

Light at end of FCC tunnel on children's TV  
FM: Better and better for more and more

# Broadcasting Oct 7

The newswweekly of broadcasting and allied arts

Our 43d Year 1974

Oct. 7, 1974

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**NEWSPAPER**

## AP RADIO



Tom Martin, AP anchorman, 6 a.m. (EDT), Oct. 1, 1974, the first voice of the new "news service in sound."

## REACTION

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"The quality of the service is exceptional. The cuts from overseas were clean and sharp. We're surprised. The amount of material on the line the first hours of the beginning day made APR sound like they had been in business for years."

—KPOK, Portland, Oregon

"It's as comprehensive an audio service as exists. It's really impressive."

—KXXO, Tulsa, Oklahoma

"APR's studio quality has enhanced our news sound far beyond expectations, placing the world at our fingertips with a massive amount of variety and quantity."

—KVET, Austin, Texas

"The format is short but informative, very versatile and fits our own needs. The line quality is excellent for something brand new."

—WIBW, Topeka, Kansas

"...down here in Tennessee, it's the greatest sound around."

—WBMC, McMinnville, Tennessee

"Y'all are sounding mighty good."

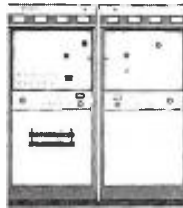
—WMAG, Forest, Mississippi

"It's good, good quality. The cues are smooth. It sounded just beautiful."

—WMIR, Lake Geneva, Wisconsin

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# Can't see the forest for the trees?



If the few proverbial trees bearing certain names are hiding the many broadcast equipment possibilities from you, we urge you to step out and examine the whole forest. These days none of us can afford to buy by maker's name alone. The woods are full of brand names, old and new, and we again invite you to glance through a few published features of high powered FM transmitters bearing popular names . . .

Manufacturer & Model	CATES FM20H3	CCA FM2500D/DS	COLLINS R31C-1B	RCA BTF20F1	SPARTA 625A
Power Output	21.5Kw	27.5Kw	22.5Kw	20Kw	25Kw
Driver as Auxiliary Capability	No	Yes	No	No	Yes
Automatic Power Control	No	No	No	No	Yes
VSWR Protection	No	No	No	No	Yes
Size of Largest Cabinet	42" W 78" H 32 3/4" D	38" W 76" H 34" D	68-15/16" W 71 1/2" H 27 1/2" D	48 1/2" W 77" H 32 1/2" D	34" W 75" H 25 1/2" D

Note the considerations that even a quick comparison can reveal. For instance the Sparta 25 kw FM transmitter, due to its modular construction in smaller cabinets, is easier to transport and install in any location, yet through thoughtful design it offers far superior accessibility. APC and VSWR protection may be available at extra cost on some models listed, but on our 625A they are standard.

Making equipment decisions today can be more difficult than ever, with such a thicket of names and claims to choose among. Only careful, detailed comparison should guide your choice, and surely our brief chart above gives reason for you to inquire further of all manufacturers. Evaluation of claims in depth will best serve your interests. And ours.

Start now by getting full, exact specifications on Sparta FM transmitters, AM transmitters, audio equipment and Spartamation systems and components. We want you to write or call us collect, today, for the Sparta equipment information you need.

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## Closed Circuit<sup>®</sup>

**Mr. Sam, DSA.** Among nominees for 1975 Distinguished Service Award of National Association of Broadcasters will be Senator Sam J. Ervin Jr. of North Carolina. Hailed as Senate's most distinguished constitutional authority, 75-year-old Democratic chairman of Judiciary Committee has endeared himself to broadcasters for fostering full First Amendment protection for radio and television. At last session he was ramrod in marshalling Senate forces for deletion of provision that would have imposed performance royalty on broadcast stations. Victory was by overwhelming 8-to-1 margin against stalwart opposition (*Broadcasting*, Sept. 16).

Among others nominated for 1974 award (which went to Richard Chapin, of Stuart stations, former joint board chairman) who presumably will be on 1975 list are J. Leonard Reinsch, retired chairman of Cox Broadcasting; Julian Goodman, chairman of NBC; Walter Cronkite, *CBS Evening News* managing editor, and Jack Benny, veteran comedy star.

**War chest pains.** Anti-pay TV-cable committee of National Association of Broadcasters, at its meeting in Washington last week (story page 5), didn't stop with decision to put on new drive. After committing itself to fund — \$400,000 is goal (half from station membership to be matched by major network funding) — committee turned to futures and how best to build contingency fund without resorting to emergency drives.

Wilson C. Wearn, president of Multimedia Broadcasting, Greenville, S.C., and chairman of NAB's television board, will appoint committee to explore subject, with report to be delivered to winter board meeting next January in Cerramar, Puerto Rico. Among suggestions were special assessments as against across-board increases in membership dues, with latter apparently favored. Meanwhile, with original \$400,000-plus war chest nearly exhausted, pressure is on new drive to defray upcoming oral argument costs as well as continuing campaign.

**Price conscious.** Although there's some hope that House will adopt Commerce Committee's all-channel radio bill before election recess, strong sentiment against it is reported. Resistance comes from congressional wariness of action that public would think inflationary. Bill would require AM-FM capacity in all factory-installed auto sets at obvious increase in price over AM-only receivers.

**High cost of compliance.** How much will it cost cable industry to comply with FCC rules by March 1977 deadline? Anywhere from \$100 to \$500 million, says National Cable Television Association staff — perhaps half again as much as total system investment over past 25 years. Preliminary estimates indicate as many as 400 systems will require extensive renovation, if not complete rebuilding. Present 180,000 miles of cable plant nationwide has cost \$700 million to \$1 billion since 1948. With tight money situation, many are worrying about how new construction can be financed.

Under rules, operators would have to offer at least 20 channels — only half broadcast — and provide two-way

capability. Hypothetically, for 3,000-subscriber system with 100 miles of plant, renovation could cost about \$700,000 for new construction plus \$120,000 for converters (at \$40 each). If hardware costs continue to rise, tab could go out of sight. NCTA, accordingly, is contemplating asking commission for total rewrite of present rules.

**Pro bono.** Help may be on its way for those who are in trouble with FCC but lack funds for legal defense. Legal aid program developed by Federal Communications Bar Association is expected to be announced soon by FCC, which would cooperate in and help implement it. Program would involve panel of lawyers who would provide aid on volunteer basis. FCC contribution of \$25,000 would be used to defray volunteers' out-of-pocket costs during fiscal year ending June 30, 1975.

Lawyers note that program would not be designed to aid citizen groups with complaints against stations; they are generally aided by public interest attorneys. Rather, it might help shrimp-boat captain accused of broadcasting obscenities on his ship-to-shore radio, or DJ accused of payola.

**Peaked.** Television's so-called commercial clutter situation appears to have leveled off. Count made by Television Bureau of Advertising shows average TV station last year carried exactly same number of commercial minutes per day (177) as it did in 1972, and that its daily commercial units, counting piggybacks as two units, increased only 1% (from 326 to 329). Nonnetwork commercials increased slightly in each case; network messages declined or held unchanged. Over longer haul, daily totals showed five-year gain of seven commercial minutes (up 4%) and 53 commercial units (up 19%), with both network and nonnetwork commercials contributing to increases. TVB's count was based on estimates from monitoring of Broadcast Advertisers Reports.

Leveling of commercial load does not reflect business slowdown, by any means. TV revenues in 1973 were up 9% from 1972, up almost 24% from 1969.

**'Pension' pondering, puzzling.** FCC last week was still pondering question of whether to appeal *Pensions* ruling it lost week before (*Broadcasting*, Sept. 30), either to full nine-judge bench of D.C. circuit court or to Supreme Court. Indications are it won't. If not, Accuracy in Media, which brought original complaint against NBC, probably will.

Among puzzles left in wake of court's decision: Why did it take seven months for ruling after going to court on expedited basis that did not allow time for written briefs? Was court's security on decision breached in advance? Rumors of 2-to-1 outcome had circulated in Washington for weeks preceding release.

**In the wings.** One of hottest properties in development for NBC-TV's 1975 season is contemporary situation comedy co-produced by Norman Lear and Don Kirschner. Called *Hereafter*, it's about rock group that is killed and then reincarnated. Cast is still to be determined.

## Top of the Week

**Long wait for little.** *It's been nearly five years since Action for Children's Television urged FCC to crack down on TV for the younger set. Now, commission is on verge of closing book on issue, and it appears that ACT's protestations have gone virtually for naught. Rather than issue rules, it's reported, agency will opt for policy statement encouraging voluntary cooperation from broadcasters. How industry will react to that invitation remains to be seen.* Page 15.

**Flop.** *Senate sounds death knell for year-round daylight saving time. Its unanimous decision to return November-February to normal hours emulates House action. All that's needed now is Ford's signature.* Page 18.

**Which way?** *FCC wants licensees to negotiate with dissatisfied citizen groups. It also wants them to maintain discretion over what their stations broadcast. Sometimes, it's difficult to figure out which direction deserves the higher priority. Witness the case of KCST(TV) San Diego.* Page 20.

**Behind the lines.** *With all the talk about media crossownership, sometimes one basic aspect of controversy is forgotten: Do media combinations really do public a disservice? Rand Corp. thinks not. Berkeley law professor thinks so. A debate ensues.* Page 22.

**Meanwhile.** *Harte-Hanks chain's purchase of controlling interest in WLTV(TV) Jacksonville, Fla., verifies fact that newspaper concerns are still very much interested in broadcast ownership.* Page 25.

**Transition.** *Ron Nessen has suddenly found a new purpose in life as President Ford's press secretary. And, the former NBC correspondent has quickly discovered, the folks in the press room now look at him quite differently.* Page 26.

**MOR.** *FCC Commissioner James Quello isn't the ogre in broadcasters' clothing that many cable interests had feared. In fact, Mr. Quello claims to be a moderate as far as cable policy is concerned. He so tells Northwest cablemen.* Page 33.

**Puberty passed.** *Yes, Virginia, there is an FM. It's a big business and getting bigger all the time. Those once feeble AM companions have grown into productive entities in their own right. A Broadcasting "Special Report" tells how and why.* Page 41. *Growth equals viability equals salability. That's the contemporary equation in FM station trading, a companion piece finds.* Page 41. *In the midst of the renaissance stands the National Association of FM Broadcasters, which heads for New Orleans convention this week with numerous AM people along for the ride.* Page 34.

**Goals.** *TVB has a mission: \$8 billion in television sales by 1980. It's one of 13 policy objectives cleared by bureau's board of directors. Cash successor also given high priority.* Page 54.

**Order of the day.** *New comparative ad guidelines, go-ahead for OTB advertising head list of code board recommendations.* Page 61.

**New frontier.** *Advertising for disposable douches is finding new home on television — but not on CBS.* Page 61.

**At home.** *Is Hollywood any place for a boy from Brooklyn? Sure, says Dave Gerber, who's worked hard to get there.* Page 91.

## A grudging FCC issues notice of inquiry on TV reruns, offers no solutions of its own

With obvious reluctance, FCC last week issued notice of inquiry in matter of network reruns in prime time. Vote was unanimous, but four commissioners issued total of three concurring statements expressing doubt as to whether commission should or legally could involve itself in question of how many reruns networks may air.

Notice does not propose rules, and makes it clear that commission is unsure that action would be appropriate. It says that commission is simply seeking help in making judgment "as to the next appropriate step (or no step at all) in the public interest."

Commission asks for facts on trends as to use of prime-time reruns, whether they serve public interest, and extent to which welfare and viability of U.S. program production industry affords basis for commission action, as well as extent to which government regulation is needed or appropriate. Commission also wants to know economic and programming consequences of rerun restriction.

Inquiry, in preparation for months, is result of petition for rulemaking filed in May 1972 by Richard A. Balmuth, Hollywood film editor, who complained that networks' increasing use of reruns was seriously affecting economic strength of program production industry. Later, then-President Nixon expressed sympathy for Hollywood production workers' position, and directed Office of Telecommunications Policy to attempt to come up with solution to problem. OTP sought to persuade networks to curtail reruns voluntarily, but failed. It then urged commission to undertake inquiry.

Mr. Balmuth urged rule that in effect would require networks to return to "39-13" schedule, in which 75% of each season's programs would be new. Schedule now is closer to 50-50. Networks, in opposing petition for rulemaking, said rising costs had forced them to abandon 39-13 schedules and that if they were forced to return to them, profits would be wiped out. They also said any restrictions on reruns would force them to turn to less expensive types of programming or to foreign sources of supply — practices that would adversely affect domestic production industry.

Chairman Richard E. Wiley, in concurring statement joined by Commissioners Charlotte Reid and Glen O. Robinson, said he remains to be convinced that rerun problem is one of "legitimate regulatory concern." He said he fears "governmental intrusion in what essentially may be a marketplace determination." Commissioner Robinson, in concurring statement of his own, said that "the public interest, convenience and necessity is not an all-embracing mandate to remedy the ills of the world." And Commissioner James H. Quello, in another concurring opinion, expressed similar doubt as to wisdom or legality of commission involving itself "in matters of program content which, traditionally, have been the responsibility of each licensee."

## Moore in news again re Watergate

Richard A. Moore, one-time president of KTTV(TV) Los Angeles who became special counsel to President in Nixon White House, last week figured in conflicting reports as to whether he would be named unindicted co-conspirator in Watergate coverup trial. Reports that he would be named grew out of prosecutors' statement that unnamed individual will be added to list of 20 unindicted co-conspirators in case. They began appearing in broadcast and press accounts on Wednesday evening, few hours after White House announced Mr. Moore's resignation, effective Oct. 9.

But Mr. Moore's attorneys denied their client would become involved in case. And by Thursday, prosecutors were

backing off their original definite statement about addition of new name to be added to unindicted co-conspirators' list, they said one "may" be added.

Mr. Moore said resignation was not related to reports — or to resignations of five other White House aides announced at same time as his. He said he had planned to resign two months ago, at same time President Nixon stepped down, but that, along with other top aides, was urged by President Ford to stay on during transition. About month ago, he said, he told White House's then-chief of staff, Alexander Haig, that he wanted to quit, and two weeks ago finally drafted letter of resignation and submitted it to President.

Unindicted co-conspirator is not target of prosecution, but his alleged acts or statements could be used against others charged with conspiracy. Mr. Moore feels it would be ironic if he were named in cover-up, since he regards himself as "uncover-up man." He noted his testimony at Senate Watergate hearing to effect that, on March 20, 1973, he had advised then-presidential counsel John Dean III to tell President everything about growing scandal.

Mr. Moore plans to remain in Washington at least through June and, in meantime, take his "first vacation in five years." He is thinking of returning to communications business, but has nothing definite in mind. Besides experience as broadcast executive, he is lawyer.

### No tapes on air, Judge Sirica rules

U.S. District Judge John J. Sirica has turned down request of three networks for permission to broadcast White House tapes that are to be played during Watergate cover-up trial. Judge Sirica, in letters to networks, noted memorandum from Chief Judge George L. Hart Jr. expressing consensus of judges in district as being opposed to disclosure. Judge Hart's memorandum indicated concern over precedent that would be set if permission were granted. "We have staunchly opposed, as you know, any broadcasting of court proceedings," Judge Hart said. "In a sense, if we allow replay of what occurred in court, it will be very difficult to explain why we will not let a tape recorder be used by a court reporter to replay the entire proceedings." Judge Hart left decision in matter to Judge Sirica, who said he agreed with other judges.

### Finally: Renewal bill goes to Senate floor

Tomorrow (Oct. 8) Senate will take up license renewal bill, Senate Commerce Committee's substitute for House-passed H.R. 12993. Amendment to restore House version's provision for five-year license term will be offered by Senator Lloyd Bentsen (D-Tex.). Senate bill leaves term at current three years. Observers say five-year amendment is likely to pass, though some members may try to chip it down to four.

Bentsen amendment has 17 co-sponsors, including Majority Leader Mike Mansfield (D-Mont.), Minority Leader Hugh Scott (R-Pa.) and Senators John Tunney (D-Calif.), Ernest Hollings (D-S.C.), Marlow Cook (R-Ky.) and J. Glenn Beall (R-Md.). Latter four are members of Senate Commerce Committee, which never seriously discussed extending license term in markup sessions last month (*Broadcasting*, Sept. 16, 23).

Other possible amendments discussed but without sponsors at week's end included one for five-year license terms, but staggered so stations in same market would not fall due at same time, as they do now. Another would grant five-year terms as rewards only to those stations that demonstrate superior service during preceding term. Rest would keep three-year terms. There was also talk of amendment to change "substantially met" performance standard called for in Commerce Committee bill.

### There may be new ball game on format changes: Court remands WEFM sale to commission, stays Starr's WNCN switch at 11th hour

U.S. Court of Appeals, in what may be landmark opinion regarding format changes, has overruled FCC decision permitting sale of WEFM (FM) Chicago without hearing on proposed purchaser's plans to substitute rock for classical music format station had employed since going on air in 1940. First impact of decision was on Starr Broadcasting's plans to drop its classical format for rock. Court, acting on last-minute pleadings in case that has stirred considerable controversy in New York, stayed format change for WNCN (FM), and asked for additional briefs in case by Thursday (Oct. 10).

Court directed parties — commission, WNCN Listeners' Guild (which was organized to oppose format change) and Starr — to discuss effect of WEFM decision on WNCN case. Court also asked for comment on relation between proposed change in station's call letters — to WQIV — and change in programming format.

Ten judges of circuit court heard case after three-judge panel — by 2-to-1 — had originally affirmed commission decision approving Zenith Radio Corp.'s sale to GCC Communications of Chicago Inc. Opinion to overrule was adopted by 8-to-2 vote. Two citizen groups organized "to save WEFM" had opposed sale before commission and fought issue through courts on ground that it had raised questions concerning sale that, at minimum, merited consideration in hearing. Court agreed. It cited two factors FCC should consider — financial losses Zenith said it had suffered as result of maintaining classical music format, and whether GCC was guilty of misrepresentation in connection with its community leader survey.

But opinion also reaches out beyond WEFM case. Court says commission erred in holding in its opinion that entertainment program format matter is best left to discretion of broadcaster because, as matter of economic necessity, he will tend to program to meet preferences of his area and fill whatever void is left by other stations. That approach, court said, is inconsistent with commission's duty to secure maximum benefits of radio to all people of U.S. "We think it axiomatic that preservation of a format that would otherwise disappear, although economically and technologically viable and preferred by a significant number of listeners, is generally in the public interest," court said, in opinion written by Judge Carl McGowan.

Court, in WNCN case, acted on request filed by listener guild's public interest lawyers to maintain status quo at station pending commission action on guild's petition to revoke WNCN license (*Broadcasting*, Sept. 30). Absent stay, format change and call letter switch would have become effective at 12:01 a.m. last Saturday (Oct. 5).

### FCC, Robinson views no help to OTP cable bill

Office of Telecommunications Policy received little support for its proposed cable television bill in two documents emerging from FCC on Friday, both addressed to Office of Management and Budget. One was commission's letter discussing basic philosophical differences between FCC and OTP on cable regulation. Other was separate statement by Commissioner Glen O. Robinson, who found proposed bill "major step in the evolution of regulatory policy" but, nevertheless, "somewhat confusing," and he indicates, disappointing in not discussing some issues, including ultimate role of cable.

Commission position, which incorporates previously reported views of staff ("Closed Circuit," Sept. 16), is that proposed bill would remove cable from regulatory scheme that now includes all other communications industries. Matters that now come before commission would become



congressional responsibility, according to FCC letter. And it would be unwise, it says, to impose on Congress function of regulating dynamic industry.

Commissioner's statement, more general in approach, points out that although proposed bill is designed to deal with regulatory framework, it deals also with matters of substance — but only selectively — with result that is "somewhat confusing." (For instance, he notes, draft deals with crossownership, permitting it in some cases, forbidding it in others.) "Certainly, it projects a most unclear vision of the role of cable in, say, 20 years," he says. "Without some outline of this role, it is difficult to appraise the soundness of the regulatory framework which it proposes."

Statement contains some insight into Commissioner Robinson's views of cable regulation. For instance, he notes that "over-all tenor" of bill is that cable regulation should be reduced — "and with that goal I agree" — although he does not think it practical to discuss wholesale curtailment at this time. Commissioner agrees with OTP that it is not necessary or desirable to impose on cable type of content regulation now imposed on broadcasting. He also doubts it would be constitutional. He also agrees on ban on free access channels, and says he cannot understand why OTP would require minimum channel capacity.

### Drawing up battle order against pay cable

National Association of Broadcasters pay TV committee assembled last week to talk strategy for upcoming FCC oral arguments on pay cable antisiphoning rule (Oct. 23-25). NAB testimony will be delivered by Vincent Wasilewski, NAB president, and John Summers, general counsel. Also testifying will be Wilson Wearn of Multimedia stations, chairman of NAB TV board, and Willard Walbridge of Capital Cities Communications, chairman of NAB anti-pay TV committee. NAB will also coach other broadcasters who seek help with their testimony. Association anticipates big broadcaster turnout, noted increased interest on part of small-market and independent stations which in many cases use old movies as primary programming staple.

Pay TV committee also discussed funding for campaign against alleged siphoning by pay cable, has mailed letters to all TV stations that have not contributed to fund. Next step will be to hit again ones that have contributed. Committee has raised \$480,000 so far, is shooting for another \$400,000 or more.

### Campaign compromise postpones 315 repeal

Compromise on measure to reform political campaign spending has gelled, with House and Senate conferees to hold wrap-up session today (Oct. 7) to review finished product before sending back to both houses for passage. Among actions last week was decision to put off until next year Senate-passed provision to repeal Section 315 — equal-time provision of Communications Act — for candidates for President, Vice President and Congress. Senator John Pastore (D-R.I.), chairman of Senate Communications Subcommittee, and Representative Harley Staggers (D-W.Va.), chairman of House Commerce Committee, have said they will introduce separate measure in respective houses early next year to repeal equal time for presidential and vice presidential candidates.

## In Brief

**On the verge.** Sources at Television Bureau of Advertising appeared confident Friday (Oct. 4) that new president of TVB would be selected and set "within a week." They would not speculate on identity. Two reported earlier to be in contention — before Edwin Pfeiffer of WPRI-TV Providence, R.I., was offered job and turned it down (*Broadcasting*, Sept. 30) — were Roger Rice of Cox Broadcasting and Don Durgin of NBC (early story page 59).

**Sitting this one out.** Seven scheduled sponsors and four ABC-TV affiliates have disassociated themselves from tomorrow night's (Oct. 8, 10-11 p.m.) *Marcus Welby, M.D.* episode dealing with sodomy and pedophilia. Sponsors: Sterling Drug, Colgate-Palmolive, Lever Bros., Shell Oil, American Home Products, Breck shampoo and Gillette. Affiliates: WPVI-TV Philadelphia, WCVB-TV Boston, WHYN-TV Springfield, Mass. and KATC-TV Lafayette, La.

**Resuscitation.** ABC-TV, which earlier announced pre-emption on Oct. 11 of three of its regular Friday shows for John Wayne movie "True Grit" (*Broadcasting*, Sept. 23), will also cancel entire Friday night schedule on Oct. 18 for blockbuster movie "The Guns of Navarone" and on Oct. 25 for another John Wayne movie "Hatari." ABC's regular Friday lineup comprises *Kodiak* (8-8:30), *The Six Million Dollar Man* (8:30-9:30), *The Texas Wheelers* (9:30-10) and *The Night Stalker* (10-11).

**Another nail.** Rocky Mountain Broadcasters Association wrote National Association of Broadcasters last week opposing NAB TV board decision to make TV code subscription mandatory for all members by April 1, 1976. Regional association took action after all four of its member state associations wrote NAB independently in opposition ("Closed Circuit," Sept. 30). Those four: Montana, Wyoming, Utah and Idaho. TV board may amend or could repeal rule at regular meeting next January.

**Looking for trouble.** U.S. Consumer Products Safety Commission, Washington, in open meeting last Thursday (Oct. 3), formed steering committee to develop model communications program to be adopted by companies in face of product recall such as last month's "trouble light" (which resulted in three-network notice of defective product). Ron Eisenberg, public information officer for commission, will chair committee comprising: Norman Cash, Television Bureau of Advertising; Carl Hawver, Public Relations Society of America; Lou Shollenburger, Advertising Council; Terry McGuire, National Newspaper Alliance; William Heimlich, Association of National Advertisers; Sanford Ullman, National Association of Broadcasters, and Lawrence Reedy, American Association of Advertising Agencies.

**Attorney general fingers TV.** Attorney General William Saxbe cited "violence on television" as one of two possible causes for current 16% increase in crime reported by FBI for first half of 1974. Mr. Saxbe said he could do nothing about people watching television — "If that's what sells soap that's what they'll watch" — but added he is taking steps to "turn around" what he believes is second factor: people thinking they can get away with crime and succeeding.

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KIDNAPPER TALKS!**



**LITTLE KELLY JO  
FOUND SAFE IN BASEMENT!**



**POLICE FIND  
\$50,000 WAVERLY RANSOM!**



**CIRCUIT COURT  
CONSIDERS FATE OF RESERVE!**



**FBI CAPTURES  
KRONHOLM INTRUDER!**

## Are we just lucky?

No. It's more than luck when an accused kidnapper grants WCCO-TV a 4-hour filmed interview when he won't even talk to anyone else.

