, diverse news material in a manageable, flexible format. Hourly newscasts (21 each day), heavily laden with actualities, will be available in formats of 90 seconds, or 3:30 (with a one-minute station cutaway) or five minutes (with a total of 90 seconds for local filler). Ninety-one 90-second sportscasts (six in morning drive time, five in the afternoon and 36 on week-ends) will be offered, as will 10 one-minute business reports and three national agricultural transmissions each day. Regional newscasts, augmented by AP-member stations and several AP subsidiary regional news operations, are planned shortly. A weekly anthology of

in-depth public affairs reports is also contemplated.

That's a lot of feeds—enough to make AP Radio a highly inflexible operation internally, but one that can be quite accommodating to the membership, or so Mr. Benson hopes. "Anytime you're formatting," he notes, "you're serving a variety of needs. It's impossible for any service like ours to go completely free form. The function of editors is to edit, and we have to live by that."

Notwithstanding the inherent impediments and far-sighted goals (with 3,220 stations—all subscribers to the AP broadcast wire—still eligible for the audio service, there's a lot of sales ground to cover), Bob Benson is pursuing his new job with a demeanor that can only be described as zealous. At the relatively tender age of 32, the Washington assignment is a major career opportunity—but one for which Mr. Benson has been preparing since age 16, when he joined the staff of WIZZ(AM) in his native Streator, Ill.

"Like everyone else," he said, "I wanted to be a DJ." As a junior high student, he had heard that announcers of the time were making \$150 a week in Chicago. "What a salary! How could I have wanted anything else?"

That answer eluded him until 1962, when he began seeing service in the news department at WIRE(AM) Indianapolis. In that year, 76 persons died in an explosion at a local ice show. Bob Benson was on the scene. He saw the blood, the bodies, and "from that day on I was no longer afraid of being a spot news reporter." Later, while serving as national news coordinator for Don Burden's Star Stations, he filed reports from Vietnam, and in 1968, as news director at ABC-owned WLS(AM) Chicago, he was on the street during the disorders that befell the Democratic convention there.

The ramifications were sobering. News, Mr. Benson now realizes, can be a cruel business. It can also be an ego trip. But it never fails to excite, to hearten and to gratify its participants. "Any broadcast newsman," Bob Benson insists, "can feel damn proud of what he's doing for a living."

Back in the newsroom, the AP Radio staff was buzzing. A Washington policewoman had just been gunned down in an alley across the street—a national news story, albeit a macabre one. Bob Benson announced to the staff that the 177th member station had just signed on. A dry run of the day-to-day operation, it was reported, had turned up a highly impressive 60 audio reports. The workmen had left for the day, and a receptionist was due to start after the weekend. "You know," Mr. Benson beamed, "I'm beginning to think this thing's going to work."

Editorials

People of the press

When President Ford chose Ron Nessen, NBC White House correspondent, as his press secretary (*Broadcasting*, Sept. 23), it was more than a tribute to the individual. It was a tribute to broadcast journalism.

The appointment was accepted by the entire press corps. Apparently no one gave a second thought to the selection of a broadcast correspondent as the dispenser of the White House news.

That was not always the case. Nearly 30 years ago, when Vice President Harry Truman assumed the Presidency upon the death of Franklin Roosevelt, one of his first acts was to name his friend, J. Leonard Reinsch, of the Cox Broadcasting stations, as his press secretary — a post Mr. Reinsch hadn't sought. But the elite Gridiron, Washington's limited-membership club (50 newspaper bureau chiefs and correspondents), openly resisted the appointment of a broadcaster. Mr. Reinsch made it easy by stepping aside to become broadcast adviser to the President while continuing to direct the expansion of the Cox Broadcasting organization.

We hope Mr. Nessen becomes a star in his White House slot, which is one of the toughest in the capital. He is the news dispenser for all the press — broadcast, magazine, newsletter, as well as the daily newspapers and press associations.