Or when WCCO-TV is the only Minneapolis-St. Paul TV station who cares enough to cover the joyful reunion of a lost child with her parents after a harrowing night-long search.

It's more than luck when only WCCO-TV has a news team thorough enough to be there when the police discover a \$50,000 ransom in another kidnap suspect's apartment.

Or when WCCO-TV has the only TV cameras on hand to witness a dramatic FBI capture of a mysterious intruder into the home of a recently released kidnap victim.

It's more than luck when only WCCO-TV thought it was important to send a news team to St. Louis to cover, live, the circuit court decision on the Reserve Mining Company, a company employing and affecting thousands of Minnesotans.

No wonder both ARB and Nielsen\* have named us Number 1 in news for 6 years in a row. No wonder we received 3 out of 4 Midwest Regional RTNDA Awards for 1974.

Luck? That many coincidences would have put Las Vegas out of business years ago.

P.S. Speaking of luck, if you need some—give a call to the WCCO-TV Sales Staff. Or Peters, Griffin & Woodward, Inc.

*Our only problem is, our story sounds too good to be true.*



\*Check any ARB or Nielsen since Jan. '68. Audience ratings are estimates only and subject to the limitations thereof.



## WHAT IS A CONSULTANT?

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

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

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

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

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

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## Datebook®

■ Indicates new or revised listing

### This week

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—Extended deadline, 10th Chicago International Film Festival, 12 East Grand Ave., Chicago. 60611.

Oct. 10—*Radio Advertising Bureau* large market sales clinics. International hotel, Los Angeles, and Marriott hotel, Cincinnati.

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—*Society of Broadcast Engineers* "Mini-Venture" and exhibits, sponsored by New York and Pennsylvania S & E chapters, Owego Treadway Inn, Owego, N.Y.

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) 293-6160. 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. 15—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Robert T. Howard, president, NBC-TV. Beverly Wilshire hotel, Beverly Hills, Calif.

■ Oct. 16—*Country music awards banquet, American Society of Composers, Authors and Publishers.* National Guard Armory, Sidco Drive, Nashville.

■ Oct. 16-17—*20th annual FM Clinic.* University of Wisconsin, Madison. For information: A Hinderstein, Department of Communication, 821 University Avenue, Madison, Wis. 53706.

Oct. 16-18—*Ohio Association of Broadcasters and Indiana Broadcasters Association* joint fall convention. Speakers include Vincent 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. 16-18—*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. 17-20—Cable conference. Sponsors: City of Boulder, Colo., Boulder Public Library and Commu-

nity Free School of Boulder. Boulder Public Library.

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

Oct. 18-20—*National Association of Farm Broadcasters* annual meeting. Crown Center, Kansas City, Mo.

Oct. 18-20—*American Women in Radio and Television* east central area conference. Marriott Inn, Ohio Hospitality Center, Cincinnati.

Oct. 18-20—*American Women in Radio and Television* west central area conference. Lincoln Hilton, Lincoln, Neb.

Oct. 18-29—*Mifed*, 30th biannual International Film, TV Film and Documentary Market for film buyers and sellers. Largo Domodossola 1, 20145 Milano, Italy.

Oct. 21-23—*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.

### Major meeting dates in 1974-75

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. TowneHouse 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.



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—National Conference of Black Lawyers, Seminar: "Legal and public policy considerations of the communications industry." Dillard University, New Orleans.

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. 3-5—National Academy of Television Arts and Sciences, trustees semi-annual meeting. Savoy hotel, London.

Nov. 4-6—International F.T.F. Corp. film and TV festival of New York. Americana hotel, New York.

Nov. 8—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.

Nov. 17-20—National Association of Educational Broadcasters 50th annual convention. Speaker: R. Buckminster Fuller. Las Vegas Hilton, Las Vegas.

Nov. 19-20—American Association of Advertising Agencies eastern region meeting. New York.

Nov. 19-20—National Cable Television Association board meeting. Watergate hotel, Washington.

Nov. 19-21—National Association of Broadcasters fall conference. Sands hotel, Las Vegas.

Nov. 19-27—National Association of Farm Broadcasters seminar at sea. QE-2 Caribbean Islands cruise.

## December

■ Dec. 1-3—Radio Program Conference. Crown Center hotel, Kansas City, Mo.

Dec. 2-5—National Association of Regulatory Utility Commissioners 86th annual convention. Town and Country hotel, San Diego.

Dec. 2-6—North American Broadcast Section, World Association for Christian Communication annual conference. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

■ Dec. 3-8—10th Hollywood Festival of World Television, Los Angeles World Trade Center. Entries invited. P.O. Box 2430, Hollywood 90028.

Dec. 4-7—California Community TV Association annual fall convention and Western Cable TV Show. Disneyland hotel, Anaheim, Calif.

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# OCTOBER

## A BANNER MONTH FOR YOU AND PSI!

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BAT Systems and PSI Personnel will be on hand at the IBFM in St. Louis, the Illinois Broadcasters in Chicago, the NAFMB National Radio Conference in New Orleans, the Indiana-Ohio Broadcasters in Mason, and the CCBA in Montreal. And we'll be near most NAB Regionals, too.

Why not take the time to visit one of these important meetings and see why stations all over the continent are saving time and getting the job done better with these modern Systems. It could make October a milestone month for your station's growth.

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# Open Mike®

## Give it up

EDITOR: Your editorial of Sept. 23 ("Short of First Down") hits the mark. The Pastore bill in its second version is another example of how broadcasters have been jerked around by Congress the past 10 years. We hope the National Association of Broadcasters will let the bill disappear with the 93rd Congress. After all, the original idea was to extend the term of licenses to five years and make it possible for most broadcasters to concentrate on serving the public.—*Don C. Dailey, vice president, KGBX(AM) Springfield, Mo.-KHMO(FM) Hannibal, Mo.*

## The automated special

EDITOR: Your feature article on automation in the Sept. 23 issue is certainly the most comprehensive survey of the subject to date. Congratulations on a fine job and a beautiful piece.—*Howard Greenlee Jr., president, Fun Music Radio, Scottsdale, Ariz.*

## Miffed

EDITOR: Am shocked and appalled—and not only that but I am angry, too—at your publication's continuing policy of excluding my reviews of the new season from your review of the reviews. This is my favorite part of your magazine, and I look forward to reading your excerpts. It tells a critic what was significant in all the thousands of words he writes. I also need this valuable insight.—*Marvin Kitman, Newsday, Garden City, N.Y.*

## Misplaced chair

EDITOR: We were very pleased to see the detailed story in your Sept. 16 issue, covering the hearings on foundation support of public broadcasting before Senator Vance Hartke's subcommittee. There is just one small error we would like to call to your attention—the crediting of the chairmanship of this subcommittee (in the last paragraph) to Philip Hart.—*George W. Baker, executive associate-communications, Council on Foundations, New York.*

## Point of view

EDITOR: I probably have to get in a queue to bring your attention to the error in the third paragraph of your "Finance" column of Sept. 16. With profits up and market prices off, price-earnings ratios have never been worse, not better. You can see the sad news in that third-from-the end column in your own stock index, where single digits have replaced practically all of the double-digit P/E's of yesteryear.—*Fred W. Baker, director of corporate relations, Harris Corp., Cleveland.*

(Worse from the companies' point of view; better from the stock buyers'.)

## Information inflation

EDITOR: For many years, I've been subscribing to the *FCC Reports* issued by the U.S. Government Printing Office. A few years ago, this annual subscription cost \$6. Then, a year or two ago it went to, I believe, \$12.

A short while ago, I received a renewal notice from the government for this subscription, with the price now stated as being \$57.40 annually. Can you envision the cost being increased over 900% in a matter of three or four years? Sic semper inflationus.—*Murray Arnold, Palm Springs, Calif.*

## No change

EDITOR: In your Sept. 23 "Media Briefs," subhead "Switch," you have included a story concerning NBC News promotional announcements appearing on KIRO-TV Seattle "as result of station's [KIRO(AM)] affiliation switch to NBC Radio." KIRO has not switched to NBC Radio. It still remains the basic Mutual Broadcasting affiliate in Seattle. It is my understanding they added an NBC Radio affiliation because of the extensive news blocks they are now doing.—*Gary J. Worth, executive vice president, Mutual Broadcasting System, Washington.*

## He said it

EDITOR: In your Sept. 30 report on the license renewal bill you erroneously attributed to me language in the Senate Commerce Committee report which directs the FCC to process renewals and proceed with renewal hearings as "expeditiously as possible." Although I concur with the directive, the language was not suggested by me.—*Senator Howard W. Cannon (D-Nev.), Washington.*

(The language should have been attributed to Senator Robert Griffin (R-Mich.) when the Commerce Committee debated and passed its renewal bill Sept. 17.)

## Thanks

EDITOR: You have had a great deal to do with the growth of broadcast news and all of us in the field are in your debt.—*Peter S. Willett, vice president, broadcast services, United Press International, New York.*

EDITOR: My thanks for the nice mention and kindly treatment in your recent "Closed Circuit," "Rockefeller friends." Your paragraphs flushed out some old friends from other parts of the country, including Burton Paulu of the University of Minnesota, with whom I traveled to the U.S.S.R. on behalf of NBC in 1958 as part of a State Department cultural exchange mission on radio and TV. Dr. Paulu is now an authority on eastern European radio and TV and has a new book coming out on the subject.—*Jerry A. Danzig, New York.*

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\* Reg. U.S. Patent Office.

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We custom-built it for WTOP-TV  
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## ***Opportunity and recognition.***

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

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

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



### *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island
<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac
			<b>WWAM</b> Cadillac
			<b>KMEG-TV</b> Sioux City



# Monday Memo®

A broadcast advertising commentary from Sally Ann O'Brien, director of market research, Colgate-Palmolive, New York

## Colgate looks with a new eye at women

Once upon a time, when television was young, innocent and (comparatively) inexpensive, full-program sponsorship was the way to go. Today, you do it only if a whole variety of reasons makes sense.

Colgate-Palmolive thought it made great sense back in January when we sponsored *Colgate's Women's Sports Special* on ABC-TV in the primetime of time, 10-11 p.m. This special was an exciting, often-lyrical tribute to women in sports—Billie Jean King, Olga Korbut, Princess Anne, golfer Susie Berning and Olympic medalist Cheryl Toussaint, among others.

And Colgate, to put it mildly, is interested in women. Women buy the household and personal and cosmetic and laundryroom products made by our company. They certainly are the dominant purchasers of the 11 products featured in commercials in the special.

Through extensive market research and focus-group communication, we know that the woman we're talking to on the tube today is definitely not the same woman we talked to 10—even five—years ago. Increasingly, our commercials reflect this. But—and this was the big “but”—when Colgate signed for our women's sports special on the basis of a pilot we commissioned, we didn't know if women would really want to watch a show about women athletes. And, even if they did, we didn't know if commercials would be more, less or equally as effective as similar Colgate commercials in another TV environment, notably “regular” prime-time programing.

So, we commissioned a major research study to find out.

We learned some interesting facts about how women become aware of specials as the countdown toward airdate approaches. We found out that 40% of the women we interviewed were aware of the special; 60% were not. More than two-thirds (67%) heard about it through TV promo spots. Publicity stories, features, interviews, listings, etc. in newspapers were the source for “awareness” among 23% of the women. Only 3% of the women respondents heard of the special via word-of-mouth.

There was a definite “awareness skew” among younger (18-34) women; 55% of this group had heard of the special before it went on the air. Compared to the demographics of the total women, these younger women tended to be single, better-educated, readers of sports magazines or sports participants, and better-off financially or with higher incomes. And, they tended to be involved in sports (44%) themselves.



Sally Ann O'Brien joined Colgate-Palmolive in 1951 as a junior statistician in its market research department. From then until 1964, she held positions of increasing responsibility in that department including statistician, senior analyst and section head. At that time she was appointed manager of household products, market research. She assumed her present position, director of market research, in 1968.

The study also found that the viewing decision was made by a female most of the time (57% by female respondents; 5% by a daughter). In some cases (9%) the decision was made by both the female respondent and her husband. A purely male decision happened in 15% of the sample's homes, and in 7% by a “family” decision.

And a pre/post attitude study in more than three dozen major metro areas found that the special generated definite increases in interest among women in watching TV programs dealing with women's sports. In fact, among viewers, all of the sports listed in the survey showed attitude gains, some more than others.

Horseback riding cleared the hurdles with the highest positive attitude shift among women viewing the special, jumping from a score of 35% before to 48% after the telecast. Tennis made a gain of 10 percentage points, track a gain of nine points and gymnastics a gain of eight points.

Then, in order to compare effectiveness of advertising on *Colgate's Women's Sports Special* against week-to-week normal prime-time programing, another special test was arranged. Approximately 200 respondents who watched the special were interviewed for commercial awareness and recall on the next day. A separate group of 200 was induced to watch

*The Rookies* (selected as “typical” of Colgate's prime-time vehicles) in which the same Colgate dental cream and Palmolive Liquid commercials appeared.

The results underline the value of commercial exposure in a special in which audience interest is high even before it's aired: For the Colgate dental cream commercial in the special, “total awareness” (unaided awareness plus aided) was 61%; for the same commercial in *The Rookies*, it was 34%. For the Palmolive Liquid commercial in the special, the awareness level was 60%. For the identical commercial in *The Rookies*, the score was 39%.

It wasn't simple “awareness,” either. Viewers of the special recalled copy and message points and the dramatic situation in the commercials much more strongly than they did when the same commercials were seen in *The Rookies*. (Not, incidentally, that there's anything wrong with the latter show; it's a solid “regular” show. But it just didn't have the kind of involvement for women that the special had to spare.)

Even more important, we discovered that recall levels for all our commercials were higher among viewers who were really “attuned” to the special than among the total viewer sample that saw the hour-long special. In other words, the more women found themselves in harmony with the special, the more they tended to absorb—and remember—the commercials that appeared in it.

Further research showed that women were interested in more programing along the lines of *Women's Sports*. Specifically, we found that 74% of those queried were “very interested” in a show on the “training of a woman athlete.” That was the strongest reaction. Close behind were stories on “women's competition with other women” and “human-interest stories” about women sports personalities. But, despite the celebrated Billie Jean King-Bobby Riggs tennis match, “women competing with men” as a program theme drew the highest negative comment from women. So, you're not likely to see us sponsoring a “battle of the sexes” program.

Reaching today's outward-bound woman is a marketing must, since her collective economic clout is enormous. But we know now that we can't do it with commercials that portray her in some never-never land, or where she's in that tacky old role that some marketers still think women are playing, or where a product is positioned as some kind of father figure. Housework isn't fun and games. We know it. She knows it.

The programing we will buy to reach this woman may not be revolutionary. But it's certainly going to be evolutionary.

# We want kids to learn that "You don't always get what you pay for," before they pay for it.

In California, a student can finance his technical education with a federally insured loan. And the law says he must honor that loan.

About nine hundred students of West Coast Trade Schools had taken out loans of between \$1500 and \$2500.

Then, all six branches of the school closed. Because of the quick collapse, students

couldn't get the balance of their loans refunded.

Unfair? We thought so. So we launched a six week investigation. And followed it up with an in-depth series of reports on the schools' closing.

We pointed out short-comings in the actions of both the state and federal agencies charged with regulating trade schools. We revealed suspect financial dealings of the corporate offices of West Coast Trade Schools. Three weeks after the schools' collapse, nearly \$300,000 of the schools' operating funds was converted to cashier's checks payable to one of the school's officers.

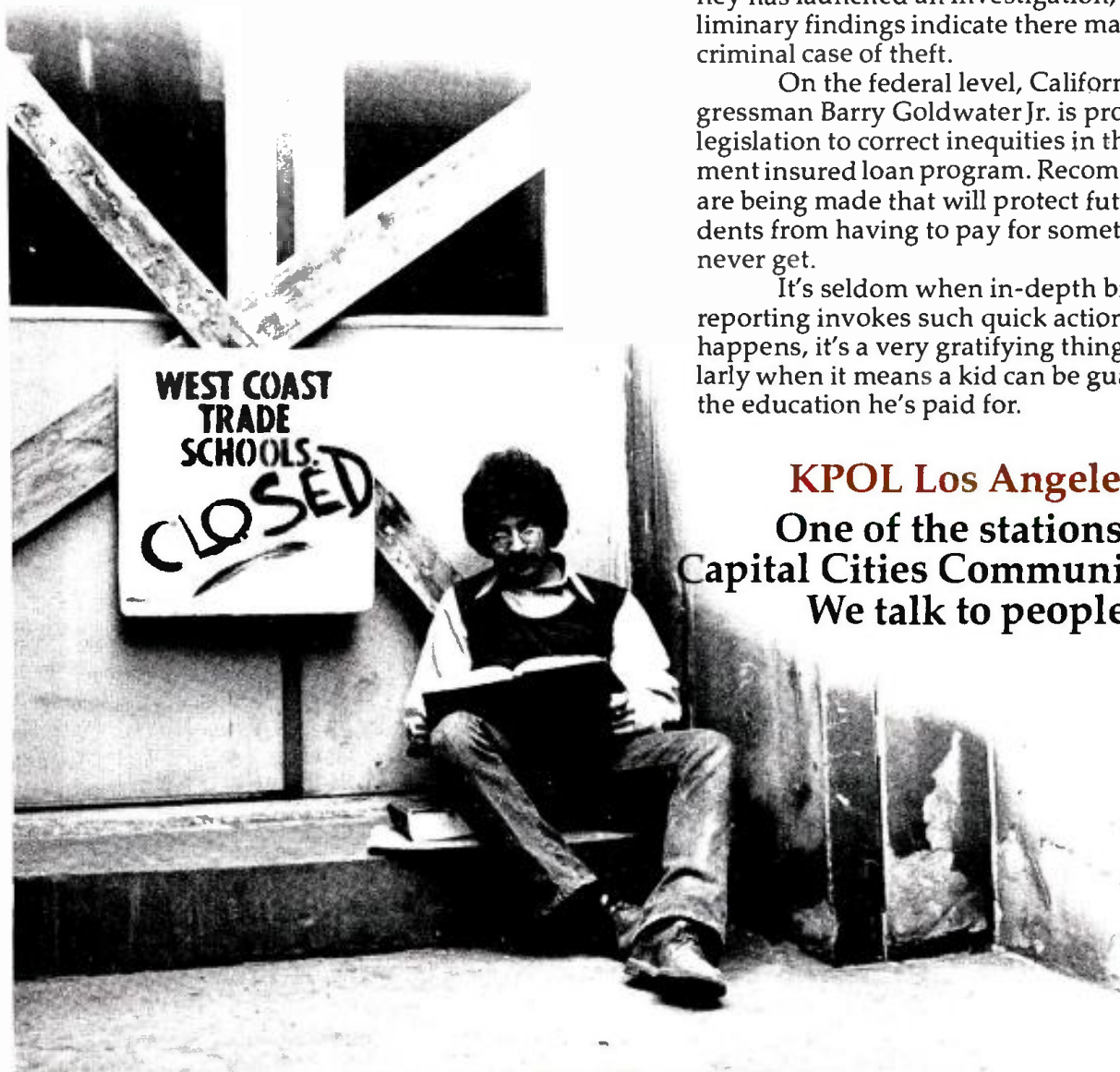
As a result of our probe, things began to happen. The state bureau charged with supervising trade schools is under review, and proposals are being made to prevent other surprise closings.

The Los Angeles County District Attorney has launched an investigation, and preliminary findings indicate there may be a criminal case of theft.

On the federal level, California Congressman Barry Goldwater Jr. is proposing legislation to correct inequities in the government insured loan program. Recommendations are being made that will protect future students from having to pay for something they never get.

It's seldom when in-depth broadcast reporting invokes such quick action. When it happens, it's a very gratifying thing. Particularly when it means a kid can be guaranteed the education he's paid for.

**KPOL Los Angeles.**  
One of the stations of  
Capital Cities Communications.  
We talk to people.



## Programming

### ACT won't get what it asked from FCC on television for children

**Its demand for ban on commercials and standards on program scheduling will be denied as commission adopts policy, not rules, and takes notice of voluntary advertising restraints**

The FCC this week will move toward a resolution of its children's television programming proceeding, which has been pending since February 1970 when a group of Boston-area mothers calling themselves Action for Children's Television visited then-Chairman Dean Burch with a request for major changes in children's TV.

The commission, which considered the matter last Thursday, may be ready to act when it meets tomorrow (Tuesday) on a six-point policy statement calling on broadcasters to move voluntarily in the direction ACT had urged the commission to set by rule—to provide a "reasonable amount" of children's programming, including material of an educational nature, to distribute it throughout the week, and to exercise special restraint in the advertising they direct at children.

But the commission is not expected to adopt any rules. Indeed, a draft of the proposed policy statement, prepared by a group of staffers assembled as the Children's Television Committee, is said to express the view that the broadcasting industry should reform itself, that self-regulation affords the industry a kind of "flexibility" that would not be possible if rules were adopted.

But the draft is also understood to leave open the possibility of rules being adopted at some future date. It says, reportedly, that the commission will assess the adequacy of the improvements in programming and advertising the broadcasting industry is "expected" to make. The proceeding would not be terminated.

The commission, which had been bogged down in the proceeding, reached its present perch on the edge of action largely through the jawboning of Chairman Richard E. Wiley. Last May, in a speech in Atlanta, he warned that the

commission would adopt its own remedies for the problems it saw in children's programming and advertising unless the broadcasters acted voluntarily to deal with those problems (BROADCASTING, May 27).

The National Association of Broadcasters acted a month later. It ratified recommendations of its code review board restricting both advertising time and content of children's programming (BROADCASTING, July 18). Nonprogram time in Saturday and Sunday children's programming was reduced to 10 minutes per hour in 1975 and nine and a half minutes in 1976; nonprogram time in weekly programming was limited to 14 minutes per hour in 1975 and 12 minutes the next year.

The board also approved provisions requiring that program and advertising content be clearly separated by an "appropriate device."

Three weeks later, the Association of Independent Television Stations fell into line. The INTV plan calls for an upper limit of 14 minutes per hour, Monday through Friday, and 12 minutes per hour on weekends, beginning Jan. 1, 1975. The maximum will drop to 12 minutes

per hour during the week and to nine and one-half minutes on weekends beginning on Jan. 1, 1976.

Since commercial practices was the only area in which commission officials were considering rules, Chairman Wiley last summer was free to proceed with a policy statement and would rely on exhortation and possibly warnings rather than on specific rules.

One of the six points in the commission staff's draft statement reportedly calls on broadcasters to set their levels of advertising in children's programs in accordance with the limits established by the NAB and INTV. Commission studies, the draft says, show such limits are "feasible."

The other points are said to call on television broadcasters to:

- Provide a "reasonable amount" of programming for children—a "significant portion" of it "educational in nature."
- Meet the "special needs" of preschool children.
- Air children-oriented programming throughout the week, not only on weekends.
- Avoid "host selling" and "other tech-

### ABC off to races in weekend children's ratings

**Network leads Saturday morning field; CBS tops weekday daytime schedule; NBC's Carson still late-night king**

ABC may be off to a weak start in the prime-time ratings race (see next page), but in the stiff Saturday-morning children's competition, it's finishing first.

National Nielsens for the first three Saturdays of the season (Sept. 7 through Sept. 21), covering the period from 8 a.m. through 12:30 p.m., give ABC a 6.8 rating and 31 share, compared to CBS's 6.5 and 29 and NBC's 6.1 and 28. (From 12:30 to 1 p.m. every Saturday, CBS has the high-rated *Fat Albert and the Cosby Kids*, but ABC by choice opts for a teenage rather than a children's audience in that time period with *American Bandstand*.)

In the nine time periods when all three networks are carrying children's shows ABC is winning five, CBS two and NBC two, based on the composite ratings for the first three weeks.

In Monday-through-Friday daytime, when game shows and soap operas rule the airwaves, CBS is the over-all leader. It starts off with a clean sweep of the time periods from 10 a.m. to 11:30 a.m. when it goes head-to-head with NBC.

(ABC does not program the network in this period because of low composite audience levels.)

The next two half-hours, when all three networks are competitive, NBC picks up the marbles with *Hollywood Squares* and *Jackpot*, its strongest game shows. With the long-running *Search for Tomorrow*, CBS comes in with the winner at 12:30 p.m. At 1 p.m., ABC's strongest drama, *All My Children*, soars in the ratings because CBS and NBC don't service the network in that half-hour, and during the next 30 minutes CBS is first with its strongest drama, *As the World Turns*.

From 2 to 3:30 p.m., NBC dominates the competition with, respectively, *Days of Our Lives*, *The Doctors* and *Another World*. CBS gathers in the last hour of the day against its rivals with the popular game shows *Match Game '74* and *Tattle Tales*.

In Monday-through-Friday late-night, Johnny Carson is still unbeatable, with a season-to-date rating (based on 202 shows through Sept. 14) of 9.3 and a 34 share. Over the same period, the *Late Night CBS Movies* were averaging a 6.6 rating and 29 share. ABC's various *Wide World of Entertainment* mysteries and variety shows were getting 5.4 ratings and 19 shares, on the average.

niques that confuse the distinction between programming and advertising content.

▪ Provide for "clear separation" between programming and advertising.

ACT initiated one of the most controversial FCC rulemakings—and one that drew an avalanche of mail from the public—with a simple petition calling on the commission to perform radical surgery on children's programming. It asked the commission to ban all sponsorship of children's programming, to prohibit performers in children's programs from using or mentioning products, services or stores by brand name, and to require broadcasters to broadcast specified amounts of programming weekly for children of different age groups (2-5, 6-9, and 10-12).

The commission staff's draft would reject this proposal. Reportedly, the document contends the proposed programming requirement would not only be unnecessary but would raise serious First Amendment questions. And it is said to note that, as far as the proposed ban on advertising is concerned, the commission considers advertising the basis for the present commercial broadcasting system and feels it should not be withdrawn in the absence of a compelling public interest showing.

But the draft also indicates that Chairman Wiley's success at jawboning did not end with the adoption by NAB and INTV of new restrictions on advertising in children's programming. It points out that the NAB code review board was meeting last week to consider the adoption of language dealing with violence on television and with broadcasters' responsibilities for providing educational material (see story page 61).

The draft is also said to contain a considerable amount of hortatory language—noting, for instance, that television as an industry cannot live up to its responsibility in children's programming unless individual broadcasters are prepared to put children first and profits second.

Although listed as a staff document, the draft is tied to Chairman Wiley through one of its principal authors, Lawrence Secret, the chairman's legal assistant. Another of the principal authors is Louise Sunderland, of the general counsel's office. Other members of the Children's TV Committee are Wallace Johnson and Harold Kassens, chief and assistant chief, respectively, of the Broadcast Bureau, Jonathan David, a Broadcast Bureau staffer, and Dr. Alan Pearce, of the Office of Plans and Policy.

## NAB to underwrite children's TV clinic

The National Association of Broadcasters' executive committee has given the go-ahead to an NAB-sponsored national seminar on children's television programming. The seminar will be in Washington in the early spring.

Robert Gordon, vice president and general manager of WCPO-TV Cincinnati, heads the NAB study committee on children's programming that will plan the seminar. Mr. Gordon has been cam-

paigned for such a project since he organized a national workshop on local children's programming in Cincinnati last year.

Mr. Gordon said he will gather his committee Oct. 15 to start planning. He said he hopes to continue the theme of the Cincinnati workshop, gathering station managers, children's program producers and hosts to exchange ideas on techniques of producing local shows. He added that he is particularly interested in involving station management to increase commitment to the scheduling of children's programs.

## NATPE at fall regionals

The National Association of Television Program Executives will produce a 90-minute programming seminar at the six regional meetings of National Association of Broadcasters. The panelists will be TV station program managers and independent producers and distributors. Topics will include local origination, syndicated programming, children's shows and prime-time access rule.

The NAB seminar is the first announced activity of NATPE which set up a blueprint for cooperative projects between it and other key industry organizations, including the National Academy of Television Arts and Sciences, American Women in Radio and Television, National Cable Television Association, Broadcast Promotion Association and International Radio and Television Society.

## Chicanos against 'Chico'

Not everyone is happy with NBC-TV's high-rated new series, *Chico and the Man*; two Los Angeles organizations have protested the show. The Model Cities Center for Law and Justice in Los Angeles says the program shows a chicano in a "totally subservient and childlike role." The Hispanic Urban Center says the shows present a stereotype that does "a great disservice" to Mexican-Americans. A network spokesman said last week that NBC was preparing responses to these and other charges against the program.

**Help wanted.** Search continues for successor to Barry Diller, 32, newly named (as of Oct. 1) chairman and chief executive officer of Paramount Pictures, as chief prime-time programming executive of ABC Entertainment, programming arm for ABC-TV. Among those mentioned: Michael D. Eisner, vice president for prime-time program development and production; Anthony D. Thomopoulos, vice president, prime-time programming (both with ABC Entertainment), and even Rooney Arledge, now president of ABC Sports.

Mr. Diller takes over Paramount's top job from Charles G. Bluhdorn, chairman of parent Gulf & Western Industries Inc. Frank Yablans, 39, remains president and chief operating officer.

## Nine newcomers, two holdovers head for plank at networks

New season's prospective casualty list includes seven shows on ABC

Although the networks claim that no firm decisions have yet been made, at least 11 shows are presumed to be almost certain bets for cancellation (barring a miraculous turnaround in the ratings) now that three full weeks of national Nielsens have been read and wept over.

Seven of the 11 are ABC shows: *The New Land*, *Kodiak*, *The Texas Wheelers*, *The Night Stalker*, *The Odd Couple*, *Paper Moon* and *The Sonny Comedy Review*. Three are on CBS: *Sons and Daughters*, *Planet of the Apes* and *Apple's Way*. NBC's one loser is *Sierra*. The only holdovers from last year among this group are *The Odd Couple* and *Apple's Way*.

The quickest hook will probably go to CBS's *Sons and Daughters* (Wednesday, 8-9 p.m., NYT), production of which has been stopped (on orders from CBS) with the completion of the ninth episode last week, according to a network source. *Tony Orlando and Dawn*, the variety hour that scored a hit last summer in that same time period, is being whipped into shape as the probable replacement.

In the national Nielsens for the week ended Sept. 29, CBS widened the gap a little on NBC with a 21.0 rating, compared to NBC's 19.7. In season-to-date nationals for the full three weeks, CBS is averaging a 20.3 to NBC's 19.9. ABC is a distant third, with a season-to-date 16.8 rating.

ABC officials lifted their heads from their hands long enough to mention some of the hotter situation-comedy prospects being readied for second-season duty: Metromedia's *Where the Fire?*, Columbia's *Everything Money Can't Buy*, 20th Century-Fox's *The Karen Valentine Show*, and two independently produced half-hours: *The Life and Times of Capt. Barney Miller* and a Dick Van Dyke sitcom. The one drama being touted by ABC is *McNeill*, starring Andy Griffith as the sheriff of a small western mountain resort community, who gets involved in "warm and human" situations.

*Chico and the Man* (NBC) continues to be the hottest new show, with a 28.3 rating and 47 share on Sept. 27, good for a fourth-place finish for the week. However, only two other new shows look like unqualified hits: CBS's *Rhoda* (an 11th-place finish) and NBC's *The Little House on the Prairie* (which finished 12th).

Otherwise, with the frontloading of movies and specials proving to be less of a factor as the weeks go on, most of the familiar high-rated shows are beginning to claim their rungs on the top-10 Nielsen ladder, among them: *All in the Family*, *Sanford and Son*, *M\*A\*S\*H*, *Hawaii Five-O*, *Good Times*, *The Mary Tyler Moore Show*, *The Bob Newhart Show* and *The Waltons*.



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Hawaii Corporation (fabric printing)	10.0	170
Midland Glass Co. (glass container manufacturer)	3.0	150
Southern Bell's Macon Westgate (expansion)	3.0	315
Keebler Co. (expansion)	2.5	300
Peabody Galion Corp. (truck equipment & solid waste mgt.)	1.8	100
State Farmers Market	1.8	200
Huttig Sash & Door	0.8	50
Singer Co. (electronic & mechanical aircraft equip.)	0.6	200
North American Research & Development Corp. (NARAD) (corrugated dividers)	0.5	40

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## Mexico bans imports it considers violent

Outbreak of crimes in Americas said to be reason for ouster of 37 series

Mexico last week put into effect a directive banning from television 37 imported series—mainly from the U.S.—that are considered "violent" in content.

Among the series are *Ironside*, *The Fugitive*, *The FBI*, *Dragnet*, *Combat*, *Rat Patrol*, *Kung Fu* and *Mannix* from the U.S. and *The Avengers* and *Ultraman* from Britain and Japan, respectively.

Industry sources here say this is the first time that a country has pulled a large number of series it considers "violent" off the air once they have started telecasting. They said Argentina is veering in that direction. They attributed the action to the rash of kidnappings and other violent crimes that have swept Mexico and South America in recent months.

According to U.S. exporters of TV programs, the effect of the Mexican ban will be to substitute the so-called violent series with imported product other than action-adventure. They do not believe that Mexican production will increase because of its high cost vis a vis imported programming, which is dubbed locally.

Latin America as a whole, including Mexico, accounts for an estimated \$20 million in U.S. exports, about 15% of the total international business.

### Program Briefs

**To Fox.** Jack Webb and his Mark VII Productions have joined 20th Century-Fox Television as independent production company to develop new projects for Fox. Mark VII currently is producing three NBC network series: *Adam 12*, *Emergency*, and *Sierra*, all with Universal TV.

**Golden specials.** Golden West Broadcasters, Los Angeles, group broadcaster, announces formation of Golden West Television Productions to develop, produce and market TV program specials for regional and network sale. Gary Blair, producer of former *Snothers Brothers Comedy Hour* and *Glen Campbell Show*, named executive producer; Steve Eckstone, formerly vice president-sales, Entertainment Media Productions, named general sales manager. Already sold, GWB announced, is group of specials for International Dairy Queen, Minneapolis, to be syndicated in 85 markets; single special for midwestern food chain to run in 100 markets, to be produced in Hawaii, and co-production venture with *Human Behavior* magazine for series of specials on psychological themes. First is *Psychology of Rock and Roll*, to air in December.

**MPC and Hall.** Metromedia Producers Corp., Los Angeles, announces prime-time TV program development contract with Monty Hall Enterprises Inc., to de-

velop movie-of-the-week projects and prime-time TV series primarily for ABC. **Anderson seeks TV forum.** Jack Anderson, nationally syndicated Washington columnist, is planning production of weekly television show—probably syndicated—bearing his name and stamp. Show's prospective producers: Jay Herbert, former advertising agency executive, and Bob Greenberg, feature film financier ("The Graduate" and soon-to-be-released "The Bluebird," with Elizabeth Taylor) who turned to total film packaging three years ago.

**Turnabout.** Paramount Pictures Corp., New York, has halted distribution of its feature films intended for theater showing in Iran until price for each movie is raised 400%. Company noted Iran has boosted price of its oil exports by 400% over past five years, while price it has fixed for films has remained same for ten years. In response to query, spokesman said Paramount also will seek 400% increase for its TV programming. Iran buys about \$2 million annually in TV programming, including feature films.

**Quit.** Minnesota Broadcasters Association is coordinating campaign of public service radio and TV spots that will urge audiences to give up smoking for at least today (Oct. 7). Effort grew out of "Don't Smoke Day" held last January in Monticello, Minn., that was covered nationally by CBS News.

**Rebuked.** National Labor Relations Board has ruled that Writers Guild of America, West, acted illegally when it attempted to restrain "hyphenate" members (producers, directors, story editors) from crossing picket lines during last year's WGAW strike against TV program producers and networks. These hyphenate members perform supervisory duties unrelated to writing and may not be prevented from performing them, board said. Guild also must rescind any fines or penalties imposed on hyphenates during strike.

**Irked over access.** Noncommercial WHYY-TV Philadelphia reports receipt of more than 300 phone calls—most negative—following Sept. 11 airing of public-access series featuring members of National Socialist White People's Party (formerly American Nazi Party). Philadelphia chapter of Anti-Defamation League of B'nai B'rith called program "glaring example of irresponsible broadcasting." Station officials, however, said program, *Take 12* (which has been opening WHYY-TV's facilities to nonprofit groups since May 1973), violated no license provision and, while deplorable in content, advanced First Amendment principles.

**Melting-pot of gold.** Department of Health, Education and Welfare's \$811,000 grant to noncommercial WTTW(TV) Chicago to produce ethnic/racial diversity public service announcements has yielded *Be Yourself* package. University of Chicago task force, Grey-North Inc. and Leo Burnett U.S.A. joined WTTW effort. Spots are to be distributed to 500 commercial and public TV stations nationally.

## DST being pared to eight months

U.S. is to revert to former six-six split in fall of 1975, barring action by Congress in wake of hearings set by Magnuson for next year

The Senate passed by unanimous voice vote last week a measure (H.R. 16102) that would end the nation's experiment with year-round daylight saving time. The bill would restore standard time for four months this winter—from the last Sunday in October until the last Sunday in February 1975. It has now passed both houses and proceeds to President Ford who is expected to sign it into law.

The bill amends the Emergency Daylight Saving Time Energy Conservation Act, passed in December 1973 as an energy-saving measure. All other provisions of the emergency law will remain in effect until it expires the last Sunday in April 1975. That includes the section from which the FCC derived authority to grant emergency relief to daytime radio stations which suffered from the loss of a morning hour of broadcast time. In all, about 1,165 daytime stations were given emergency authority to sign on in the early morning darkness last winter while many people were on their way to work or school. That relief will continue during March and April next year when daylight saving will again be in effect.

When the 1973 emergency act expires the country will return to the former system of six months standard time and six months advanced time. Barring further legislation, March and April will again come under standard time.

Many daytime stations—those on Canadian clear channels—did not receive emergency relief last winter because of treaty arrangements with Canada. An FCC spokesman said a tentative agreement has been reached between the U.S. and Canada to allow some 200 of those stations to sign on before sunrise during winter daylight saving. The spokesman did not know, however, how that agreement would be affected by the new bill. The spokesman said an agreement has been firmed with the Bahamas so that American stations on the Bahamian clear channel can sign on before sunrise during winter daylight saving as long as they do not interfere with the signals of Bahamian stations.

One broadcaster who was outspoken last winter against the adoption of year-round daylight saving, Clint Formby of KPAN-AM-FM Hereford, Tex., said the reinstatement of standard time for four months would be good, but would not solve the whole problem created by the emergency act. He would prefer a return to the old system of six months standard time. KPAN is a daytime station on a Canadian clear channel and was one that did not receive emergency relief last winter.

Mr. Formby, who retired two months

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**7 KGO-TV abc**

Percentages cited are May, 1974 NSI. Audience information subject to qualifications available on request.



ago as radio board chairman for the National Association of Broadcasters, said the added daylight hour in the evening last winter did not compensate for the lost morning hour, which his station needed to broadcast weather and market information to early-rising farmers. KPAN is the only AM, he said, in one of the most agriculturally productive counties in the nation. "Sometimes Washington misses the point . . . of that one hour in the morning," he added.

Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) has said his committee will hold hearings next summer to study the merits of continuing a system of four months standard time and eight months daylight saving. That meeting, according to a committee aide, will follow a report the Department of Transportation is to make to Congress by next Aug. 1 assessing the successes and failures of the daylight savings experiment.

## FCC warns NOW on KCST buyer's concessions

**Commission, approving sale to Storer, reminds that discretion of licensee supersedes all such agreements**

The FCC is treading a tight line between continuing to encourage broadcasters to reach agreements with local groups and at the same time warning them that they retain ultimate responsibility for the operation of their stations. But if the commission falls over on either side, it is on the side of licensee responsibility; for it makes clear that it will not enforce agreements that "improperly" hobble licensee discretion.

The preference, reflecting the kind of concern that FCC Chairman Richard E. Wiley expressed in a Sept. 27 speech to the CBS Radio affiliates in Phoenix (BROADCASTING, Sept. 30), was evident in the position the commission took in approving Storer Broadcasting's purchase of KCST(TV) San Francisco.

At issue were agreements by which Storer had persuaded the National Organization for Women and the Ethnic Community Coalition of San Diego to withdraw petitions opposing the \$12-million sale by Bass Brothers Enterprises.

The agreements provided for the creation of advisory councils, the presentation of certain types of programing, and the broadcast of certain amount of public service announcements. (The NOW agreement, for instance, includes the promise by Storer to devote at least 12 prime-time programs to women's issues in the first two years it operates the station.) Employment practices are also prescribed in the agreement.

Generally speaking, the commission said in a unanimously adopted letter to NOW's counsel, Tracy Westen, agreements that call for the creation of an advisory council or that seek the presentation of programing material aimed at a



Honored. Herbert S. Schlosser (r), NBC president, accepts the Brotherhood award of the National Conference of Christians and Jews from Sid Sheinberg, president of MCA Inc. In accepting the award, presented at a dinner in Los Angeles on Sept. 23, Mr. Schlosser emphasized the role played by communications media, particularly radio and TV, in the development of brotherhood ideals. "Not long after its beginning, radio was bringing together audiences of tens of millions of people at the same instant," he said. And subsequently television "like no other medium ever" began opening "people's eyes and minds to the world around them—to the beauty of it and, often, to the injustice of it." Mr. Schlosser was presented at the dinner by a friend, Secretary of State Henry Kissinger, as "a man of unsurpassed pre-eminence in his field" who, "as head of one of the world's largest communications networks, has placed his imprint upon its coverage and programs—serious, responsible, penetrating, fair." Dr. Kissinger appeared in a film made when it became evident that his own speech to the U.N. would prevent his attending the dinner in person.

particular segment of the community come within the discretion of the licensee in meeting the needs and interests of the public.

But, it said, "the ultimate responsibility with respect to the selection and presentation of programing matter and other station operations must rest upon the licensee" and "cannot be delegated."

"As we understand it," the commission added pointedly: "the agreement reached expresses what the transferee believes would serve the public interest under current circumstances. Should those circumstances change, it would be [Storer's] right and, as a public trustee, its duty to effect programing and operational changes which it believes will better serve the public interest."

The commission added that a licensee's view of what serves the public interest must "always be paramount." As a result, "any provision of the agreement that would operate to curtail improperly "[Storer's] discretion to make programing

and operational judgments in the public interest would have no force and effect before this commission."

Chairman Wiley, in his address in Phoenix, said he understood the problems that licensees may have in meeting their obligations to confer with local groups while retaining ultimate responsibility for their stations' operations. He said the commission should in the near future issue a statement indicating the kind of provisions that it would consider contrary to the public interest and that it would feel obliged to reject.

Commissioner James H. Quello also has expressed concern about the direction that he sees talks between community groups and stations taking. In an address to the Pacific Northwest Cable Association, in Boise, Idaho, last week (see page 33), he said he was disturbed by the fact that the commission policy of "encouraging is sometimes perverted to force some broadcasters to abandon their responsibilities in programing." He said he is opposed to nationally affiliated legal groups setting themselves up as experts on programing as he was to commission assuming the role "of arbiter of taste and propriety in programing."

One agreement on which the commission has been unable to reach a judgment was signed by Metromedia's KTTV(TV) Los Angeles and local groups there. At issue are specific children's programs the station has agreed to keep from its schedule on the ground they are too violent. The staff had recommended approval but with a statement—not unlike that contained in its letter on KCST—that Metromedia is not foreclosed from programing the station as it sees fit ("Closed Circuit," July 8). However, a majority of the commission at least was still uncomfortable with the agreement, and asked the staff to reconsider the matter and suggest different language for a statement on the agreement.

## Macdonald reportedly talks of hearings on CPB money supply

**They could be held after election; no chance seen for bill this year**

A possibility of House consideration of a proposed long-range funding bill for public broadcasting—which had been considered all but nil—was revived last week.

Congressman Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee, reportedly remarked at a Monday (Sept. 30) meeting that the subcommittee might take up the legislation after Congress returns from the election recess Nov. 11.

Only two weeks beforehand, Mr. Macdonald was said to have told Henry Loomis, president of the Corporation for Public Broadcasting, that hearings on the bill would be unlikely. Mr. Macdonald's reported change of heart was attributed to the continued efforts of public broadcasting interests to get the bill moving in the House during the current session. The





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Senate Commerce Committee has already approved the legislation.

Meanwhile, House and Senate conferees continued to haggle last week over the fiscal 1975 appropriation for the Departments of Health, Education and Welfare and Labor, in which CPB's federal allocation is contained. The House has allocated \$60 million for CPB plus \$10 million for facilities. The Senate has approved \$65 million and \$17 million, respectively. Additional consideration is being given to an extra allocation to the U.S. Office of Education which, among other things, would help finance the production of the Children's Television Workshop's *Sesame Street* and *The Electric Company*.

## Lebanon denial back to FCC

The U.S. Court of Appeals has reversed an FCC order of March 6, 1973, which denied a petition by Lebanon Valley Radio Inc. for review of a decision by the commission's review board in a Lebanon, Pa.-Catonsville, Md., AM proceeding. The board had denied the mutually exclusive applications of Lebanon Valley and Radio Catonsville Inc., for construction permits for AM stations to operate at Lebanon and Catonsville, respectively. The Lebanon denial was proposed by Hearing Examiner Millard French who had found the transmitter site listed in the application was no longer available and alleged that Lebanon Valley was guilty of misrepresentation.

Later, in a civil law suit between the owners of site and Lebanon Valley, a local court directed Lebanon Valley to execute a deed to the land in question. The review board then reopened the record but affirmed Examiner French's denial on grounds that the group's principals had failed to meet FCC standards of "truthfulness and integrity."

In remanding the case to FCC, the appeals court questioned the hearing examiner's findings and said the review board's findings were not supported by substantial evidence.

## Houston bottom line

The National Association of Broadcasters made 54 cents on the dollar at this year's annual convention in Houston. Its final audit shows a net of \$328,186 against a gross of \$608,842. The numbers flesh out preliminary figures reported earlier ("Closed Circuit," June 24).

The total income breaks down into \$412,500 from exhibit space sales and \$196,342 from registration fees. There were 2,479 management registrations and 1,407 engineering for a total of 3,886 paid registrations. Free attendance was 717, for a total attendance of 4,603.

Under expenses, \$55,754 was spent on exhibits, \$13,428 for the engineering conference and \$211,474 for the over-all convention. The last category is an umbrella for expenditures on printing, speakers, exposition hall rental, exhibit manager, management luncheons, shuttle buses, guards and staff expenses.

## Media Briefs

**Spencaster leads runoff.** Jeff LaCaze, news reporter and sportscaster, WBRZ-TV) Baton Rouge, turned politician, defeated U.S. Representative John Rarick for Democratic nomination for Louisiana's 6th District seat. Mr. LaCaze, 29, left his job of four years to enter race against ultra-conservative incumbent.

**Tiernan defeated.** Representative Robert Tiernan (D-R.I.), sometime critic of broadcast industry, lost his re-election bid in Rhode Island primary. Representative Tiernan, congressman for seven years, was defeated by Edward Beard, Rhode Island state legislator, by 22,023-to-23,787 vote. Until early 1973, Mr. Tiernan was member of House Communications Subcommittee, then moved to Appropriations Committee.

**Issue added.** FCC review board has denied all but one issue advanced by Post-Newsweek Stations (WPLG-TV Miami) against mutually exclusive application by Tropical Florida Broadcasting Co. Motion to enlarge issues, filed by Post-Newsweek, included charges that Tropical's proposed news coverage was "impossible" with suggested staff, that two principals in Tropical did not include all their business interests in application, and that Michael Wientraub, 10% stockholder in Tropical, failed to report two lawsuits filed against him. Last issue was one accepted by review board for inclusion in hearing.

**OK, but.** FCC has granted conditional license assignment of WLDB(AM) Atlantic City from Dorothy Bremmer to Atlantic Business and Community Development Corp. for \$250,000. Grant is conditional on outcome U.S. Court of Appeals case involving Abraham and Sheldon Hofferan, principals in Better Broadcasting of Atlantic City for review of commission's earlier denial of their competing application for construction permit for facilities of WLDB.

**Ways for women.** National Association of Broadcasters, in conjunction with American Women in Radio and Television, is conducting series of six weekly sales workshops for women. Sessions will be held at NAB headquarters in Washington on successive Wednesdays through Oct. 30.

**Correction.** In a study of broadcast industry contributions to 1974 congressional campaigns, it was reported (BROADCASTING, Sept. 23) that the National Committee for the Support of Free Broadcasting, affiliated with the National Association of Broadcasters, gave \$500 to Senator Frank Moss (D-Utah) and \$1,000 to Representative Donald Brozman (R-Colo.). NCSFB has given no money to Senator Moss, but did give \$500 to Representative John Moss (D-Calif.), who is a member of the House Commerce Committee. Representative Brozman received only \$100 from NCSFB. In all, as of Sept. 10, NCSFB contributed to the campaigns of three members of the Senate Commerce Committee and 18 members of the House Commerce Committee.

## Crossownership and the evidence

**Rand and Barnett at odds over whether there is any valid proof of harmful multimedia combines**

As the FCC moves toward the conclusion of its long-pending rulemaking concerning the break-up of multimedia holdings in individual markets, a behind-the-scenes dispute has broken out between some think-tank thinkers and a law school professor over a fundamental question involved in the proceeding: Is the effect of such crossownership harmful to the public?

Rand Corp. staffers have been studying the literature on the subject since 1973 and have drafted two reports in which they conclude that there is "no concrete evidence of harm"—or of benefits either—resulting from crossownership.

Neither report has been formally released (both may be out this week). But in draft form they have been distributed to various interested parties for comment. And one of these, Stephen R. Barnett, professor of law at the University of California at Berkeley, who spoke in favor of the commission's proposed rule at the oral argument the FCC held on the subject in July, disagreed strongly.