This unequivocal recognition by competitive media is proof that the last vestige of prejudice against the broadcast press has vanished. The next step, obviously, is full First Amendment protection for radio and television and that can be accomplished by eliminating Section 315 of the Communications Act and its demeaning fairness doctrine.

Staying in the kitchen

The commercial television networks took an overdose of criticism from members of the Senate last week for omitting live coverage of Nelson Rockefeller's confirmation hearing.

Senator Marlow Cook (R-Ky.) hinted at dark conspiracies and talked of antitrust investigations.

Senator Hugh Scott (R-Pa.) came out for increased federal funding for noncommercial broadcasting (which carried taped coverage in prime time on PBS television affiliates and live coverage on radio). That was after he had announced his "intense disagreement" with the news judgment of the commercial networks.

Senator Howard Cannon (D-Nev.), chairman of the Rules Committee, which was holding the hearings, expressed "shock" at the "deplorable and unconscionable misconstruction of what I conceive to be the freedom of the press and the public service requirements of the Communications Act."

What all of this really meant of course was that Republicans wanted a respectable member of the party to be put on national view for a change and that Mr. Cannon was remembering with envy the attention received by chairmen of other committees that did get live coverage in recent times. Whoever heard of Peter Rodino, outside New Jersey, before the impeachment hearings in the House?

This kind of political pressure is accepted by broadcast journalists as one of the hazards of their trade, and it is to the credit of the networks that they stuck with their editorial decisions through it all last week. We include in

that the noncommercial networks. Live noncommercial radio, delayed but full-text noncommercial television and news coverage of significant parts of the testimony on commercial TV and radio added up to just about all the American public needed to know about Mr. Rockefeller, Senator Cannon and the hearing.

Progress

The report adopted by the Senate Commerce Committee last week to accompany its license renewal bill put things in somewhat clearer perspective than they had been a week before. On balance, the report seems to suggest that the Senate thinks licensees are entitled to renewal if they abide by FCC rules and make substantial efforts to serve their communities.

Read with the bill that came out of the committee, the report provides at least some of the protection that broadcasters had legitimately sought against the piecemeal dismantlement of multimedia ownerships. It is not as certain a shield as the House provided in the renewal bill it passed. It is considerably better than nothing.

In its present form, the Senate package deserves support. There may be an outside chance for final action in this congressional session.

Lynch law

If a tentative vote taken two weeks ago holds, the FCC will strip the Alabama Educational Television Commission of all nine stations and the network it operates. Whatever the crime, that is cruel and unusual punishment, more in the tradition of the hanging judge than the rehabilitation center.