Now, with the help of a grant from the John and Mary Markle Foundation, he has put together his criticisms and views in a 64-page report of his own—"A Critique of, and Supplement to, the Prospective Reports of the Rand Corp." (The foundation thus helped air both sides of the debate. Although the National Science Foundation funded Rand's first study, an assessment of the state of knowledge on the question, the Markle foundation funded the second, which deals with options for federal action.)

One of the draft Rand reports, whose authors include Walter S. Baer, Henry Geller (a former FCC general counsel), Joseph A. Grundfest and Karen B. Posner, cited the difficulty of the research problem as a reason that the "evidence relating media ownership to economic or content performance is weak and unconvincing. . . . To yield valid results, studies must control for many other variables that are likely to have far stronger effects than ownership—market size, circulation and audience shares, competitors in the market and so forth."

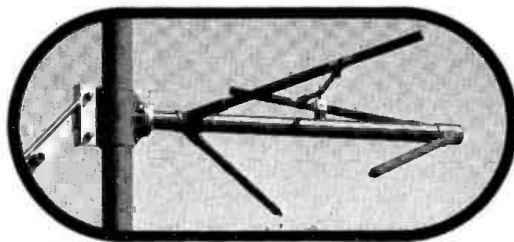
But Professor Barnett, in his report, contends there is "a considerable amount of concrete evidence of harm from crossownership" which in the aggregate "demonstrates not only substantial and widespread harm but a clear tendency to produce it." Rand, he said, has ignored the evidence he has found in a variety of published sources.

These include national and local journalism reviews, broadcast and newspaper industry trade journals, "city" magazines, weekly and "alternative" newspapers which he said, "tend to be the only local publications that are not controlled by the newspaper-broadcast combines and

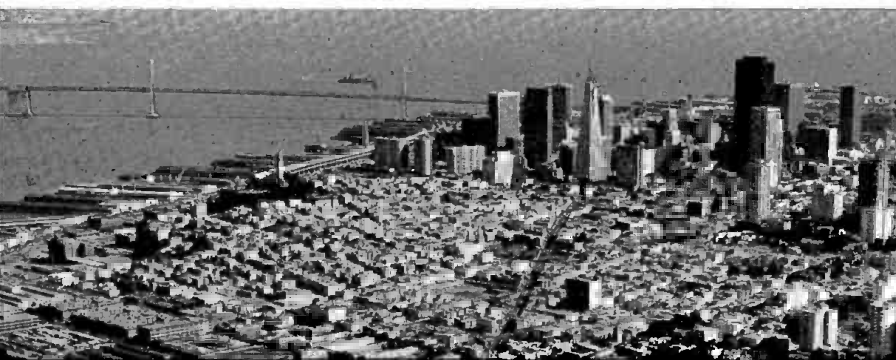
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are thus in a position to report on its conduct and effects." Books, magazine articles, FCC cases and filings and court decisions are also sources, he said.

He includes in his report several dozen examples of the kind of evidence he says Rand overlooked. None of it, he says, is the product of "any systematic search of the kind Rand said it was undertaking." And some of it deals with "the use of news media to serve the private interests or views of their owners" even where crossownership was not involved. (Such evidence, he says, is "so ubiquitous" that "one feels a little foolish in citing examples." He has done so only because of Rand's "apparent position that there is no such evidence, and the possibly similar position of the FCC." In addition, he contends that such evidence is relevant to the question of local media crossownership since "the harmful effect of such use . . . can only be enlarged when more than one outlet in the same community" is commonly owned.)

Furthermore, Professor Barnett says, the cases with which the various reports and studies deal are probably only a fraction of the kinds of problems that exist. There are strong reasons for inferring, he says, "that harmful effects of local-media crossownership often occur without coming to light."

**Federated Media  
set to disappear**

**Former group owner will distribute  
proceeds beginning next month  
from sales of its three stations**

Federated Media Inc., one-time multiple station owner, plans to liquidate the company at a value of about \$5.5 million, said to be more than triple its market value of one year ago.

A company spokesman said last week that prior to the announcement in August 1973 of the intention to liquidate, FMI stock was quoted in the over-the-counter market as approximately \$2.50 per share for a market value of about \$1.8 million, based on 701,000 shares outstanding. The \$5.5 million liquidation value is based upon sales of its properties (WBNB-TV St. Thomas, V.I., for \$821,000 in cash and a long-term note; WKJG-TV Fort Wayne, Ind., for \$4 million in cash and a short-term note and KNWA[FM] Fayetteville, Ark., for \$140,000 in cash), certain closing adjustments and cash on hand of \$500,000.

(Since the liquidation plan was announced last year, FMI shares have risen in value and have been quoted recently in the \$7 range. The distribution of proceeds, totaling about \$7.75 per share, will begin in November with an initial payment of more than \$7 per share).

John F. Dille Jr., president of the Communicana Group, Elkhart, Ind., has been chairman of FMI and will continue in his executive post with Communicana. Paul E. Van Hook, who has been president of FMI since 1972, will become president of The Wyndmoor Co., a New York investment management firm.



## Newspaper chain buys control of Jacksonville V

It hopes to collect 100% of stock at total price of \$10.7 million

Harte-Hanks Newspapers Inc. has begun the acquisition of WTLV(TV) Jacksonville, Fla. ("Closed Circuit," Aug. 26), by signing a contract to purchase 51% of the stock in the licensee corporation, Television 12 of Jacksonville, for \$5.4 million.

According to a sales contract filed with the FCC, Harte-Hanks hopes to buy all stock now outstanding. If more than 80% of the stock is acquired by the time of closing, the per-share price now set at \$354 will increase to \$358.33 for all shares traded. Acquisition of all the stock would cost Harte-Hanks a grand total of \$10.7 million.

Television 12 is owned by 74 stockholders, holding a total of 30,000 shares. Among those making up the 51% designated in the present contract are: Wometco Enterprises (12%); Frank Pellegrin, former partner in H-R Representatives (3.3%), and former Florida Governor Farris Bryant (3%).

Television 12 resulted from a merger of four competing applicants for the station — Florida-Georgia Television Co., The New Horizons Telecasting Co., Florida Gateway Television Co. and Community First Corp. (BROADCASTING, June 28, 1971). The merger ended a contest stemming from a 1960 investigation of off-the-record contacts with FCC members by winning TV station applicants. After a hearing, the original grant to Florida-Georgia, then owner of the station, was affirmed by the FCC. A new hearing was set after the FCC was reversed by the U.S. Court of Appeals.

The commission in 1967 designated for hearing the four applicants that later merged into Television 12, allowing Florida-Georgia to continue to operate the station on an interim basis. Again the court intervened, overruling the interim grant, proposing either to establish a new interim operator not involved in the comparative hearing or to let the station go dark. At that time the four applicants were granted interim authority as a joint venture, which later resulted in the formation of Television 12 of Jacksonville.

WTLV, an NBC-TV affiliate, is on ch. 12 with 316 kw visual and 60.9 kw aural and antenna height 940 feet above average terrain.

Harte-Hanks stock is traded on the New York Stock Exchange. The firm owns 46 newspapers, including 21 dailies, and owns KENS-TV San Antonio, Tex.

### Changing Hands

#### Announced

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

■ WTLV(TV) Jacksonville, Fla.: Control sold by stockholders of Television 12 to

Harte-Hanks Newspapers Inc. for \$5.3 million (see above).

■ KEEL(AM)-KMBQ(FM) Shreveport, La.; KAAV(AM) Little Rock, Ark.; WAKY(AM) Louisville, Ky.: FCC petitioned for approval of sale by LIN Broadcasting Corp. to Multimedia Inc. for \$9.3 million (BROADCASTING, March 18). LIN, publicly traded, also owns WAND(TV) Decatur, Ill.; WBBF(AM)-WBFB(FM) Rochester, N.Y.; WFIL(AM) Philadelphia; WIL(AM)-KFMS(FM) St. Louis; WAVY-TV Portsmouth-Norfolk-Newport News, Va., and KILT-AM-FM Houston and has contracted to buy WBAP-TV Fort Worth for \$35 million. Multimedia, publicly traded, is licensee of WFBC-AM-FM-TV Greenville, S.C.; WWNC(AM) Asheville, N.C.; WXII-TV Winston-Salem, N.C.; WBIR-AM-FM-TV Knoxville, Tenn., and WMAZ-AM-FM-TV Macon, Ga., and owns newspapers in Greenville, Asheville, Montgomery, Ala., and Clarksville, Tenn. KEEL is on 710 khz with 50 kw day and 5 kw night. KMBQ(FM) is on 93.7 mhz with 100 kw and antenna 265 feet above average terrain. KAAV is on 1090 khz with 50 kw. WAKY is on 790 khz with 5 kw day and 1 kw night.

■ KBOI-AM-FM Boise, Idaho: Sold by Boise Valley Broadcasters Inc. to KBOI Inc. for \$850,000. Seller (Robert W. Howell, 10.9%; H. Westerman Whillock, 5.3%; Mrs. Stanley King, 9.9%, others) will retain KBOI-TV Boise. Principals in buyer are J. Hobart Wilson (50%) and his son, Charles H. Wilson (24.3%),

who will manage KBOI Inc. Buyer also owns KPNW-AM-FM Eugene, Ore., and 86% interest in KPAY-AM-FM Chico, Calif. J. Hobart Wilson has 5.9% interest in KEZI-TV Eugene and KVDO-TV Salem, both Oregon, along with interests in several CATV systems. KBOI is on 670 khz with 50 kw day and 25 kw night. FM is on 97.9 mhz with 17.5 kw and antenna 2,510 feet above average terrain.

■ WNLK(AM)-WDRN-FM Norwalk, Conn.: Sold by Norwalk Broadcasting Co. to Hanson Communications Inc. for \$705,050. Principal in seller is estate of late James C. Stolcz, which also owns WBUX(AM) Doylestown, Pa. Principal in buyer is Michael F. Hanson II, former director of news and public affairs for WRVR(FM) New York. WNLK is on 1350 khz with 1 kw day and 500 w night. WDRN-FM is on 95.9 mhz with 3 kw and antenna 130 feet above average terrain. Broker: Hamilton-Landis Associates.

■ WIN(AM) Atlanta: Sold by WIN Inc. to Georgia Network Inc. for \$600,000. Principal in seller is I. T. Cohen, Atlanta attorney. Principals in buyer include Donald C. Kennedy, president (19.5%), and Lawrence Melear, vice president (13.7%). Mr. Kennedy has 30.5% interest in Briarcliff Communications Group Inc., permittee of WATL-TV Atlanta. WIN is daytimer on 970 khz with 5 kw.

■ KLO(AM) Ogden, Utah: Sold by Radio Ogden Inc. to KLO Broadcasting Co. for \$500,000. Principal in seller, which runs KSPQ-AM Spokane, Wash., is Richard

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P. Wheeler, president. Principal in buyer is Robert E. Davis who owns and manages KWIK(AM) Pocatello, Idaho. KLO operates full time on 1430 khz with 5 kw.

▪ KBYG(AM) Big Spring, Tex.: Sold by Howard County Broadcasting Inc. to Tentex Broadcasting Inc. for \$221,000. Principals in seller are John H. and Madelyn O. Hicks (46.6% each) who own KLVI(AM) and KBPO(FM) Beaumont, Tex., and have interests in KLUF(AM) Lufkin, KRRV(AM) Sherman and KJAR(AM) Laredo, all Texas. Principals in buyer, which owns KTFS(AM) Texarkana, Tex., are Hugh D. Frizzell, president (33.3%), and Robert Williams Jr., treasurer (33.3%). KBYG is on 1400 khz with 1 kw day and 250 w night.

▪ WWFL(AM) Clermont, Fla.: Sold by J. Olin Tice Sr. and Jr., to Leisure Time Communications Inc. for \$165,000. Sellers also own WCAY(AM) Cayce, S.C. Principals in buyer are Joseph F. McInerney, Henry A. Berliner Jr., and Richard M. Messina (one-third each), who also own WDMV(AM) Pocomoke City, Md., and WIVI-FM St. Croix, Virgin Islands, and have contracted to buy KGLR-FM Reno (see below). WWFL is on 1340 khz with 1 kw day and 250 w night during specialized hours.

▪ KGLR-FM Reno: 80% interest sold by Pendor Communications to Leisure Time Communications Inc. for \$128,000. Principals in seller are Philip D. and Penny Doersam. Mr. Doersam will continue as station's general manager and Mrs. Doersam as sales manager and together will retain 20%. Principals in buyer are Joseph F. McInerney, Henry A. Berliner Jr., and Richard M. Messina (see above). KGLR-FM is on 105.7 mhz with 31 kw and antenna 390 feet below average terrain. Broker: Blackburn & Co.

#### Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 71):

▪ KAUZ-TV Wichita Falls, Tex.: Sold by Bass Brothers Telecasters Inc. to Wichita Falls Telecasters for \$4,250,000. Parent of seller, Bass Brothers Enterprises Inc., owns KDNT-AM-FM Denton, Tex., WSLC(AM)-WSLQ(FM) Roanoke, Va., and has 48.42% interest in KFDW-TV Clovis, N.M., KFDO-TV Sayre, Okla., and KFDA-TV Amarillo, Tex. Buyer is partnership of Wichita Falls Television Inc. (80%) and White Fuel Corp. (20%). Wichita Falls TV is new company headed by William Hobbs, president, who is general manager of KAUZ-TV. Principal in White Fuel is W. Erle White, president (49%), who also owns KGAF-AM-FM Gainesville, and KORC(AM) Mineral Wells, both Texas. KAUZ-TV is CBS affiliate on ch. 6 with 100 kw visual and 20 kw aural and antenna 1,020 feet above average terrain.

▪ Other sales approved last week include: KNLT(FM) Truckee, Calif.; KFTM-AM-FM Fort Morgan, Colo.; KCHI-AM-FM Chilli-cothe, Mo.; WCTM-FM Eaton, Ohio; WEZL(FM) Charleston, S.C., and WBRY(AM) Woodbury, Tenn. See page 71 for details.

## Broadcast Journalism

### Man in the News



*A little over two weeks ago, President Gerald Ford reached again into the ranks of Washington journalists to find a news secretary—and came up with a broadcast newsmen. For 40-year-old Ron Nessen, it meant a fast and hard lesson in what it means to function between the rock of the Presidency and the hard place of the profession he left behind.*

Back in January 1965, when Vietnam was the big story, the NBC press-relations department put out a picture of one of its correspondents, 32-year-old Ron Nessen, in action over there. Dressed in fatigues and lying in a water-filled hole scratched out of the dirt and reeds, he was talking into portable tape recorder, apparently describing action at which he seemed to be peering. A Hollywood view of the television war correspondent at work, it seemed. About 18 months later, reality intruded into the picture. Grenade fragments entered his chest and punctured a lung as Mr. Nessen covered a battle between the 101st Airborne and North Vietnamese troops in the Central Highlands.

Two weeks ago, President Ford had just announced Mr. Nessen's appointment as White House news secretary, and Mr. Nessen, now 40, was describing his vision of the job in a statement in the White House briefing room. His role was to get the news out, and he would never lie or mislead his former colleagues. A veteran newsmen's view of a news secretary's job, it seemed. Eleven days later, some of his former colleagues were questioning his integrity; reality had intruded again.

The question of Mr. Nessen's integrity had arisen over his reporting of a telephone conversation between former President Nixon and President Ford. Mr. Nessen had said that the former President made "a passing reference" to the public reaction to the presidential pardon he had received. But it was not until Hugh Sidey's column appeared in *Time*

# 1974 FALL CONFERENCES



## The night before . . .

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## The first day . . .

### *Engineering Conference* (9:00-11:00)

- Interconnection of Program Facilities Is Quad in Your Future?**
- New Advancements in Audio/Video Switching Techniques**

### *Radio* (9:30-11:00)

#### **Let's Create a Commercial**

Chuck Blore Creative Services will show you how to utilize creative thinking and production techniques to create highly effective spots at your station. All delegates will be involved in making a spot from scratch.

### *Television* (9:30-11:00)

#### **The Product is Programming**

Spokesmen for the National Association of Television Programs Executives will debate and take questions on the prime time access rule, children's programming, and locally-originated and syndicated programs.

### *Joint Session* (radio, TV, engineering) (11:00-12:00)

#### **NAB Playbook**

Join NAB at the conference table for an informal discussion of the major areas of concern for today's broadcaster. President Wasilewski will preside and you will participate.

### *Joint Luncheon* (radio, TV, engineering) (12:00-2:00)

#### **Creativity Can Work in Your Station**

Dr. Herb True shows how creativity and motivation can help you at your station. He makes learning fun and ideas come alive.

### *Engineering Conference* (2:30-4:30)

- FCC Rules and Regulations**
- Transmitter Maintenance**
- Principles of Microphone Utilization**

### *Radio* (2:30-4:30)

#### **Legal/Management Workshop**

A free-wheeling discussion to bring you up to date on current problems in both legal and management fields.

#### **Sales Workshop**

RAB will provide some proven tips on how you can increase income by 10% in January and February.

### *Television* (2:30-4:30)

#### **Television Today and Tomorrow**

- Children's Television and Broadcast Self-Regulation . . . What the industry is doing about children's programs and commercials and how it affects you.
- Dangers of Siphoning . . . Pay-cable is after those top programs . . . including sports and block-buster movies. Where will you be if it happens?

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#### **Atlanta**

Oct. 28-29 Hyatt

#### **Chicago**

Oct. 30-31 Hyatt O'Hare

#### **Dallas**

Nov. 14-15 Fairmont

#### **Denver**

Nov. 18-19 Brown Palace

#### **Las Vegas**

Nov. 20-21 Sands

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**Note:** Bar & Grill session takes place evening before Conference.

- Direct Transmission by Satellite . . . The implications satellites have on commercial TV and how far away is direct-to-home satellite-TV.

*A red carpet reception for all delegates from 6:00-7:30. (Denver only from 5:00-6:30.)*

## The second day . . .

### *Joint Session* (radio, TV, engineering) (9:00-11:00)

#### **The Buck Stops Here**

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#### **The View from the Commission**

A Commissioner's views on what you can expect from the FCC with plenty of time for your questions.

### *Adjournment* (11:00)

---

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PRODUCT CATALOGUE ON REQUEST

last week that the world learned that the former President had offered to return the pardon.

Why hadn't Mr. Nessen volunteered that information, the reporters wanted to know, at the news briefing on Monday? Didn't he, as a former reporter, realize the newsworthiness of the offer? "You said," one reported recalled, "you wouldn't mislead us."

Mr. Nessen, who despite a reputation for being short-tempered has thus far at least demonstrated considerable coolness in his new job, did not spend much time brooding on the challenge to his integrity. Back in his office in the west wing of the White House, near the President's, a few hours after the confrontation, he seemed more concerned with getting on top of new responsibilities, which were greater than he expected.

Asked how he felt, he said: "Almost whipped. I leave the house at 7 a.m., read the papers in the car coming down, eat breakfast in the office—at that table over there—lunch, too, and get home at 8:30 or 9 p.m. And I have one or one and a half hours of work to do at night. Yesterday [Sunday] I had the first half day off since I took the job. The President was visiting his wife at the hospital, so I asked if I could take some time off if he didn't need me."

Mr. Nessen, who lives in suburban Bethesda, Md., took his wife, the former Young Hi Song, a native of Korea, and their 18-month-old son, to the park. (An 18-year-old daughter by an earlier marriage is at the University of Iowa.) However, it was not long before the beeper paging unit he wears began sounding off; his office said he was in demand. The Sidey piece was circulating, and correspondents wanted clarification and comment.

Mr. Nessen sees his job, like Gaul, divided into three parts. The most visible part of it is the daily 11 a.m. (or later) news briefing, for which he spends about four hours preparing, some of that time in conference with the President. He is also a presidential adviser, consulting on such matters as how various actions or decisions should be announced. And, finally, there is the part that would terrify most men who had never had to worry about administering the work output of a larger group than that consisting of himself, a cameraman and a soundman—administration. He found he was the boss of a 45-member staff. There is also the usual harvest of daily problems and the time spent talking to reporters.

"But there are compensations," he says of the heavy load. "It's very interesting, very exciting to be on the inside, to see how the White House works."

As for the sharp and hostile questioning that morning, he said he did not expect favored treatment. "I wouldn't let up if I were in their position," he said. "It's the legacy of five years. I wouldn't give anyone the benefit of the doubt. I would hope they'll do their job, and I hope that after seeing me for a while, they'll believe what I said about not lying."

Mr. Nessen's defense of his handling of the Nixon-Ford telephone conversa-

tion was that the offer was not considered to be a serious one. But probably more important was the policy reason he gave: "I didn't feel I should paraphrase or quote observations between the President and the former President."

Thus, he was demonstrating the accuracy of an observation that Bill Moyers, one of the former presidential news secretaries on whom Mr. Nessen has said he would try to model himself in his new role (Pierre Salinger and Gerald F. terHorst, his immediate predecessor, were the others) made in a column in *Newsweek*: "The reporter in him [Mr. Nessen], will tug one way while the President's interest will tug another, and he will feel the acute symptoms of being caught between a President and press corps both trying to do their duty while his duty is to serve them both."

White House reporters generally say it is too early to pass judgment on the kind of job Mr. Nessen is doing as news secretary. What concerns some of them, however, is Mr. Nessen's degree of access to the President and other sources of information. Mr. Nessen has said he has been assured he will be kept fully informed. But ABC's Tom Jarriel says he won't be comfortable until Mr. Nessen's name stops showing up every day on the President's list of appointments. "I would like to know Nessen does not need an appointment to see the President." As of now, he does not have that kind of access to the Oval Office.

Another correspondent, who otherwise speaks well of Mr. Nessen, says: "The question to be answered is how much depth does Nessen have; he lacks terHorst's background and experience. Of course," the correspondent added, "we don't know how much depth you need to be a press secretary to Jerry Ford."

The feelings among White House reporters concerning Mr. Nessen personally appear to be mixed. Some network correspondents who have known him over the years are generous in their comments. They say he was a "good" reporter, "solid," "easy to get along with." Then there are those who, as one veteran correspondent put it, feel that "public-relationswise, the Nessen appointment was a mistake," that Mr. Nessen has been something of an "opportunist." In part, at least, some correspondents suggest, that feeling stems from jealousy and resentment, for the White House press corps is not without its prima donnas. And Mr. Nessen, despite almost 20 years in journalism, was not an established member of the White House press corps.

But the publicity Mr. Nessen received in connection with the party at his home that President and Mrs. Ford attended (BROADCASTING, Sept. 2) did nothing to improve Mr. Nessen's popularity with his colleagues. For while the party was conceived as one to be given by and for all the reporters who had covered then-Vice President Ford in his travels aboard Air Force Two, some of them felt it emerged in the public mind as the Ron Nessen party. Nor did Mr. Nessen's former traveling companions appreciate the presence at the party of Mr. Nessen's NBC colleagues—John Chancellor, an-

# An Open Letter to Radio and TV Station Managers

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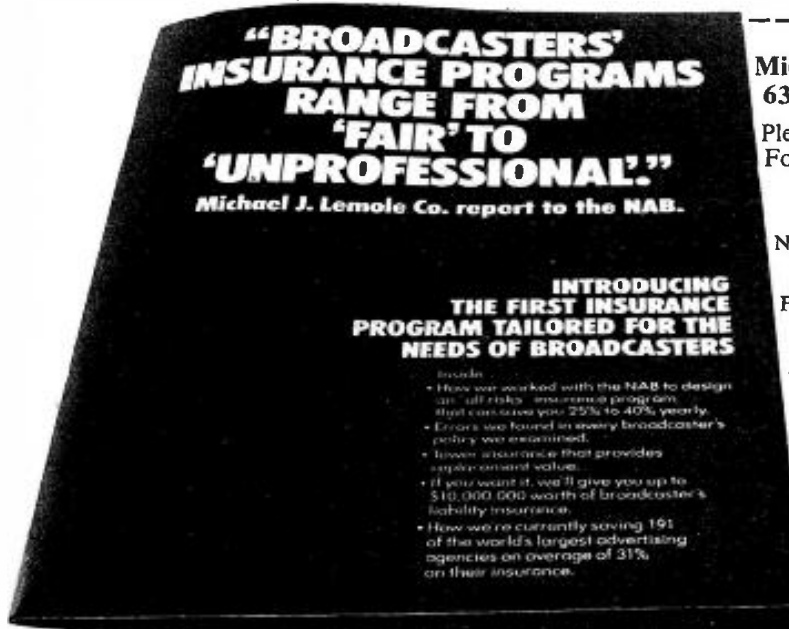
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chorman for the *Nightly News*; Lester M. Crystal, executive producer of that program, and White House correspondent Tom Brokaw.

There seems little resentment over the fact that Mr. Ford picked a broadcast journalist for his news secretary. Times have changed since President Truman tried it with Cox Broadcasting's J. Leonard Reinsch. (That appointment—which was neither sought nor made known to Mr. Reinsch before the President announced it—lasted about as long as it took the newspaper reporters to clear their throats and emit howls of protest.) Indeed, UPI's Helen Thomas even feels Mr. Nessen is entitled to a "honeymoon period."

But changing times aside, Mr. Nessen's experience as a journalist is rich and varied. As a native of Washington, D.C., his first media jobs were in small-town radio and newspaper work in the region—WEPM (AM) Martinsburg, W. Va., WAVA (AM) (then WARL) Arlington, Va., and the *Montgomery County Sentinel*, a weekly, in Rockville, Md. Then he was a Washington correspondent for UPI for five years before hooking on with NBC News in 1962.

If he did not become one of the network's superstars, Mr. Nessen drew the kind of assignments journalism students fantasize about. There were wars in Vietnam (five tours there), Bangla Desh, Biafra, and the Congo; the anti-american riots in Panama, the track of Che Guevara in Bolivia, a tribal uprising in Borneo. In addition, he covered the White House in the early Johnson years and, over the next decade, the presidential campaigns of President Johnson, Richard Nixon and George Wallace, the vice presidential campaign of Sargent Shriver. He was a member of the NBC News teams that reported from the Democratic and Republican conventions of 1964, 1968 and 1972. And he anchored NBC's coverage of the shooting of Governor Wallace in Laurel, Md., in 1972, and helped cover the investigation and resignation of Vice President Spiro T. Agnew.

It was Mr. Agnew's fall that contributed to Mr. Nessen's rise. For when Representative Gerald Ford of Michigan emerged as Mr. Agnew's successor, Mr. Nessen was assigned to cover him. He was there for the nomination, for the confirmation hearings and for the inauguration of the new Vice President. And when Mr. Ford became President, Mr. Nessen went back on the White House beat.

President Ford has said that in the many hours he spent aboard Air Force Two with Mr. Nessen, he came to respect him for his "skill and objectivity" as a reporter, and to "enjoy his company." So when Mr. terHorst quit as Mr. Ford's first news secretary over the Nixon pardon and went back to the *Detroit News*, Mr. Nessen's name was among those that came to the presidential mind as a possible successor.

One of the questions that Mr. Nessen was asked when he appeared with the President in the White House briefing room for the announcement of his new job was why he was leaving journalism

to become news secretary. "I'm interested in being a participant in events as well as an observer," he said. Last week, the fire he took in briefing his former colleagues indicated he had indeed become a participant in events.

## FOI compromises may not satisfy Ford

**Conferees alter bill in attempt to meet President's objections**

A compromise on legislation to strengthen the Freedom of Information Act has been reached in a House-Senate conference, but faces a veto threat from President Ford. The legislation, intended to make it easier and less costly to gain access to government documents and files under the 1966 act, repassed the Senate last Tuesday and was expected to pass the House late last week or this week.

There is a division of opinion within the executive branch over whether the President should veto the package, according to a Senate aide who participated in its drafting. Earlier, in an exchange of letters with the conferees, the President said he objected to a provision placing the burden of proof on the government to satisfy a court that a document has been properly classified because it concerns military or intelligence secrets.

Said Mr. Ford: "My great respect for the courts does not prevent me from observing that they do not ordinarily have the background and expertise to gauge the ramifications that a release of a document may have upon our national security."

The conferees attempted to soften the impact of the section with an explanation in the conference report, but it is uncertain whether this satisfied Mr. Ford.

Investigatory files for law enforcement purposes, exempt from mandatory disclosure under the present act, would be required to be disclosed under the new legislation with a few exceptions. One of those was added in response to another objection from President Ford, permitting the withholding of information given by a confidential source in a criminal investigation.

In response to another objection from the President, the conferees agreed to soften a Senate provision which would have permitted courts to suspend or otherwise penalize federal employees found to have withheld documents without reasonable basis in law. Instead, the compromise provides that the Civil Service Commission shall discipline such employees.

## Shield protects Farr

A California state judge ruled last week that reporter William Farr could not be held in contempt of court for refusing to answer questions in the perjury trial of a lawyer who had been the prosecutor in the 1970 Manson murder trial. The judge ruled that Mr. Farr was protected

under the state's newsman shield law.

The lawyer was one of two attorneys who had been involved in the Manson trial and were indicted by a local grand jury on charges of perjury. The two, as well as others involved in the Manson case, had sworn they had not given Mr. Farr the information he used for his news story that the Manson "family" plotted to kill Hollywood celebrities. All parties in the case were under a gag order imposed by the case trial judge at that time.

Mr. Farr served 46 days in jail under a contempt citation before being released. He had been under the threat of further jailings but another state judge, under a state appeals court order, found that he could not be punished ad infinitum for refusing to identify his sources. Mr. Farr had said he got the information from two of the six lawyers involved in the Manson case.

## AP Radio airborne to plaudits of 210

Another 20 stations indicate interest in new service that started Oct. 1

With minimum problems, AP Radio, the broadcast arm of the Associated Press, commenced operations last Tuesday, Oct. 1). The first cut—an agricultural report by newsman John Holliman—went down the line to 210 stations at 9:30 a.m.

NYT. It was one of 198 reports filed on opening day.

"Everything went better than we had planned," said APR Managing Editor Bob Bensen of the first day's results. "The complimentary calls were running about 10 to 1 against the problem calls."

The only snag of any consequence, Mr. Bensen reported, involved four stations to which AT&T could not provide a hook-up in time for the initial service. Two AT&T regional vice presidents, Jim Green and Tom O'Connor, stationed themselves in APR's Washington office throughout the first day to handle problems. The last station was connected to the line by 10:30 a.m. Wednesday.

Stations offering feedback after the first day's service were particularly complimentary about the technical quality of the APR transmission. "The line quality is excellent," said Ron Tyrell of KCIW-(AM) Carroll, Iowa. "A good line," echoed Paul Maze, WYND(AM) Sarasota, Fla.

APR uses what it claims to be a revolutionary "spoke-and-hub" transmission system, in which signals are fed from Washington to 12 regional reception centers—each serving four or five states. From those points, the amplified signal is sent to local AT&T test boards for transmission to the member stations. The arrangement, Mr. Bensen claimed, "has given us a definite advantage in signal quality."

On the first day of service, APR fed

141 international and national cuts and 57 regional reports. Anchorman for the first five-minute newscast was Tom Martin.

APR is available to any station subscribing to the AP broadcast wire. Its cost is based on a formula depending on several variables, and is tacked on to the sum stations are already paying for the wire service.

Mr. Bensen reported that some 30 stations signed up for the service in the last week prior to the initiation of service, bringing the total line-up to 210. Another 20 stations are said to have expressed intentions to join the network.

## RTNDA backs KEYT

The Radio and Television News Directors Association has protested to the Santa Barbara, Calif., city council over alleged attempts to control news coverage of the council on KEYT(TV) Santa Barbara. The city council twice has passed resolutions condemning KEYT's local news coverage and forwarded them to the FCC. RTNDA President Tom Frawley wrote the city council, saying: "The resolution and its transmission to the FCC can only be viewed as an attempt by the council to intimidate and coerce KEYT into presenting a governmentally approved version of news concerning controversial issues before the council."

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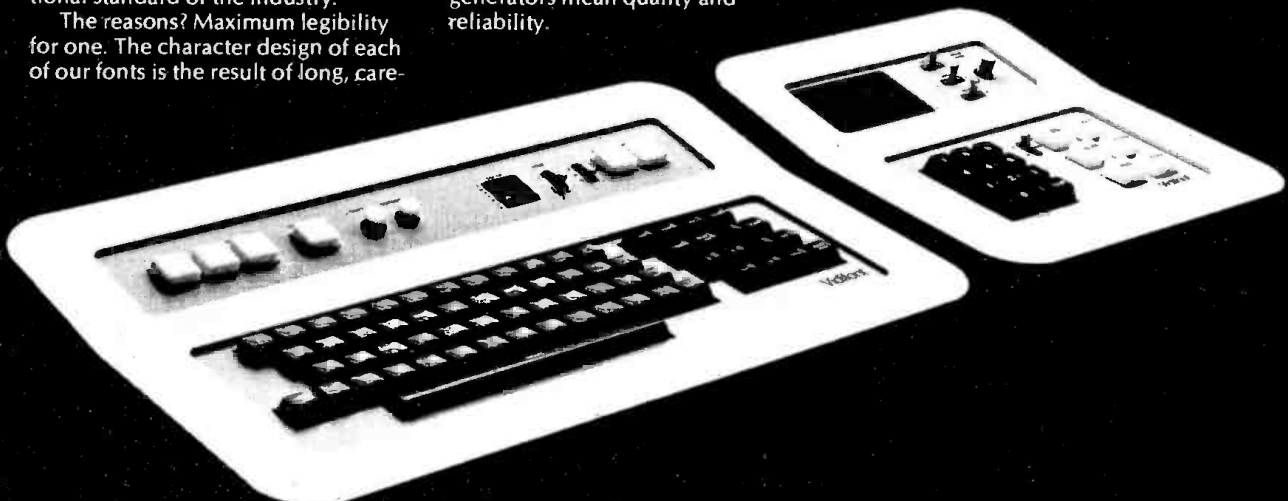
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**AIM's off target again**

Accuracy in Media has lost another fairness doctrine case involving NBC, this time before the FCC. The commission affirmed its Broadcast Bureau ruling denying AIM's complaint that NBC violated the doctrine in connection with two programs dealing with the Peoples Republic of China.

AIM had held that *China Lost and Found*, broadcast on Feb. 15, 1972, had contained as its theme "the highly controversial line" that the U.S. had erred in supporting the Nationalist government of China following World War II.

And it had complained that *The Forbidden City* broadcast on Jan. 16, 1973, contained portions that were "largely Communist propaganda" and failed to show the actual conditions inside China—both controversial issues of public importance.

But the staff ruling upheld by the commission asserted that, as far as *China Lost and Found* was concerned, NBC did not appear to be unreasonable in concluding that the historic events portrayed were not currently the subject of controversy.

And in disposing of the complaint regarding *The Forbidden City*, the staff held that AIM had not shown that NBC was unreasonable in its judgment that the program did not contain a "message" that everyone in China was living comfortably.

The ruling, announced last week, was issued on Sept. 24—three days before the U.S. Court of Appeals had overturned the commission decision that NBC had violated the fairness doctrine in connection with its documentary, *Pensions—The Broken Promise*. (BROADCASTING, Sept. 30). The commission had issued that ruling on a complaint brought by AIM.

**Proxmire keeps  
 after fairness**

Senator William Proxmire (D-Wis.) is continuing his foray against the FCC's fairness doctrine.

In his third speech on the issue in two months (BROADCASTING, July 27 et seq.), Mr. Proxmire told his Senate colleagues that "the public's right to turn the dial must be the ultimate arbiter of the electronic media as its right not to buy controls the print media." There is no reason, he maintained, "why the First Amendment should not apply to broadcasters as it does to publishers. Freedom of the press is defended for newspapers. Why cannot it be defended for radio and television?"

Mr. Proxmire noted that of 1,309 fairness complaints received by the commission last year, 94 were pursued through inquiries to stations, and five received sanctions. "A reasonable assumption is that such power, although infrequently used, must affect the way broadcast newsmen do their jobs."

**Journalism Briefs**

**Packaged editorials.** Bill McKibben, president WEBR(AM) - WREZ(FM) Buffalo, N.Y., will supply 10 editorials weekly to subscribers, one per market, to be broadcast as-is or revised. Cost is \$5 weekly. "We don't like labels," says Mr. McKibben, "but generally speaking we're conservatives." *McKibben Editorials*, P.O. Box 191, Buffalo, N.Y. 14205.

**Good eye.** Bruce Nason, WITI-TV Milwaukee newsreel photographer, helped bring about speedy arrest enroute to news assignment. Monitoring police radio report on suspect and car describing hold-up, he spotted getaway car. Following it, he reported by two-way radio to WITI-TV which alerted police who made arrest.

**Newsworthy.** All three commercial TV networks plan to cover live (ABC pooling) Thursday's (Oct. 10) appearance of President Gerald Ford before House subcommittee to answer questions concerning his pardon of former President Richard Nixon.

**Strip-mining controversy.** Representative Patsy Mink (D-W.Va.), The Environment Policy Center and O. D. Hagedorn, local listener, have charged WHAR(AM) Clarksburg, W.Va., with violation of its "affirmative obligation" under fairness doctrine by not devoting "reasonable time" to discuss controversial issues. At question is station's absence of programming on strip-mining issue. Representative Mink earlier requested WHAK to broadcast 11-minute tape of her comments on issue, but station refused, adding it would not air contrasting viewpoint on strip-mining sent by Chamber of Commerce. Representative Mink previously had written to other stations also receiving Chamber of Commerce program, asking them to air her response (BROADCASTING, July 15). Petitioners now argue WHAR should be required to air strip-mining issue.

**Nonpartisan time.** Public TV in Florida is hooking up for telecast of *Politiathon '74* repeat of Peabody Award winner in 1970. Qualified candidates for major state offices are offered live prime time four days before Nov. 5 general election, financed by grant from Florida's department of education to WPBT(TV) Miami. Other participating stations are WEDU Tampa, WJCT-TV Jacksonville, WMFE-TV Orlando, WSRE-TV Pensacola, WUFT Gainesville and WFSU-TV Tallahassee.

**'Tomorrow' moves east**

NBC's late-night *Tomorrow* show and its host, KNBC-TV Los Angeles anchorman Tom Snyder, are moving to New York. Mr. Snyder will also become, in addition to his *Tomorrow* duties, co-anchor of WNBC-TV New York's two-hour evening newscast and take over the anchor spot on the network's Sunday newscast from Floyd Kalber, anchor for NBC's WMAQ-TV Chicago. At WNBC-TV, Mr. Snyder replaces Jim Hartz, newly named *Today* show co-host.

## Quello positions himself on cable policy

He steers for middle course—less regulation of medium, but not at expense of broadcast interests

FCC Commissioner James H. Quello, who joined the commission in April after a lifetime career in broadcasting, last week began spelling out his views on cable-television regulation. And the cable operators who heard them—he spoke to the Pacific Northwest Cable Association, in Boise, Idaho—had no reason to see Mr. Quello with horns.

Pay cable, network exclusivity, access-channel requirements—on these and other matters Commissioner Quello appeared sympathetic.

As for the pay cable rules the commission is reconsidering, he said he is "not particularly in favor" of the rule restricting the showing of films to those that are less than two years old or, if more than 10, for only one week each month.

Without committing himself to any position, he said it "seems reasonable" that cable operators should be allowed to obtain film for pay cable showing in advance of its eventual release for over-the-air viewing. "This seems to me to be nothing more than an additional box office for those who wish to pay for the privilege of seeing a film before it finally appears on over-the-air television"—an argument the Motion Picture Association of America makes in urging abandonment of all pay cable rules (see story page 34).

When it comes to sports on pay cable, however, the commissioner is more cautious. He said he sympathizes with the need "to protect the spontaneity and competition engendered by a full stadium in attendance." But, he is also concerned about sports events that are not broadcast and, without pay cable, would be unavailable to viewers.

In discussing network program exclusivity, he said that although he cannot agree there is no need for such protection, "I am beginning to realize that our exclusivity requirements are, in effect, an artificial barrier between competing television signals." He said he is not convinced of the need to provide exclusivity as between local stations based on signal strength when the signals are available over the air. Furthermore, various problems confronting cable systems in connection with exclusivity—notification requirements and last-minute changes in programming, among others—cause cable operators "no end of grief," he said.

Commissioner Quello said he feels the commission needs more data on the degree of use being made of the public, governmental and educational access channels that are required by commission rules. The commission's Cable Tele-

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3 related uninterrupted musical selections

Commentary

3 minutes open for local segments

The musical selections are based on themes, such as girls' names, countries, flowers, etc. And Doremus' low-key approach to the commentary sounds as if he is talking to only one person rather than an entire audience. Unlike much of today's radio, it is not easy to "tune out."

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vision Bureau, he said, is considering such a survey and, he added, "we need some concrete knowledge of whether the access requirement has proven useful or whether it has in fact been an unreasonable requirement."

He said in that connection that he has had some doubts that the present access requirements, which reach all systems in the top 100 markets, "is fair or reasonable." He said he is concerned about "the many small systems" in those markets which must comply with the access requirements even "when it is obvious that there will be no demand, or very little demand for usage—certainly not enough to warrant the expenditure for equipment and facilities."

Commissioner Quello noted that he has in effect been designated as "cable commissioner," in view of his designation by Chairman Richard E. Wiley as chairman of the cable technical advisory committee and of the Federal-State/Local Advisory Committee. Furthermore, his position on cable, he noted, has in part been shaped by his legal assistant, Allen Cordon, formerly deputy and assistant chief of the Cable Television Bureau.

Commissioner Quello noted, in connection with his chairmanship of the technical committee, that he favors technical standards for the industry. He said he realized there are many who argue that such rules would result in heavy costs for cable operators. "But I feel it makes good sense for the industry to have a unified approach to the best technical performance reasonably possible." However, he takes no position on the controversial issue of whether there should be federal pre-emption of technical standards.

As for his over-all position on cable television, the former manager of WJR-AM-FM Detroit sums up by saying he believes the cable industry "needs a fair shake in its efforts to get established in this country" and he does not want to see cable "harassed with unnecessary restrictions or requirements." Of course, he does not want to see cable television develop at the expense of the broadcasting interests. "There has to be a middle ground for both."

## Valenti downplays threat of pay cable to over-the-air TV

Jack Valenti, president of the Motion Picture Association of America, called on the FCC last week to repeal the rules that "effectively bar" movies from being shown on pay-cable systems in the U.S.

Speaking at a luncheon meeting of the International Radio and Television Society on Tuesday (Oct. 1), Mr. Valenti also urged the FCC to throw out the prime-time access rule as a "proven failure"—proven because the rule's "underlying economics" encourages game shows and discourages drama and comedy programs.

On the pay-cable matter, he said that because, by the most "optimistic" pro-

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jection, only 2.2% of all homes in the country will be wired for cable by 1980, pay-TV would not pose a threat to the three networks. With such a small audience, pay-cable would only be used as a "supplemental market" by the major studios for their theatrical movies.

Mr. Valenti also agreed with one published estimate that pay-cable companies in 1980 would be able to muster "no more than 3% of the network-programming purchasing capacity," a factor that would put expensive movies like "The Godfather," "Gone With the Wind" and "The Poseidon Adventure" "beyond the capacity" of pay cable "for at least the next 20 years, maybe forever."

Mr. Valenti refers to pay cable as "family choice cable" on the ground that "the American family has a right to decide whether or not it wants to pay for entertainment" by cable. "That family decision should not be pre-empted by a government agency," he said.

The MPA position on "family choice cable" is being presented in an 11-minute film featuring Charlton Heston.

Mr. Valenti, who showed it to a group of reporters last week, said the purpose of the film is to inform congressmen and others "so they won't accept catchwords like 'siphoning' or 'the collapse of television.'"

## NCTA, AT&T still at loggerheads

Neither side budes in negotiations on increase in pole-attachment fees

Despite a renewal of negotiations, AT&T and the National Cable Television Association have reached a stalemate in their attempts to reach a private accord in the CATV pole attachment controversy.

The two sides sat down for the second time last Tuesday (Oct. 1) since AT&T lifted a lengthy negotiation embargo on the issue. However, as one cable official present at that meeting morosely reported afterward: "I would say that we didn't get very far."

At present, neither side has relented from their positions over the basic philosophy to be employed in determining a nationwide formula for determining cable

pole-rental fees. AT&T last month informed NCTA that it views a rate increase as justified under any circumstances. But NCTA negotiators are operating under an edict from its board of directors which precludes any proposal of the telephone interests without cost justification. AT&T, it was reported, has declined to open its books. "Something's got to give," an NCTA official said.

While reporting that the association is "still in the ballpark" in its ongoing negotiations with General Telephone, the second national telco interest involved in the talks, the same NCTA official professed little optimism over the situation with AT&T. Further meetings with Bell System representatives have been scheduled for Oct. 15 and 29. But, said he, "there's obviously the possibility that those two meetings could be canceled if it appears that they would be fruitless."

While the negotiations with the telephone interests have come to an impasse, cable observers are expressing concern over what is being alleged as a "possible conspiracy" among local and regional electrical utilities to raise their pole fees. Attorneys close to the situation have counted at least nine instances of electric companies raising their rates in recent months. Among the companies named were California's Pacific Gas & Electric and Southern California Edison; Arizona Power and Light (serving much of the Southwest); Florida Power & Light; West Virginia's Monongahela Power and Michigan's Consumers Power.

Reportedly, a number of regional class action suits charging the affected utilities with conspiracy and abuse of monopoly power are being contemplated.

## Cable Briefs

**Policy statement.** "Pay cable is a new alternative—an electronic box office—which deserves the opportunity to test and establish its appeal, based on actual marketplace experience." That's thrust of new brochure, "The Case for Pay Cable: Freedom of Choice," published by National Cable Television Association. Booklet is being distributed among media and government officials in preparation for FCC hearings on antisiphoning rules. Its argument rests on allegation that

broadcast interests would deprive public of freedom to choose among electronic media under guise of protecting public from inundation of pay TV.

**Newcomer.** Ximark Corp., new marketing firm based in Cazenovia, N.Y., is offering to cable systems range of sales packages in areas of subscriber growth, new business development, commercial time and programming. Sanford M. Freeman, formerly executive with Teleprompter and Warner Cable, is president of new firm, which expects to open branch office in either Denver or Dallas.

**Crash course.** Practicing Law Institute, New York, will be offering lawyers two, two-day sessions on "Current Developments in CATV" (Dec. 5-6 at New York's St. Regis hotel; Dec. 19-20 at San Francisco's Sir Francis Drake hotel). Topics range from copyright to basic cable TV contracts. Staff, led by Washington attorney (and former National Cable Television Association's general counsel) Gary Christensen, includes Continental Cablevision's Amos Hostetter, FCC Cable TV Bureau Chief David Kinley, NCTA General Counsel Stuart Feldstein, New York Cable Commission's C. Lynn Wickwire, others. Fee is \$175. *Practicing Law Institute, 810 Seventh Avenue, New York 10019.*

**Transferred.** Hutchinson Cablevision Inc., owner of system in final stage of completion in Hutchinson, Kan., has been sold by Larry and Cale Hudson to Intertie Inc. for undisclosed amount. When completed, system will have 141 miles of plant and pass 15,000 homes. Intertie, based in Los Angeles, owns several cable systems with total of 21,000 subscribers. Broker was Daniels & Associates.

**Migrating.** Catel division of United Scientific Corp., Sunnyvale, Calif., manufacturer of CATV signal-processing equipment and data communication systems, announced it is moving to larger quarters in Mountain View, Calif. New address: 1400-D Stierlin Road, Mountain View, Calif. 94043. Telephone (415) 965-9003.

**Sold.** Suburban Propane Gas Corp. has sold assets of 12,000-subscriber cable operation serving Whippany area of northern New Jersey to Madison Communications Inc., New York. Terms were not disclosed.

**Turnaround.** Paducah, Ky., has awarded cable franchise to Comsat Corp., Bala Cynwyd, Pa. Award for \$1.5-million system came as surprise—it had been expected to go to Cox Cable Communications.

**Price going up.** Los Angeles City Council has approved on first reading price hike for Theta Cable of Calif., serving 70,000 customers in greater Los Angeles area. Firm, jointly owned by Teleprompter Corp. and Hughes Aircraft Co., now charges \$5 monthly; new fee will be \$6.95. Installation charge will be reduced, from \$19.50 to \$10, in new schedule. This is first raise since Theta began operations in 1967.

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lege, Pa., will build 66-mile turnkey system for Shelby County Cable TV Inc., Shelbyville, Ind. Contract, for facility with 27-channel capacity, is to pass over 5,000 homes, cost \$300,000.

**Weather warnings.** Storer Cable TV's new Sarasota, Fla., cable facility is providing one of nation's most advanced television weather services. Weather channel combines input from National Oceanic Atmosphere Administration, Tampa (Fla.) Weather Service, Sarasota County Office of Civil Defense and Storer's own facilities. Service, running 24 hours per day, was inaugurated last month.

## FCC delays tariff hike by United Video

Protest lodged by two of 14 affected customers in Midwest

The FCC has suspended until Dec. 30 a proposed tariff increase by United Video Inc. for microwave service to 14 CATV systems in Illinois and Iowa. The tariff, to have become effective Oct. 1, would have increased United's revenue approximately 35%.

Liberty TV Cable Inc. and Quint-Cities Cablevision Inc., two of United's customers which receive microwaved signals of seven Chicago television stations, contended that United was contractually bound not to increase its rates and had failed to show how the new rate structure had been devised. The commission rejected the cable groups' argument that United was bound by its former contract, since the rates were governed by the tariff and not the contract. However, the FCC noted the proposed tariff does raise questions of lawfulness and has asked for suggestions whether the commission should prescribe tariff regulations.

The FCC deferred establishing procedures for United's investigation because of a similar case pending, which involves rate revisions for microwave service filed by American Television Relay Inc.

Instead, the commission delayed the tariff schedules until Dec. 30 and ordered United to keep an accurate account of all amounts received by reason of any increases, since the commission might later find it necessary to order refunds with interest.