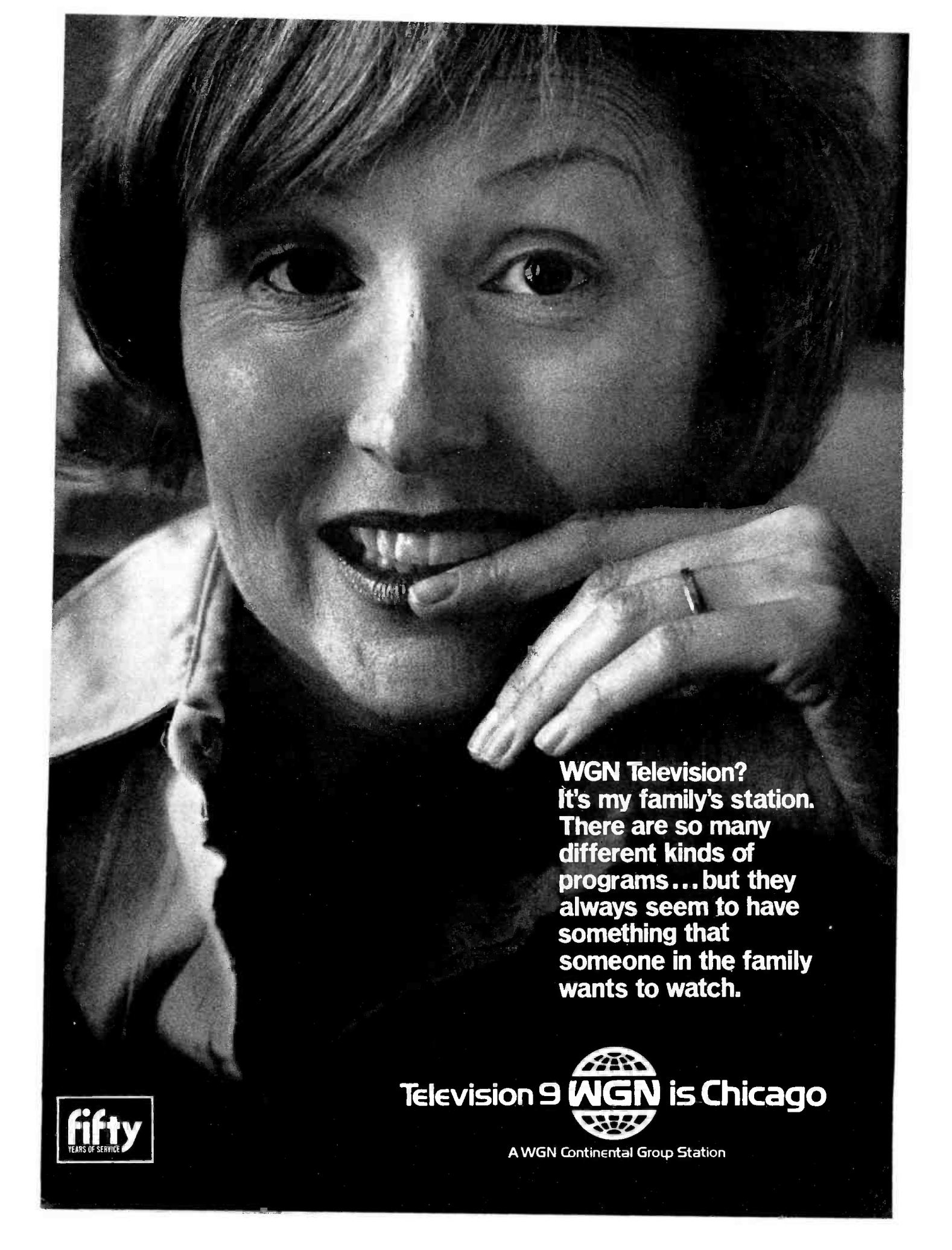
The Alabama noncommercial system is accused of discriminating against blacks in its programming and employment. It has admitted transgressions and has set about correcting them. The same transgressions could be charged to almost any other institution in Alabama or, for that matter, the United States.

If the FCC goes through with this, it will set precedents of grave consequence. No licensee that is made the target of a petition to deny renewal can be given credit for an effort to upgrade programming or practices. The incentive will be lost to make wrongs right.

A dissenting member has privately said that the majority in the tentative vote was more interested in revenge than in compliance. That kind of justice should have disappeared with the condoned discrimination against blacks.



Drawn for *Broadcasting* by Sidney Harris



**WGN Television?
It's my family's station.
There are so many
different kinds of
programs...but they
always seem to have
something that
someone in the family
wants to watch.**

Television 9  is Chicago

A WGN Continental Group Station

fifty
YEARS OF SERVICE

**NOW USED BY ALL 4 NETS
AND A LARGE GROUP OF INDEPENDENTS**

IKEGAMI

**HL-33 Mini-Portable Camera For
Electronic News Gathering**



JULIUS BARNATHAN,
Vice President in charge of
Broadcast and Engineering, ABC
says:

"We selected the IKEGAMI
Portable Camera because
we believe it is state-of-
the-art and has excellent
reliability so essential for
electronic news gathering."

The HL-33 is completely self-contained; can operate a VTR from the back-pack. No CCU is required. The camera head weighs only 12 pounds, the back-pack 23 pounds including batteries. Its NTSC video signal can be used directly on the air, directly tape recorded or a combination of the two modes.

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