## Vikoa-Comcast merger gets a step closer

Letter of intent spells out common interests of each

Vikoa Inc., New York, and Comcast Corp., Bala Cynwyd, Pa., last week said they had signed a letter of intent "setting forth preliminary agreement on arrangements for a merger . . ." The transaction is subject to the execution of a definitive agreement and the approval of both boards of directors and the respective stockholders.

Comcast, the nation's 33d largest multiple system cable operator with 44,-

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Figures based on Raleigh-Durham Arbitron, TSA, April-May 1974,  
Mon-Sun, 8AM-Mid, compared to October-November 1973 survey.

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000 subscribers, and Vikoa, the 16th largest MSO with 106,000 subscribers, said in August that they were considering a merger (BROADCASTING, Aug. 5). Both cited, among other things, a mutuality of interests in their subsidiary lines of business—Comcast has several Muzak franchises and Vikoa leases telephone interconnection equipment. Comcast earned \$433,674 last year on revenues of \$6.3 million; Vikoa suffered a net loss of \$182,000 on revenues of \$9.3 million. For the first six months of 1974, Comcast had a net income of \$3,575,000. In the same period, Vikoa lost \$1,635,000 on revenues of \$5,586,000.

The companies said terms of the anticipated merger would not be disclosed until the closing of a formal agreement. There was no indication last week as to when that might occur.

## Potential bad news for cable accounting

**Under proposed rule, public firms  
would not be able to defer  
costs of starting up systems**

A proposal by the Financial Accounting Standards Board for an across-the-board reformation of accounting procedures could shed a negative light on the past achievements of publicly owned cable television firms, analysts are warning.

In essence, the new proposal, which would take effect October 1975, would prohibit internal auditors from deferring a firm's pre-operating costs to the next fiscal year. In addition, it would require that all such deferred costs from previous years be re-stated to make them apply to the year in which they were realized.

Historically, cable firms have carried forward all costs incurred in running systems from the time they become operational until the time that they achieved a level of penetration (usually about 25%) in the market—or until a fixed period of time (usually between 18 months and two years) has expired. The deferred costs are subsequently amortized over a period of years. This practice has had the effect of making corporate income appear more attractive, since the pre-operating expenses would have otherwise been subtracted directly from revenues.

For cable firms which have undergone significant construction in recent years, it is reported, the new arrangement would have the effect of significantly lowering previously reported net income. American Television & Communications Corp., for instance, would have to deduct about \$900,000 from its 1974 pretax earnings. Its pre-operating costs for the year were estimated at \$1.1 million while its amortization charges were approximately \$200,000. The net effect would be to reduce ATC's fiscal 1974 per share earnings from 46 cents to 30 cents. Cox Cable, with \$1.11 million in deferred costs and \$114,000 in amortization charges, would see its 1973 earnings decreased from 53 to 39 cents per share. Teleprompter's reported 1973 pretax in-

come of \$1.5 million (prior to write-offs) would be eliminated, since its deferred expenses in that year amounted to \$6.2 million while its amortization charges against revenues were only \$2.4 million.

Analysts emphasize that because firms would no longer be amortizing previously deferred expenses each year under the proposed procedures the effects of the yearly accounting of expenses would be somewhat—but by no means completely—offset.

FASB is currently in the process of evaluating comments on the new proposal. No final decision as to whether it will be implemented is expected before the end of 1974. The board is an industry-sponsored self-regulatory group.

## Nuts and bolts at Philadelphia Expo

Issues such as copyright, pay cable and other national political actions—usually the dominant items on regional Cable Expo agendas—will be grouped in a single workshop at the Oct. 13-16 Northeast Expo in Philadelphia. Separate sessions, however, will be conducted on state regulation, on leased-channel operation and on the process of bringing a system into compliance with the FCC cable rules by the March 1977 deadline.

Speaking at the meeting will be Representative Charles Sandman (R-N.J.), FCC Commissioner Glen Robinson (making his first appearance before a cable group), and National Cable Television Association President David Foster.

The Philadelphia meeting also will emphasize relationships between cablemen and their hardware suppliers. Some 35 exhibitors will display their wares, and the equipment show will feature daily roundtable discussions for manufacturers and delegates in the exhibit hall.

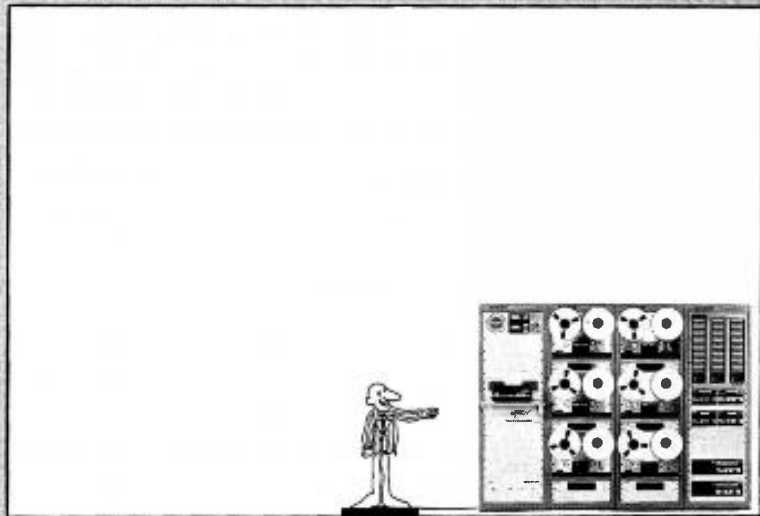
## NCTA mulls Foster contract request

The executive committee of the National Cable Television Association will meet Oct. 17 to consider NCTA President David Foster's request for a long-term contract.

Mr. Foster three weeks ago advised NCTA's board of directors that he needs at least a two-year—perhaps a four-year—employment arrangement to insure continued stability at the association.

The matter was discussed briefly at the board's meeting two weeks ago (BROADCASTING, Sept. 30), at which time NCTA Chairman Bruce Lovett said he would appoint a special committee to sound out Mr. Foster. Mr. Lovett said last week that he had chosen Continental Cablevision's Amos Hostetter and Cox Cable President Henry Harris—both members of the executive committee—to begin talks with the NCTA president. Mr. Lovett also denied reports that he had intentionally excluded himself from the special committee due to past differences with Mr. Foster.

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## ARB RATING SUMMARY—SRP CLIENTS

April/May 1974

The following SRP client station rankings are based on **Persons 18+, 6 a.m.-Mid., M-S, Total Area Av. ¼ Hr. and/or Metro Share for all AM and FM radio stations in each market:**

		Overall Position 18+ Am or FM			Overall Position 18+ AM or FM
Albuquerque	KOB-FM	1	Lincoln	KLIN-FM	3
Appleton	WROE	2	Los Angeles	KJOI	4
Atlanta	WPCH	2	Louisville	WVEZ	3
Baltimore	WLIF	2	Memphis	WEZI	5
Binghamton	WQYT	4	Miami	WLYF	1
Boston	WJIB	4	Milwaukee	WEZW	1
Buffalo	WBNY	2	New Orleans	WBYU	3
Cedar Rapids	WMT-FM	3	Norfolk	WTAR-FM	5
Charleston	WPXI	4	Oklahoma City	KKNG	3
Charlotte	WBT-FM	3	Omaha	KEZO	4
Chicago	WLAK	6	Orlando	WDBO-FM	1
Cincinnati	WWEZ	2	Pensacola	WMEZ	1
Colorado Springs	KRDO-FM	1	Peoria	WSWT	4
Columbus	WBNS-FM	3	Philadelphia	WWSH	3
Dallas	KOAX	3	Phoenix	KRFM	2
Denver	KLIR	3	Pittsburgh	WSHH	2
Des Moines	KLYF	3	Raleigh	WYYD	2
Detroit	WWJ-FM	4	Rockford	WROK-FM	3
Ft. Lauderdale	WLYF	1	Sacramento	KEWT	1
Fresno	KKNU	2	San Antonio	KQXT	3
Grand Rapids	WOOD-FM	1	Syracuse	WEZG	2
Hartford	WKSS	2	Topeka	KSWT	3
Houston	KYND	2	Trenton	WWSH	1
Huntington	WHEZ	2	Tulsa	KWEN	3
Indianapolis	WXTZ	3	West Palm Beach	WEAT-FM	1
Jackson	WLIN	4	Wichita	KBRA	4
Las Vegas	KORK-FM	3	Youngstown	WKBN-FM	1

There are: **12** overall **NUMBER ONE** stations  
**13** overall **SECOND**  
**17** in **THIRD** position  
**9** in **FOURTH** and  
**2** ranking **FIFTH**  
among all AM or FM stations in each market.

For rankings by Persons 12+ see our advertisement on page 32 of the September 23rd *Broadcasting*, or write SRP.

# The upbeat tempo of FM 1974

**More stations, more listeners, bigger profits, bigger prices for time, bigger prices for stations**

Ten years ago Howard Grafman and his Century Broadcasting Corp. bought KSHE(FM) Crestwood, Mo., near St. Louis, for \$5,000 down. That first October, he recalls, the station billed \$1,800. This October he estimates it will bill in the neighborhood of \$70,000—which incidentally is also in the neighborhood of the 1964 total purchase price of \$72,000—and for the full year 1974 he expects the station to gross around \$750,000.

And that, more or less, is the way things have been going for scores if not hundreds of FM stations across the country in recent years. The dollar figures vary from station to station, but business has gradually been getting better and better for more and more. In the last decade, FM's annual revenues have increased from \$19.7 million to a projected \$224 million this year, and its share of radio revenues has risen from about 2.5% to an anticipated 14% in 1974. Nationally FM is credited with a third of all radio listening, and in some markets it does a good deal better than that. And, though there are still more losers than winners at the bottom line, the number of profitable stations—and the extent of their profitability—has been growing steadily.

For these reasons—and others—FM broadcasters have more to get excited about today than they've ever had. They have FM's contending with established AM's for top positions in the ratings in market after market. Although their rates generally don't yet compare with those of established AM's, the FM rate trend is up while AM's is often static and in some cases down. They have expanded their program formats till they offer something for everybody, just as AM does. They have won advertiser acceptance along with audience acceptance,

and they can still claim a somewhat more affluent, somewhat better educated audience than AM's. They know they have better fidelity of reception, to which more than half of them have added stereo, and 10% or more are currently into quadraphonic transmission, although quad is still regarded mostly as a plaything. In short, they're riding a growth medium and they know it.

Behind the growth is a momentum that shows no signs of any marked slowdown. An analysis completed last month by an independent management consulting firm, the Business Equities Corp. of Boston, projects total FM revenues of \$732 million, representing 30.8% of all radio revenues, in 1980.

BEC's conclusions, which have the apparent endorsement of FM operators who have examined the report, anticipate FM revenues of \$224 million this year, \$277 million next year, \$343 million in 1976, \$410 million in 1977, \$495 million in 1978 and \$595 million in 1979.

For the top-25 markets, BEC projects for FM a 35.4% share of the audience and 18.4% share of radio revenues this year, rising to 40% of the audience and 23.8% of the revenues in 1976, and to 47.5% and 35.1%, respectively, in 1979.

That growth is evident in every direction. Take formats. If KSHE's sales growth was symptomatic of industry growth, its programing history is even more reflective of industry changes. When Century bought the station in 1964, it was playing classical music. The new owners switched it first to middle of the road, then to top 40—or a looser version that Howard Grafman calls top 41—and finally to its current format, progressive rock. FM's own evolution has been even more extensive, taking it from an almost universal format of classical, semiclassical and "good" music in the early days to a diversity that now embraces every significant music format. A study by the N. W. Ayer & Son advertising agency in the top-10 markets a couple of years ago produced this profile of the similarities already reached in AM and FM formats:

Program Formats—Stations in Top 10 Markets

	AM		FM	
	Number	%	Number	%
Contemporary-top 40	25	16.3	32	25.8
Middle of road	25	16.3	13	10.5
Standard	23	15.0	24	19.4
Good music	14	9.2	22	17.7
Classical/semi-class.	7	4.6	13	10.5
Country and western	14	9.2	8	6.5
Other	46	29.4	12	9.6

The explosion in programing has been accompanied by an even bigger one in facilities. Almost two out of every five commercial radio stations today (37%) are FM, and since the mid-1960's, FM has outrun AM not only in rate of growth but in actual number of stations added.

Thus the 4,416 commercial AM's on the air today represent a gain of 391 since 1965, while the 2,580 commercial FM's now in operation are almost double the 1,343 that were on the air in 1965. And the facilities explosion is continuing. In the 12 months up to Aug. 31 of this year, 130 new commercial FM's went on the air (as compared with 26 new AM's).

And as stations multiplied and their programing diversified, listenership has soared. The latest national research figures indicate that FM currently accounts for about one-third (33%) of all radio listening. That estimate comes from the 1974 network-commissioned RADAR study, conducted by Statistical Research Inc., and it reflects a sharp advance in a short time. In 1972, SRI had found that 25% of all radio listening was to FM; a year later, 28%. Thus in two years FM has increased its share by almost a third—and AM radio's share has dropped from 75% to 72% to 67%. And that's on a national basis. In many larger markets, FM's share runs substantially above the national average.

To help run up these increases, Americans have bought FM sets and AM-FM combinations on a scale that has almost matched their purchases of the less-expensive AM-only sets in recent years.

Since 1968, more than half (53% to 59%) of all radio sets bought annually for the home have had FM capability. AM-only sales peaked in 1965; FM and AM-FM sales are still climbing. But FM's total annual unit count has been kept just below the 50% mark (around 44%-49%) by the relative rarity of FM in automobile radios—a deficiency that happily is being corrected in substantial leaps, with FM's in new cars going from less than 10% of 1967's models to 13.85% in 1970 to 19.36% of the following year's models, 23.7% of 1972's new cars and 28.26% of last year's. (Correction of the auto deficiency will presumably come even faster if the all-channel law is enacted by Congress in its pending form, which would require that all new-car radios incorporate both FM and AM.)

With all these purchases, an estimated

## Upward bound: FM's larger slice of the audience in the top-10 markets

Market	1970						1972						1974					
	Stations reported		Share		Average station share		Stations reported		Share		Average station share		Stations reported		Share		Average station share	
	Total	FM	AM	FM	AM	FM	Total	FM	AM	FM	AM	FM	Total	FM	AM	FM	AM	FM
New York	39	16	23.4	69.1	3.0	1.5	38	18	21.8	61.8	3.1	1.6	37	19	33.2	56.9	3.2	1.7
Los Angeles	36	13	21.2	69.7	3.0	1.6	46	20	28.1	63.6	2.4	1.4	48	21	31.2	58.2	2.2	1.5
Chicago	30	12	13.3	78.6	4.4	1.0	32	15	23.4	67.2	4.0	1.6	32	16	27.8	63.6	4.0	1.7
Philadelphia	25	10	19.7	68.3	4.6	2.0	27	12	34.8	54.3	3.6	2.9	27	13	34.5	53.3	3.8	2.7
San Francisco	29	14	21.3	67.6	4.5	1.5	29	13	24.7	60.9	3.8	1.9	38	19	29.6	60.1	3.2	1.6
Detroit	28	17	20.8	70.0	6.4	1.2	27	16	32.1	56.6	5.1	2.0	34	20	38.4	53.1	3.8	1.9
Boston	27	9	19.0	72.7	4.0	2.1	34	14	25.0	67.1	3.4	1.8	34	13	31.6	60.5	2.9	2.4
Washington	31	12	27.5	65.0	3.4	2.3	31	13	37.1	53.3	3.0	2.9	32	14	39.4	51.7	2.9	2.8
Pittsburgh	30	12	14.7	79.2	4.4	1.2	30	14	20.3	72.9	4.6	1.5	30	12	30.2	62.4	3.5	2.5
St. Louis	22	7	9.4	83.9	5.6	1.3	27	9	13.2	82.6	4.6	1.5	20	8	27.7	65.4	5.5	3.5
<b>Average</b>	<b>30</b>	<b>12</b>	<b>19.0</b>	<b>72.4</b>	<b>4.3</b>	<b>1.6</b>	<b>32</b>	<b>14</b>	<b>26.7</b>	<b>64.0</b>	<b>3.8</b>	<b>1.9</b>	<b>33</b>	<b>16</b>	<b>32.4</b>	<b>58.5</b>	<b>3.5</b>	<b>2.2</b>

Source: Arbitron Radio, April-May 6 a.m.-midnight.

90% of U.S. homes are currently FM-equipped, up from about 85% in 1972. And close to 80 million listeners—about half of all listeners—tune to FM during an average week.

So with all those sets and with all those listeners doing all that listening, what is FM's problem? Why, as an industry, is it still losing money? More specifically why, if it has one-third of all radio listening, does it have only an estimated 14% of all radio revenues?

The first point that some enthusiasts make is that too many AM-FM owners still treat FM as a stepchild, giving the AM half of their combinations favored treatment. In this line of reasoning, the industry is composed of (1) those who aggressively program and sell FM and (2) those who ride their AM's and give FM short shrift, with the former group largely responsible for FM's profits, the latter for much of its losses. As one FM advocate puts it, "FM as an industry is not the loser it looks to be—or it wouldn't be if everybody was trying. To a great extent it's a loser by default."

To many, however, that explanation sounded better a few years ago than it does now. Since then, big-market AM-FM operators in particular have been pushing—and selling—their FM's more seriously. "Only the dummies are bonusing their FM's these days," one major-market operator noted last week. And the fact remains that even among FM-only stations—where AM favoritism could not be a factor—both winners and losers have been increasing in number, as have the sizes of their profits and losses (see table). When the FCC added to these independent-FM figures the separately reported FM results from 275 AM-FM combinations, it reached a grand total for the year (1972) of 330 FM stations whose profits totaled \$11.9 million, and 535 FM stations whose losses totaled \$24.6 million.

By comparison, 1,167 out of 4,221 other AM-FM's and FM-only stations reported losses for the year, but the AM/AM-FM group as a whole had profits totaling \$143 million.

If there is any comfort to be drawn from losses, some may be found in the probability that FM's are partly traceable to the still steady start-ups of new stations, which under the best of circumstances usually lose money before they start to make money. In addition, the FCC's figures show that, at least for the last three years, the number of independent profit-makers has increased faster than the number of losers. In 1972 there were two new profit-makers for every new loser.

The profit-makers include such successful FM groups as the Woody Sudbrink stations and the Century Broadcasting group, along with other leading multiple FM operators and individual stations, while those still taking losses include some of the largest AM-FM investors in FM. It's understood that ABC's FM division is expected to become profitable next year if not this year, but in the past has operated in the red despite some individually profitable stations: WPLJ New

York, KLOS Los Angeles and WRIF Detroit reportedly were profitable in 1973 and are expected to be joined by WDAI Chicago in the profit column this year. CBS's FM group is also said to be still in the red despite profitable performances by three stations: WCBS-FM New York, KNX-FM Los Angeles and WCAU-FM Philadelphia. "But we're on target," one CBS source said. And what is the target for group profitability? "If we make it in 1975 we'll be ahead," the source replied.

Experienced operators insist that FM really has no significant problems that AM doesn't have. However, if FM broadcasters generally could be granted one wish,

---

**Take it easy.** Beautiful music/easy listening has replaced middle of the road as the most popular format with FM stations, according to results of a new National Association of FM Broadcasters survey released last week. NAFMB officials said stations identifying themselves with an MOR format had dropped to 12.2% from 21.4% in a 1972 survey, while those saying they program beautiful music/easy listening rose to 29.9% from 19.3% in 1972. Country and western were reported up from 10.6% to 11.5%. In addition, 11.1% said they offer two formats, usually beautiful music and something else.

There also have been apparent changes in target audiences. The largest group of respondents, 36.3%, said they were programming to adults 18-34, while 26.6% said they were reaching over-35's and 23.1% were going for all adults 18 and over. Directly comparable earlier figures were not available but NAFMB sources said the new findings appeared to represent a definite shift toward younger audiences.

In addition, 74.6% of the respondents said they broadcast in stereo and 14.1% said they feature quad at least some of the time.

**Separatists.** Last Tuesday (Oct. 1), the FM station that had been identified as WITH-FM Baltimore since 1949 became known as WDJQ. It was in keeping with the times. As FM itself has increasingly become a medium of its own, so also have those stations commonly owned with an AM sought their own, independent identities. According to Gordon K. Faulkner, general manager, the rationale for the change was that, "With two distinctive and different stations, programming two distinctively different formats, I felt each needed a separate identity with different call letters. WDJQ was selected because each letter is unique in Baltimore radio and because DJ connotes young, energetic radio." That format—again, indicative of the change away from the "good music" image of FM's beginnings—is "52 minutes of non-stop stereo rock every hour, 24 hours a day."

most would probably ask for stronger morning drive time. "From 10 a.m. on, FM can take care of itself," says Bob Cole, vice president in charge of CBS-owned FM stations. And, he adds, increasingly it is showing its ability to take care of itself during the 6-10 a.m. period too. For many FM's, however, the broadcast day starts at 6 and the commercial day, for practical purposes, at 10.

The reason is a combination of fact and fantasy: Most cars have AM but relatively few have FM; therefore drive time is AM time, not FM time—at least in the minds of many advertisers and agency buyers. What this reasoning ignores is sizable in-home audiences between 6 and 10. Harold L. Neal Jr., president of ABC Radio, is one of those who denounce the "no FM drive time" notion as a myth and a canard. True, he says, FM's share in those hours isn't as big as in other day parts, but the audience is still sizable and significant—and ABC stations, he adds, are having success in selling it to local retail advertisers in particular.

Though drive time is the biggest competitive problem area for most FM's, it is becoming less of a problem for many FM operators—and, apparently, almost no problem at all for some stations. Officials of the Woody Sudbrink group report, for instance, that their WLYF Coral Gables-Miami is number one in the market in combined morning and afternoon drives, and that they have others in top-side contention too. Many other stations can claim 6-10 a.m. as well as 3-7 p.m. ratings ranging from dominant to good.

If the all-channel bill is passed, of course, some of FM's drive-time problem will be automatically eliminated as future cars come off the assembly lines with FM built in along with AM—unless car manufacturers choose to omit radio altogether. Some sources think they might do just that, on grounds that adding FM is too expensive, but FM leaders for the most part seem disposed to believe that, if the bill becomes law, car makers will drop their objections and begin to comply immediately, probably without waiting for the legal effective date.

In the meantime, many FM stations individually and through the National Association of FM Broadcasters have been promoting the sale and installation of FM converters in cars at prices well below the factory-installed level. Thousands of low-cost converters have been sold to listeners by stations participating in the NAFMB's Project FM Auto Radio. A study by ABC-FM Spot Sales earlier this year reported estimates that the total auto radio "aftermarket"—the sale of units for installation in cars not radio-equipped at the factory—averages some 200,000 FM units a month, totaled about \$400 million in volume last year and may reach \$450-\$475 million this year.

Welcome as an all-channel law would be, many FM broadcasters look upon it more as a bonus than as a necessity. This doesn't mean they don't want it or are not working for it. But they regard it as essentially a long-term blessing, not



# GROWING GREAT WITH YOUNG AMERICA

1974  
4 MILLION  
LISTENERS  
EVERY WEEK

1973  
3½ MILLION

1972  
3 MILLION

1971  
1½ MILLION

## THE OWNED FM STATIONS OF ABC RADIO

NEW YORK WPLJ • PITTSBURGH WDVE • DETROIT WRIF • CHICAGO WDAI  
HOUSTON KAUM • SAN FRANCISCO KSFX • LOS ANGELES KLOS

"YOUNG AMERICA LISTENS"

\*ESTIMATES FROM LATEST AVAILABLE ARB DATA (6AM-12 MIDNIGHT, MON.-SUN., TSA). QUALIFICATIONS UPON REQUEST.



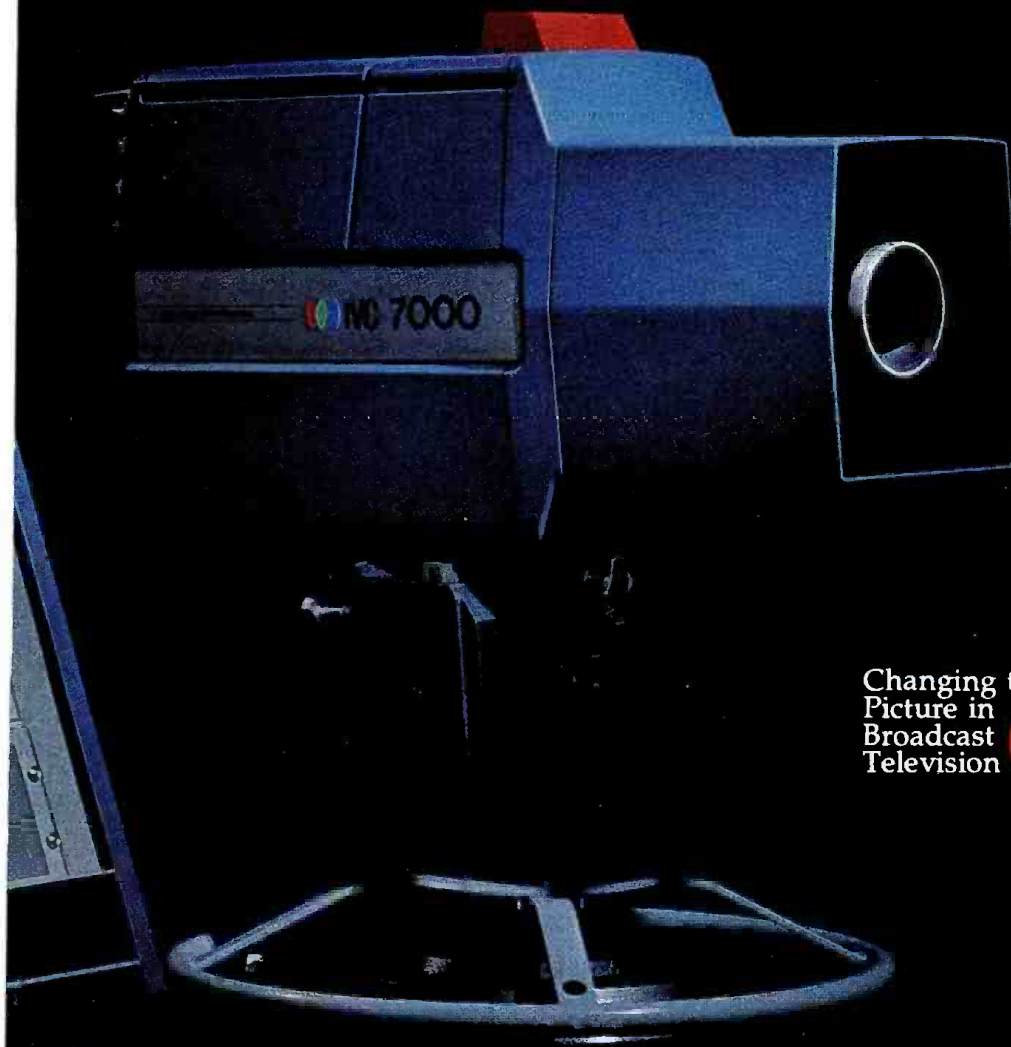


# INTRODUCING THE NEW ECONOMICS OF BROADCAST TELEVISION... AND A PRODUCT LINE THAT BREAKS WITH TRADITION

Here are two important new broadcast television products that make sense for today and the years ahead. They are the result of fresh creative thinking and the belief that today's broadcast environment demands a substantial reduction in equipment operating costs, lower initial purchase price—*plus* performance that exceeds the best the industry has known. The IVC-9000

Broadcast Videotape Recorder accomplishes these goals by challenging and surpassing existing quad concepts. The IVC-7000 Camera offers performance that equals or exceeds that of the best cameras now in use yet at a mid-range camera price.

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an instant panacea. "It will help, but it won't be a dramatic thing," says Century's Howard Grafman, and one way he thinks it will help is in creating a greater awareness of FM on the part of buyers as well as listeners. Allen Shaw Jr., vice president in charge of ABC-owned FM stations, also regards the all-channel measure as a long-term help. "Listeners who're interested in what we offer will seek us out," he says. "But many people don't listen to FM because it isn't available to them. If it's available they will try it and use it. So in the long run the all-channel law will be helpful."

Another place where FM's drive time differs from AM's is in the station personality department and in the extent of services rendered. By and large, FM has not yet developed the kind of personality that dominates early-morning radio on countless AM stations across the country. Nor has it developed the strong flow of news, traffic and weather reporting that these AM personalities dispense.

One of the reasons undoubtedly is cost, and as stations become more profitable they tend to expand these services, but since FM's service is essentially music there is some question as to how far they will want to go. Some think they don't need to go far at all. Woody Sudbrink's people say their drive-time rise has been accomplished with only the barest nod toward AM drive-time conventionality: "A little heavier news—but not excessive news—in the morning." Woody Sudbrink himself says FM doesn't need AM-type personalities and approaches. As things are, he says, "we're eroding AM superiority every day."

Bob Cole says the CBS-owned FM stations devote 5% of their time to news and 5% to public affairs, making at least 10% nonmusic, but that he's found that "if you go much longer than three or four minutes at a time with nonmusic, you've got a tune-out factor." This does not discourage some FM's from offering a generalized service a la AM, but for the most part the most successful ones stick essentially to what FM has always been best known for: music.

FM billings, though still a fraction of AM's, have been increasing steadily. From 1970 through 1972, for example,

### Ten-year tracking of independent FM finances

Year	Number of stations reporting	Revenues (millions)	Number reporting profit	Average profit	Number reporting loss	Average loss
1972	590	\$77.4	224	\$31,557	366	\$43,333
1971	527	55.3	182	26,598	345	40,200
1970	464	40.6	144	22,381	320	29,509
1969	442	33.4	136	16,674	306	25,541
1968	433	28.3	148	15,308	285	21,599
1967	405	22.6	115	NA	290	NA
1966	381	19.4	111	NA	270	NA
1965	338	15.7	102	NA	236	NA
1964	306	12.8	93	NA	213	NA
1963	294	11.4	86	NA	208	NA
1962	279	9.3	71	NA	208	NA

Source: FCC reports.

NA—Not available. FCC apparently did not compute profit and loss averages before 1968.



# **WSB** *STEREO* **98.5 FM**

## **Atlanta's** **BEST Radio Station\***


**\*with one exception...**

And that, of course, is WSB-AM. Both are nationally respected for their aggressive, award-winning news coverage... their often-copied bright, melodic music... their community-minded public affairs programming... AND their service to advertisers. Associating with WSB... AM or FM... means adding the Midas Touch to anything, whether it's a fund drive, a new record release, or a sales campaign. And this unprecedented success story has been repeated year after year... since 1922 for WSB-AM and 1934 for WSB-FM. Together they deliver more adult listeners during morning drive than the next five stations combined.\* That's some success story, and you can be a part of it. Just call WSB... AM or FM... or phone the Christal Company.

# **WSB** **RADIO** **750**

# **WSB** *STEREO* **98.5 FM**

\*April/May '74 ARB. Metro Atlanta Adults 18-49. Avg. 1/4 Hr., M-F 6-10am. Estimates subject to sampling and other errors, and original survey may be reviewed for methodology.

**WSB Radio Atlanta AM 750/FM 98.5**  NBC Affiliate. Represented by the Christal Company, A Communications Service of Cox Broadcasting Corporation. WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami; WIIC-TV, Pittsburgh; KFI-AM, Los Angeles; KTVU, San Francisco-Oakland.

total radio revenues grew by about 10%-12% a year while FM's advanced on the order of 32%-35% annually. If FM reaches the projected \$224 million this year, that total will be more than double—almost triple—its total 1970 revenues, and its share in the same span will have virtually doubled, from 7.5% to 14.2%.

In some markets it's doing even better. CBS-FM officials estimate that in New York, for example, FM accounted for 11% of 1971 radio revenues, 12% of 1972's, 15.7% of last year's and thus far is up to a 16% share of 1974's.

National radio business generally has been flat this year, holding pretty close to year-ago levels, according to radio sales authorities. But market after market—and rep after rep—reports FM sales up.

Examples: Martin Percival, vice president in charge of ABC-FM Spot Sales, projects that his firm's 1974 sales will exceed last year's—for substantially the same list of stations—by 24%. He attributes the gain to a combination of FM audience growth, aggressive salesmanship and his firm's concentration on—and reputation as specialists in—stereo album rock stations (34 currently) aimed at the 12-to-34 year-old audience.

Jack Baker, general manager of CBS-FM Spot Sales, which represents the seven CBS-owned FM stations and eight others that together encompass all formats except classical and country, says that "almost all of our 15 are outperforming the [national] average." The increases, he feels, "can be ascribed to the

## FM's demographic advantages

Income	Women		Men	
	FM	AM	FM	AM
\$15,000+	22%	18%	27%	22%
\$10,000-14,999	26	24	28	28
\$5,000-9,999	38	39	36	38
\$5,000—	14	19	9	12
Education				
College	34%	22%	46%	34%
High school	61	68	49	57
Grade school	5	10	5	9

Source: Pulse LOR 1970 as quoted in N.W. Ayer & Son FM report.

fact that FM is still a growth medium—most FM stations have not reached their full potential."

Peter Greenwald, Eastern sales manager of Century Broadcasting's Century National Sales, which represents the parent company's four FM stations and some 26 other outlets, mostly FM, says business at his shop is running 29% ahead of last year, again with substantially the same number of stations. Along with FM's continued growth, he figures tight money may be working to FM's competitive advantage: "Maybe the dollar squeeze has helped, because FM's are less costly [than AM]."

FM salesmen and executives are also agreed that advertisers and agency people, by now, are virtually free of negative bias—or at least conscious negative bias—against FM. They speak of traces of "marginal" prejudice, or "covert" prejudice, but they seem to regard most of it as unconscious rather than willful. If

anything, they say, what buyers need is to retune their thinking, or what Century National's Peter Greenwald calls buying "FM strengths, instead of by the clock."

What he means, he says, is that many media planners are so used to thinking of radio's strengths in clock terms—morning and evening drive times for AM, for example—that they ignore solid audience opportunities at other hours. In FM's case, he notes, they usually concentrate on 10 a.m. to 7 p.m. even though good audience values are available at other times, especially at night. Or, he adds, "if an FM station has as much audience from 7 to 11 p.m. as an AM has from 6 to 10 a.m., chances are the AM would still get the order." But the situation is improving, he says, noting that "buyers will consider weekend time now—a few years ago they wouldn't."

To Robert E. Richer, a pioneer FM rep who now is executive vice president of the Able Communications group, the change in advertiser/buyer acceptance is "the greatest change" that's occurred in FM in his time. "Buyers now have grown up with FM in their ears," he says. "You don't have to explain what it is any more. It's a joy."

*(The preceding section of this "Special Report" on FM was written by Rufus Crater, chief correspondent, New York. On the following pages: a look at recent FM station trading—and the high prices involved—and what's up at the NAFMB New Orleans convention.)*

# THE NEW STATION in New York!

Our part of New York is Fairfield County, where ARB says we're NUMBER ONE,\* ahead of all New York and Connecticut AM and FM stations. According to Trendex,\*\* we're the only Connecticut station to show in the New York Metro. Not bad after nine months on the air. And as a little bonus... ARB says

we reach 71,000 people in New Haven.\*\*\* Altogether, we could be telling your story to over 200,000 people in Southern Connecticut and Long Island... very efficiently.

Call Dick Ferguson at WEZN, Bridgeport, Conn. 203-366-9321 or McGavren-Guild.

\* Persons 12+, avg. 1/4 hr., 6AM-12Mid. Mon-Sun. T.S.A. Bridgeport ARB, April/May 74

\*\* March 1974, Trendex, New York

\*\*\* Cume Persons 12+, 6AM-12Mid. Mon-Sun. T.S.A. New Haven ARB, April/May 74

All rating information subject to qualifications available on request.

## WEZN

### BEAUTIFUL MUSIC STEREO 100 FM

(PROGRAMMED BY T.M. PROGRAMMING OF DALLAS)

# Use this media vehicle for the most direct route between 7 million "under 35" buyers and the point of sale.

There are several ways to reach our young adult and teen market. But, magazines are not read on a regular basis, TV is viewed only 7% of an average week's time, and daily newspapers are just skimmed. The one medium the 12-34 year old audience is most involved with is radio.

## Express Service

Stereo Rock Radio is the media vehicle that takes your message directly to its destination immediately, repeatedly and efficiently. 34 stations in major markets across the country, programming similar music formats designed specifically for those important "under 35" buyers.

## Final Destination

7 million affluent 12-34 year old listeners who spend an average of 22 hours per week with radio. That's the receptive Stereo Rock audience! And their listening habits influence their product preferences.

The question is, are they buying your brand? We know they prefer the brand of radio we specialize in. The success of the Stereo Rock Radio concept is outlined in a recently completed 5-Year Growth Study. It's a real eye-opener and it's yours FREE on request.

## Point of Departure

ABC-FM Spot Sales has developed a marketing plan that makes it easy to buy the Stereo Rock stations that deliver 7 million listeners each week. Those "under 35's" who want their music in stereo and quad and are listening to Stereo Rock Radio in ever-growing numbers.

We're the one-stop you make before your message starts on a direct route to your market.

## Travel Arrangements

We've helped many national advertisers who are presently enjoying successful sales trips via our Stereo Rock Radio media vehicle. Call us for reservations. We'll show you the way.



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The American way of radio

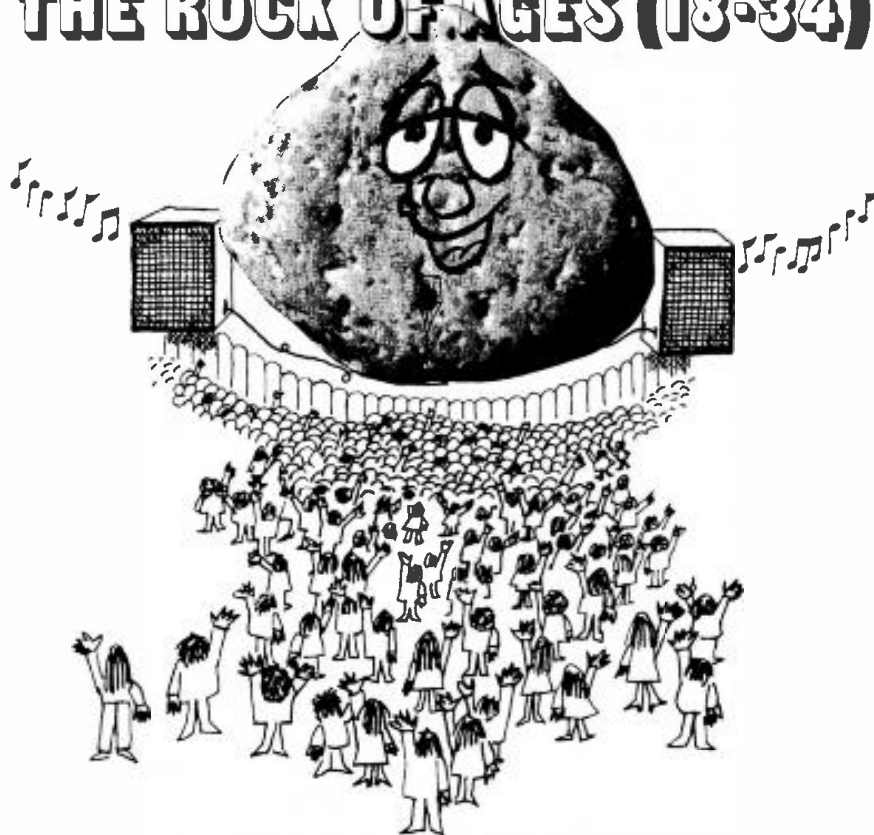
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Chicago.....	(312) 372-2267
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Dallas.....	KNUS
Dayton.....	WWUD
Denver.....	KBPI
Detroit.....	WRIF
Fresno.....	KFIG
Houston.....	KAUM
Kansas City.....	KWKI
Los Angeles.....	KLOS
Louisville.....	WLRS
Miami.....	
Ft. Lauderdale.....	WSHE/WSRF
Milwaukee.....	WNUW
Minneapolis.....	KORS FM/AM
New Orleans.....	WRNO
New York.....	WPLJ
Philadelphia.....	WIFI
Pittsburgh.....	WDVE
Portland.....	KPAM/KLSC
Providence.....	WBRU
Rochester.....	WGMF
Sacramento.....	KZAP
St. Louis.....	KADI
San Francisco.....	KSFX
Seattle.....	KISW
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In Detroit, like all other American cities, FM Rock has taken hold. No longer do the AM Contemporary stations dominate that crazy, wonderful, wild spending 18 - 34 year old market.

In Detroit, the one that's packing them in, is WABX, the Progressive Rock Station, that's doing it with complex, creative, exciting, contemporary sounds . . . sounds that have made WABX #1 among all FM stations, regardless of their format.

**#1 AMONG ALL FM STATIONS IN ADULTS 18-34  
MONDAY THRU SUNDAY 6 A.M. TO 12 MIDNIGHT\***

*P.S. WABX is also #3 among all AM & FM stations  
in Men, Monday thru Sunday, 6 A.M. to 12 Midnight.*

## WABX

Represented by:

**Century National Sales**

\* All figures: Total Survey Area ARB April/May 1974

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CUSTOM INTRO'S say more than just title and artist . . . your call letters, dial position, and marketing phrases can be included too. At no extra cost.

RPM PROGRESSIVE MOR includes music and updates, station production, promo's, graphic art, and even local spot production. As with all RPM services, actual speed duplication with the finest tape stock is standard.

Turn your market on with RPM PROGRESSIVE MOR. We have full information and demonstration tapes for you. Write us or call collect for Tom Krikorian. We'll show you why RPM delivers more where it counts, in on the air quality and personal service. Also ask about the other RPM Programming Services, Contemporary Beautiful Music, Rockin' Gold, and the Quadraphonic Concert.

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## One sure indicator of FM growth: high price tags on stations

Million-dollar major-market sales are commonplace as demand soars

General Electric Broadcasting pays \$3.6 million for WJIB(FM) Boston. Metro-media picks up WDFH-FM Chicago for \$2.75 million. Cecil Heftel offers over \$1 million each for three FM stations.

Times were when you couldn't give an FM away—when FM was nothing more than a stereo conduit for the signal of a sister AM. Today, a venturesome buyer must do no small amount of searching to come up with a good property from owners who are willing to part with it. And then he has to be ready to pay top dollar.

Media brokers look to FM as the broadcast service of the future, but add quickly that in many cases, the future is now. "If I had some money a while back," one broker observed last week, "I'd have put it all in FM. I'd be a millionaire today." Few were that optimistic "back then." As another broker put it: "It wasn't too long ago that a lot of people thought FM couldn't stand on its own two feet." But now, he adds, "they're making money hand over fist."

Economic viability, long an unused word in FM operations, has had a dramatic impact on the market value of those properties. A few cases in point: Back in 1970, when FM had just begun to turn the corner in most markets, the price in Cleveland for a "raw FM license" (meaning any given facility regardless of its pro or con attributes) was \$700,000. Now, reports a Midwest broker, it would go for \$1.2 million. Four years ago, a raw facility would sell for about \$500,000 in Miami. Today you couldn't pick it up for less than \$1 million.

Earlier this year, the estate of Maxwell Richmond parted with WPGC-AM-FM Morningside, Md. The Marriott family's First Media Corp. paid \$5.8 million. On the surface, the price would seem impressive but not awe inspiring. The WPGC stations, after all, are the number-one rockers in the Washington market. But ask anybody who watches the Washington rating books and he'll tell you that without the strength of the FM signal at night, WPGC(AM)—a daytimer—would dominate nothing. "You'd have to say that at least three-quarters of the price would have to be attributed to the FM," one broker observed.

FM is coming of age. The question is why.

"The reason for it," offers Ted Hepburn of R. C. Crisler & Co., "is that the number of profitable FM-only operations is no longer isolated. There's not a single major market that doesn't have at least one, and many have two or three."

As Dan Hayslett, president of Hamil-

# 6 facts every broadcaster should know:

- 1** Bonneville provides M-O-R music structures, including a new contemporary adult service, for use on AM or FM.
- 2** Bonneville programs 44 successful radio stations. Several are now beginning their fourth Bonneville year.
- 3** 2/3 of the Bonneville stations are automated. The others operate live.
- 4** Each Bonneville subscriber is unique—programmatically tailored to best compete and meet individual market needs.
- 5** Affordable prices for your station using our quality tape music service.
- 6** Call Bonneville now for a format sampler and more information. The telephone number is 201-567-8800.



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## The prices FM's are fetching these days

Price	Station	Buyer	Approved
\$3,600,000	WJIB Boston	General Electric Broadcasting	12-20-72
\$2,750,000	WDHF-FM Chicago	Metromedia Inc.	3-14-73
\$2,550,000	WLTA-FM Atlanta	Susquehanna Broadcasting	2-12-74
\$2,460,000	KYND Pasadena, Tex.	Southern Broadcasting	5-30-73
\$2,400,000	WKFM Chicago	RKO General Inc.	1-19-73
\$2,090,000	WNCN New York	Starr Broadcast Group	3-21-73
\$2,000,000 (1)	WROR Boston	Heftel Broadcasting	8-8-73
\$1,600,000	KFOG San Francisco	General Electric Broadcasting	4-3-74
\$1,400,000	WOCN-FM Miami Beach	Guy Gannett	11-28-73
\$1,350,000	WBLS New York	Inner City Broadcasting	7-25-74
\$1,213,268	KRFM Phoenix	Southern Broadcasting	5-30-73
\$1,200,000 (2)	KFOX-FM Los Angeles	Cosmic Communications Inc.	1-3-73
\$1,100,000	KDNA St. Louis	Heftel Broadcasting	6-29-73
\$1,100,000	KPLX Fort Worth	Radio Metroplex Inc.	1-31-74
\$1,000,000	WMJR Ft. Lauderdale, Fla.	Heftel Broadcasting	3-14-73
\$950,000	WFMM-FM Baltimore	Nationwide Communications	2-4-74
\$768,750 (3)	KSJO San Jose, Calif.	Comet Theatre Enterprises	3-1-74
\$761,250	WKRX Louisville, Ky.	Stoner Systems Inc.	4-1-74
\$750,000	WWWW Detroit	Starr Broadcast Group	3-21-73
\$650,000	WHFI Birmingham, Mich.	Greater Media Inc.	5-8-73
\$588,000	WBNY Buffalo, N.Y.	McCormick Communications	1-3-73
\$569,154	WHCN Hartford, Conn.	Beck-Ross Communications	8-12-74
\$500,000	WWQS Orlando, Fla.	R. W. Rounsaville	5-2-73
\$500,000	WEZX Tampa, Fla.	Southern Broadcasting	5-17-73
\$461,500	KOME San Jose, Calif.	Progressive Communications	4-6-73
\$453,850	KFML Denver	Jefferson-Pilot Broadcasting	5-15-74
\$450,000	WFMN Newburgh, N.Y.	Media Horizons Inc.	3-1-73
\$443,925	WPSB Bridgeport, Conn.	Robert L. Williams	6-11-73
\$440,000	WLJM Gadsden, Ala.	Charles Smithgall	8-7-74
\$401,500	KQFM Milwaukee	Shamrock Development Corp.	4-4-73
\$400,000	KLIQ Portland, Ore.	Portland FM Inc.	9-27-73

In addition, following major FM transactions still await FCC approval: WOXM Clearwater, Fla., from Plough Broadcasting to John Rutledge and Joseph Field for \$1.2 million; KEZT-FM Dallas from Crescent Communications to Service Broadcasting Co. for \$750,000; KFIG Fresno, Calif., from Universal Broadcasting to Pacific Western Broadcasting for \$500,000; KFML Denver from Joseph McGoey to Jefferson-Pilot Broadcasting for \$450,000, and KOFM Oklahoma City from Lloyd Benefield and others to Robert D. Freeman and others for \$450,000.

- (1) Sale terminated after court challenge  
 (2) KFOX-FM transaction was spin-off from larger deal involving Mr. Gloger and Sonderling Broadcasting Corp.  
 (3) Approved by FCC but not consummated.

ton-Landis & Associates, put it: "I think we've seen quite a revolution in FM programing approaches. Years ago, having an FM affiliate was just a necessary evil. You had to have it. So you put on a classical record—or anything else that would fill up the time—and it ran for 45 minutes. Now we see them programing country and western, rock, ethnic, R&B, what have you.

"I've always felt that FM was just an extension of the AM dial. Ultimately, we're going to forget about the fact that it's an FM station and just concentrate on the fact that it's radio.

"Years ago you could pick up an FM station for virtually nothing. That's not the case today. You're seeing people pay unbelievable amounts for them. Down here in the Southwest [Mr. Hayslett is based in Dallas] I'm hearing people quote prices that we would have just chuckled over years ago."

Sometimes, the numbers surprise even brokers. Asked last week how many FM stations he believed had been sold at more than \$400,000 since January 1973, one prominent transaction specialist guessed "10 or 12."

There were, in fact, 31, according to BROADCASTING's research, see table, this page). The list includes the biggest single FM deal in history, GE's \$3.6-million purchase of WJIB Boston. It also includes a second Kaiser-to-GE transaction of major consequence—the \$1.6 million transfer of KFOG San Francisco. In all, there were 15 single-station transactions involving more than \$1 million over the past 18 months. Some of the prominent entities involved in the trading included Southern Broadcasting Co., which paid \$2.46 million for KYND Pasadena, Tex., and \$1.21 million for KRFM Phoenix (it also bought wezx Tampa, Fla., for \$500,000), and the Starr Broadcast Group, which purchased WNCN New York for \$2.09 million and wwww Detroit for \$750,000. Other acquisitive FM venturers included Cecil and Joyce Heftel, who in the midst of a 10-station buying spree last year picked up KDNA St. Louis (previously a lightly regarded "community" station) and WMJR Fort Lauderdale, Fla., for \$1.1 million and \$1 million respectively. In the seller category, the National Science Network found FM the means of a good return with sales of WNCN New York to Starr and an even more impressive transfer of WDHF-FM Chicago to Metromedia for \$2.75 million.

Apparently, the buyers thought the investment worthwhile. While nearly all the high-priced properties have been located in major markets, many observers note advances across the board. "They're all doing better than they did before," said James Blackburn Jr. "Even in the small markets they're beginning to get revenues and become viable."

Nevertheless, a few hours in the FCC's public reference room will reveal that there are still a great number of smaller-market FM's being sold at less than it costs nowadays to purchase a home. To one broker, that situation is a fact of life. "Frankly," he said, "there are some stations in the country that never should

If you want  
 the #1 FM station  
 in Washington, D.C.,  
 you want WASH.

Source: ARB, April-May, 1974, total adults 18-49, average quarter hours, 6 am-midnight, Mon.-Sun. total area.

WASH WITH THE STARS. 97.1 FM  
 Metromedia Radio



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\*ARB/July-Aug., '74/T.S.A./Cume/AQH. PULSE/May-June. '74/R.S.A./Cume/AQH. THE SOURCE/Spring. '74/Metro/Cume/AQH

\*\*ARB/July-Aug., '74/T.S.A./AQH. PULSE/May-June. '74/R.S.A./AOH. THE SOURCE/Spring. '74/Metro/AOH Estimates subject to qualifications available on request.

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When you choose KalaMusic for your station, you're buying a service with a proven track record in major, medium and small markets. We don't try and sell you equipment, jingles or half a dozen other services. We'll provide you with the beautiful music we use ourselves every day. Because it's so successful for us, and stations like yours, think of us as your music department. Write for a free demo tape or call Stephen Trivers or Bill Wertz collect at 616 - 345-7121.



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have been built. The market is just too small to support a radio station." But even the stations in Podunk, this broker observed, are finding buyers—albeit frugal ones. "They get undercapitalized," he observed, "and the first place they turn is the local doctor or somebody else who's willing to take over the debt. It's a cheap way to get into broadcasting."

To be sure, FM is in great demand in every locality. "FM is still unquestionably a seller's market," said Bill Walker, Larson/Walker Inc. "It's the old Economics 1 lesson. The demand for FM outweighs the availabilities. I haven't noticed any appreciable decline in AM prices."

Others point to transactions such as the one executed last February by San Francisco broadcaster—and zealous FM proponent—James Gabbert. Mr. Gabbert and his associates purchased KSAV-AM there for \$1.18 million, and made no bones about the fact that they wanted the AM to complement the operations of their highly successful KIOI(FM) San Francisco. Not long ago, scores of broadcasters were doing just the opposite. "It could become a trend," Mr. Walker feels.

There is, however, a new element clouding what might otherwise be a booming market in FM sales, brokers agree. With the price of money sky-high, Crisler's Mr. Hepburn noted, "there are some people who just aren't interested in buying anything. But FM hasn't been singled out in this. It's across the board."

New York broker Howard Stark agrees. "In this money market," Mr. Stark said, "everything has slowed down. . . . With the high interest rates, buyers are very conscious of the cost of borrowing money, which reflects itself in the prices they're willing to pay for stations that are not making a healthy profit." In a sense, Mr. Stark feels, some FM stations could be victimized by this fact, since in many cases an FM buy is predi-

cated more on projections of future profitability than past performance.

Unless a prospective buyer has an extremely enviable bank account, financing a sale could be a rough business. "When you're talking about a \$2 million-\$3 million deal," Mr. Blackburn noted, "it's almost impossible to get that kind of money from the bank." The answer, then, is to find a seller willing to take back paper and make the sale on terms. That, brokers agree, is what is going on in the majority of cases today, with arrangements typically calling for a 29% down payment and a loan for between seven and 10 years.

While other brokers professed more optimism, Mr. Stark also feels that it will take some time for FM to achieve total parity with its AM counterparts. "National advertisers," he noted, "are still just a little squeamish about putting the big money into FM as long as AM commands the greater audience." Further, Mr. Stark notes, while FM has an advantage over AM in its stereo and clear-signal attributes, "it doesn't have the radiated power of a good AM facility—one on a low frequency with a power in excess of say, 5 kw. It's like UHF vs. VHF."

Other brokers note that the incentive to jump into an FM buy has been somewhat deterred with time. "Two or three years ago," observed Mr. Blackburn, "people bought FM in any market where they saw programing holes. There just aren't as many gaps today." Thus, while FM is still viewed as a solid, long-term buy, the potential for a get-rich-quick arrangement has suffered somewhat.

It could, however, come back. Still being bandied about Congress is a bill that would require car manufacturers to include FM capability in every auto radio they sell.

"A lot of FM people are going to immediately want more money for their stations," Mr. Hepburn predicted.

## NAFMB opens convention doors to all radio

**Four-day gathering in New Orleans  
this week is geared to accommodate  
broadcasters on both sides of dial;  
nuts-and-bolts work sessions featured**

Some 600 radio broadcasters are expected to convene in New Orleans this week for the National Association of FM Broadcasters' 14th annual convention and the first National Radio Broadcasters Conference and Exposition.

The sessions, Thursday through Sunday (Oct. 10-13), at the Fairmont hotel, will include nearly a score of workshops on subjects ranging from programing and sales to news, promotion, ratings and engineering, with a major session featuring FCC officials and Washington attorneys in an all-afternoon examination of "The Broadcaster, FCC and the Law" on Friday.

FCC Commissioner James H. Quello will address the Major Edwin H. Armstrong FM awards luncheon, to be held Friday.

Jack G. Thayer, president of NBC

Radio, will open the conference at noon Thursday with a keynote speech on "Sounds That Sell and Motivate." George Duncan, president of Metromedia Radio, will be Friday morning's keynoter, on "The National Dollar Scene and What You Can Expect During the Next Few Months," and Edward Little, president of Mutual Broadcasting System, will do the keynote honors Saturday morning.

For the exposition phase of the meeting, more than 50 manufacturers and service organizations have arranged exhibit space or hospitality suites.

Abe Voron, NAFMB executive director, estimated attendance would reach about 600 and, based on early registrations, about 25% to 35% of these would represent AM-only operations, with most of the rest from AM-FM combinations. Some National Association of Broadcasters members have voiced suspicions that NAFMB, in conducting a general radio rather than strictly FM convention, is seeking to encroach on NAB's own radio activity. NAFMB leaders have denied

# WIN A WINDJAMMER CRUISE FOR TWO!



## FREE. Just one simple number does it!

Estimate the average ¼ hour audience of adults 18-34 years old for WQSR in the Tampa-St. Petersburg ARB Ratings for October - November 1974, fill in the coupon below and put it in the mail.

### Some helpful hints:

- After just 3 months of 24-hour stereo rock programming, WQSR was 1st in Men 18-24 and 18-34
- WQSR's average ¼ hour audience, Monday - Sunday, 6 AM-Midnight, all adults aged 18-34 was 7,100 in the Apr. - May ARB.
- WQSR's average ¼ hour audience, Monday - Friday 7 PM-Midnight, all adults aged 18-34 was 9,200 in the Apr. - May ARB.
- WQSR's average ¼ hour audience, Monday - Friday 10

AM - 3 PM, all adults aged 18-34 was 8,900 in the Apr. - May ARB.

- If WQSR's audience growth for the six months between the Apr. - May and the Oct. - Nov. ARB's continues at just half the rate of growth

achieved between Feb. 1st and the Apr. - May ARB, the above figures would nearly double.

### Contest rules:

1. Only advertising agency, media buying service and advertiser personnel are eligible.
2. All entries must be received by October 31, 1974.
3. In case of ties, the entry with the earliest postmark will be the winner.
4. Prize winner will be notified within 2 weeks of publication of the Tampa-St. Petersburg Oct. - Nov. 1974 ARB.
5. Offer void where prohibited by law.

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Gentlemen:

My estimate of the average ¼ hour audience of WQSR, 6 AM - Midnight Monday - Sunday, Tampa - St. Petersburg ARB for Oct. - Nov. 1974, TSA, is:

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Position .....

Company .....

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this, insisting that FM is radio and that the inclusion of AM is at the request of AM radio broadcasters.

The complete agenda follows:

## Wednesday, Oct. 9

12 noon-8 p.m. Escalator foyer. Registration.  
2 p.m. Creole room. NAFMB board of directors meeting.

## Thursday, Oct. 10

8 a.m. International foyer. Registration.  
12 noon-12:15 p.m. Grand ballroom. Welcoming remarks, president of NAFMB and the mayor of New Orleans.  
12:15 p.m.-2:30 p.m. Grand ballroom. Keynote speaker, Jack Thayer, president, NBC Radio—"Sounds That Sell and Motivate."  
12:30 p.m.-2:30 p.m. Imperial ballroom. Luncheon. Guest speaker, Kevin P. Reilly, member, Louisiana house of representatives, and president, Lamar Corp.  
2:30 p.m.-4:00 p.m. Workshop sessions (held concurrently):  
Grand ballroom—"Salas—The Name of the Game." Moderator: Thomas R. Holter, WLVE(FM) Madison, Wis. Panelists: Stephen P. Beilinger, WZL(AM) Decatur, Ill.; John Lack, WCBS-AM-FM New York; William L. Viands Jr., Cox Broadcasting; Joe Vincent, Radio Advertising Bureau.  
Emerald room—"The Inside Secrets of Better Radio Programming." Moderator: Jack L. Siegal, PSA Broadcasting. Panelists: George Burns, Burns Media Consultants; David Moorhead, KMET(FM) Los Angeles; George Wilson, Bartell Broadcasting.

4:30 p.m.-6:00 p.m. Workshop sessions (held concurrently):  
Grand ballroom—"Engineering Dirty Tricks for Clean Fun and Profit." Moderator: James Gabbert, KIOI-FM San Francisco. Panelists: Peter K. Onnigian, Jampro Antenna; David Robinson, Dolby Laboratories; Richard Sequerra, The Sequerra Co.; Eric Small, consulting engineer; Emil Torick, Electronics Systems Research, CBS Laboratories.  
Emerald room—"Community Service—It's Good Business." Moderator: Elmo Ellis, WSB-AM-FM Atlanta. Panelists: Roy Gaines, WNEG(AM) Toccoa, Ga.; Bill Haig, WTMJ-AM-FM Milwaukee; Jim Wesley, KFI(AM) Los Angeles.

## Friday, Oct. 11

8 a.m. International foyer. Registration.  
9 a.m.-9:15 a.m. Grand ballroom. Greetings. NAFMB Board Chairman.  
9:15 a.m.-9:30 a.m. Grand ballroom. Keynote speaker: George Duncan, president, Metromedia Radio, "The National Dollar Scene and What You Can Expect During The Next Few Months."  
9:30 a.m.-10:30 a.m. Workshop session (held concurrently):  
Emerald room. "Problems and Answers for Large Market Radio Broadcasters." Moderator: J. Robert Cole, CBS-owned FM stations." Panelists: John E. Baker, CBS/FM Sales; David Klemm, Blair Radio; Gene Loffler, Viking Network; Phil Sheridan, WNCI(FM) Columbus, Ohio.

University room. "Problems and Answers for Small Market Radio Broadcasters." Moderator: Roger S. Davison, WJBO-AM-FM Baton Rouge. Panelists: Peter M. Bardach, Foote, Cone & Belding; Dutch Doelitzsch, WDDD(FM) Marion, Ill.; George R. Kravis II, KRAV(FM) Tulsa, Okla.; Lew Latto, KPIR(AM)-WAKX(FM) Duluth, Minn.

Explorer room. "Minorities and Women—Prolfts and Community Service." Moderator: Ted Dorf, WGAY-AM-FM Silver Spring, Md. Panelists: Lionel J. Monagas, FCC; Kathy Bonk, National Organization for Women; Frank W. Lloyd, Citizens Communications Center; Lewis Schwartz, Schwartz & Woods.

11 a.m.-noon. Workshop session held concurrently):  
Emerald room. "Promotion That Works On Any Size Budget, In Any Size Market." Moderator: Robert G. Herpe, WPLR(FM) New Haven, Conn. Panelists: Joseph P. Constantino, WRTH(AM) St. Louis; Gordon Hastings, Katz Radio; John K. Dew, WFAA(AM)-KELW(FM) Dallas.

University room. "The Creative Side of Radio." Moderator: Claude Hall, *Billboard* magazine. Panel-

ists: Scott Muni, WNEW-FM New York; Bully Sainte-Marie, recording artist; Jerry Sharrel, Electra Records; Stu Yahm, Capitol Records.

Noon-2 p.m. Grand ballroom. Major Armstrong awards luncheon. Guest speaker: FCC Commissioner James H. Ouello.

2:30 p.m.-4 p.m. Grand ballroom. "The Broadcaster, The FCC and the Law (Part I)." Moderator: Edward F. Kenehan, Fletcher, Heald, Rowell, Kenehan & Hildreth. Panelists: Werner K. Hartenberger, FCC Office of Plans & Policy; Edward W. Hummers Jr., Fletcher, Heald, Rowell, Kenehan & Hildreth; Harold L. Kassens, Broadcast Bureau, FCC; Lionel J. Monagas, Industry Equal Employment Opportunity Unit, FCC; William B. Ray, Complaints & Compliance Division, FCC; Thomas Schattenfield, Arent, Fox, Kintner, Plotkin & Klein; Richard J. Shiben, Renewal and Transfer Division, FCC.

4:30 p.m.-6 p.m. Grand ballroom. "The Broadcaster, the FCC and the Law (Part II)."

## Saturday, Oct. 12

8 a.m. International foyer. Registration.  
9 a.m.-9:15 a.m. Grand ballroom. Greetings. President of NAFMB.  
9:15 a.m.-9:30 a.m. Grand ballroom. Keynote speaker: Edward Little, President, Mutual Broadcasting System.  
9:30 a.m.-10:30 a.m. "Solving the Mysteries and Riddles of Ratings and Research." (Three concurrent workshops will be conducted with each of the three leading radio ratings and research companies. These sessions will be repeated in the next hour. Attend the session of your choice from 9:30 a.m. to 10:30 a.m. and then, after the 10:30 break, change to the second session of your choice.)  
Gold room—"Arbitron (ARB)" (part I). Moderator: Stephen C. Trivers, WOLF(AM) Kalamazoo, Mich.; Panelist: John A. Fawcett, Arbitron Radio.  
Emerald room—"The Pulse" (part I). Moderator: William J. Wertz, WOLR(FM) Kalamazoo, Mich.; Panelist: Richard Roslow, The Pulse.  
University room—"C. E. Hooper Inc." (part I). Moderator: Jack Masla, Jack Masla & Co.; Panelist: Thomas R. Cox III, C. E. Hooper Inc.

11:00 a.m.-12:30 p.m. "Solving the Mysteries and Riddles of Ratings and Research."  
Gold room—"Arbitron (ARB)" (part II).  
Emerald room—"The Pulse" (part II).  
University room—"C. E. Hooper Inc." (part II).

12:30 p.m.-2:30 p.m. Imperial ballroom. Superstar rap session and luncheon. (The dining room will be divided into large market and small market tables—gold tablecloths and white napkins for large markets and red tablecloths with white napkins for small markets. A broadcaster "superstar" will guide the session at each table for a friendly, casual interchange of ideas, problems and solutions.)

2:30 p.m.-4 p.m. Workshop sessions (held concurrently):  
Emerald room. "News—A Neglected Opportunity." Moderator: Jack R. Gennaro, WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis. Panelists: C. Bosworth Johnson, immediate past president, Radio-TV News Directors Association; Thomas O'Brien, radio news, ABC; George Reedy, dean, College of Journalism, Marquette University; Gerald B. Trapp, AP broadcast news.

University room. "Management—It Makes the Bottom Line." Moderator: John L. Richer, NAFMB regional director. Panelists: Lynn A. Christian, WVCG(AM) Coral Gables, Fla.; Raymond W. Fritsch, KSL-FM Salt Lake City; Robert E. McAuliffe, Institute of Broadcast Financial Management; William J. Ryan, WNOG(AM) Naples, Fla.

4:30 p.m.-6 p.m. Grand ballroom. "Promotion That Produces and Pays." Moderator: Robert C. Ardrey, Merv Griffin FM Group. Panelists: Paul Martin, *New York Daily News*; Dan McKinnon, KSON(AM) San Diego; Al Smith, WGSO(AM)-WQUE(FM) New Orleans.

## Sunday, Oct. 13

10 a.m.-noon. Grand ballroom. FM Pioneers Brunch (optional). Guest speaker: T. Mitchell Hastings Jr., WBCN(FM) Boston.

Noon-2 p.m. University room. Annual NAFMB membership meeting (NAFMB members only).

2 p.m. Close of conference and convention.

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Solid Gold In Stereo.  
Clevelands *only* total gold station delivering 18-34+ with the greatest hits of the 50's-60's-70's.  
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## BALTIMORE / WLPL-FM

Baltimore's Stereo Rock. #1 in teens . . . #2 for adults 18-34  
Source ARB Baltimore, April/May 1974. Monday/Sunday 6 a.m.-  
12 midnight. Aug. ¼ hr. estimate.  
(301) 358-4600

## WASHINGTON / WFAN-FM

The *only* advertising medium in the nation's capital serving the vast Spanish speaking population.  
(202) 722-1000

## SAN FRANCISCO BAY AREA / KSOL-FM

Stereo Soul in the 6th market. "Black Rock" for the Bay Area, East Bay and the Peninsula.  
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## TVB elevates sales sights, reassesses its plan of action

**Target of \$8 billion set for 1980 with expenditure of more effort in building up underspending groups; search goes on for Cash successor**

The Television Bureau of Advertising is announcing today (Oct. 7) that its board has unanimously approved a 13-point set of recommendations including one fixing \$8 billion as TV's sales goal for 1980 and making newspaper advertising a prime target in that quest ("Closed Circuit," Sept. 30).

The recommendations had been drawn up by the board's steering committee, headed by Walter E. Bartlett of Avco Broadcasting, based on proposals submitted last summer by a select study committee in recommending that TVB change its primary emphasis from selling national advertisers to developing new regional and local business (BROADCASTING, June 10).

TVB's search for a successor to Norman E. Cash as president—another recommendation that emerged from the select study committee, leading to Mr. Cash's election as vice chairman—was reported meanwhile to be continuing last week. The assignment of coming up with a new nominee was handed back to the board's search committee, under William B. Faber of WFLA-TV Tampa, Fla., after the committee's first choice, Edwin Pfeiffer of WPRI-TV Providence, R.I., decided against acceptance (BROADCASTING, Sept. 30).

The \$8 billion set as goal for TV investments by 1980 represents a 77% increase from 1973's \$4.5 billion. Assuming total advertising expenditures increase at current rates, it would lift TV's share from 18% now to just under 20%, according to TVB sources.

Another recommendation calls for TVB to "target its national spot sales calls on underspent categories" and said that "to further improve stations' revenue," it should allocate its personnel and materials "in this order of importance: (1) local accounts, (2) regional accounts and (3) underspent national spot accounts."

It was agreed that TVB "should encourage specialization and a diversity of expertise in different product categories" among members of its sales staff, and that the bureau's sales responsibilities should be "totally separated from other bureau areas," so that there would be two major staff divisions: sales and operations. Research and development of sales-support materials would be a part of the operations division.

Other approved recommendations included creation of two new committees—a "management audit subcommittee to see whether the bureau's activities and

performance are meeting the board of directors' goals" and "an industry practices subcommittee to help identify and evaluate problem areas in which TVB should be active." William Walters, president of Peters, Griffin, Woodward, was named chairman of the practices subcommittee. Chairman of the other new panel has not been named.

The board also agreed that TVB should limit its Washington activities, which in the past have been relatively infrequent, "to areas involving only sales problems and then only after a two-thirds vote of approval by the board." Its press activity is to be limited to "direct areas of the bureau's sales responsibility," except for continuing to answer "trade press requests" for information, but officials said this did not signify any plan to curtail regular publication of spot and network billings data.

Another approved recommendation called for TVB's current sales-training course to be continued and two new ones to be added: one for more experienced sales people and one for sales managers.

The board also approved a new-membership expansion plan presented by Bruce McGorrill of WCSH-TV Portland, Me., calling for greater involvement by the bureau's sales staff, a regionalized recruiting effort in which TVB members would assist and greater emphasis on smaller markets. Mr. McGorrill is TVB's new membership committee chairman for 1975.

Broader membership involvement in TVB's direction was also called for, as was greater individual board member participation in bureau activities.

The recommendations presumably also reflect the thinking of McKinsey & Co., management consulting firm, which conducted a special study for the select committee, led by Marvin L. Shapiro of Westinghouse Broadcasting, during its deliberations last spring. The steering committee, which formulated the recommendations from the select committee's proposals, includes the following in addition to Chairman Bartlett: Kenneth M. Johnson of KTRK-TV Houston, who is TVB board chairman; Mr. Cash, Mr. Shapiro and Mr. McGorrill; Jack McGrew, KPRC-TV Houston; Arthur A. Watson, WNBC-TV New York; Richard C. Block, Kaiser Broadcasting; D. Thomas Miller, CBS TV Stations division; James Rupp, Cox Broadcasting; Jack W. Fritz, John Blair & Co.; and Robert C. Wiegand, WKRC-TV Cincinnati.

## A tale of retailers

**ABC sales chief plugs local TV as key ingredient in expansion of retailer television buying**

Television's rapid growth among both national and local retailers was underscored last week by James Shaw, vice president, sales, ABC-TV.

He told a meeting of the Arkansas Advertising Federation in Little Rock that only a few years ago, the giant retailers, traditionally print-oriented, be-

# West Michigan's Adult Leader is WQLR

(and that's no minor statement)

We're West Michigan's leader in the adult 25 to 49 market.\* That means you'll be talking to the most profitable age group while having your spots highlighted and surrounded by our beautiful music. At WQLR we present only 7 commercials an hour. So, make a major decision. Talk to your Torbet Rep. He'll tell you, like everything else, that our rates are beautiful too!



\*The Pulse, Inc., Kalamazoo-Portage, April-May 1974, Monday through Friday 6 a.m. til midnight average quarter hour estimates, subject to source limitations.

Represented by  
 Alan Torbet Associates, Inc.

# The Drake-Chenault #1 Club.

WHNE (FM)	(CHUCK BORCHARD, G.M.)	#1 ADULTS 18-34**	DETROIT, MICH.
WFBC-FM	(BRUCE BUCHANAN, G.M.)	#1 TOTAL PERSONS 12+*	GREENVILLE, S.C.
WNHC (AM)	(CARL GRANDE, G.M.)	#1 ADULTS 18-34*	NEW HAVEN, CONN.
WNDU-FM	(TOM HAMILTON, G.M.)	#1 ADULTS 18-49*	SOUTH BEND, IND.
KBIS (AM)	(JOHN BARRETT, G.M.)	#1 ADULTS 18+**	BAKERSFIELD, CA.
WTSV (AM)	(PALMER C. DANTE, G.M.)	#1 TOTAL PERSONS 12+***	CLAREMONT, N.H.
WTQR (FM)	(DICK BARRON, G.M.)	#1 TOTAL PERSONS 12+**	WINSTON-SALEM, N.C.
KFFM (FM)	(MONTE DEVON, G.M.)	#1 ADULTS 18-34*	YAKIMA, WASH.
WRAL (FM)	(WALLY VOIGT, G.M.)	#1 ADULTS 18-49*	RALEIGH, N.C.
WMAZ-FM	(AL SANDERS, JR., G.M.)	#1 TOTAL PERSONS 12+*	MACON, GA.
WUUN (FM)	(LOU CHAPPELL, G.M.)	#1 TOTAL PERSONS 12+*	MARQUETTE, MICH.
WSLQ (FM)	(JOHN WILLETT, G.M.)	#1 ADULTS 18-34*	ROANOKE, VA.
WKRQ-FM	(CARL HAUG, G.M.)	#1 ADULTS 18-34*	MOBILE, ALA.

These stations and more than 100 others have used Drake-Chenault formats for automation as a tool for success: increased audience, increased sales and decreased operating costs.

The Drake-Chenault team is ready to go to work for you—at a price which in most markets is less than you would pay one good disc jockey.

Call us collect today at (213) 883-7400 so our experts can get started on an in-depth analysis of your station—free! Or drop in and see us at the Drake-Chenault Penthouse Hospitality Suite on the Crown Floor of the Fairmont Hotel in New Orleans during the National Association of FM Broadcasters Convention October 10-14.



Please rush me the new Drake-Chenault demo album and details on your FIVE STEP PLAN FOR A BETTER BOTTOM LINE.

Name \_\_\_\_\_

Title \_\_\_\_\_

Station \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Drake-Chenault • 8399 Topanga Canyon Blvd.  
Canoga Park, Calif. 91304 • Telephone (213) 883-7400

STATION RANKINGS FOR TOTAL SURVEY WEEK PER APPLICABLE SPRING 1974  
SURVEY BY (\*) ARB (\*\*) PULSE OR (\*\*\*) MEDIASTAT. DETAILS AVAILABLE UPON REQUEST.

gan to venture into television, mainly spot. By 1973, he recounted, Sears, Roebuck & Co. spent \$58 million in TV; J. C. Penny, \$15 million and Montgomery Ward, \$12 million.

Similarly, local retailers have been moving into TV, Mr. Shaw reported. He said Macy's-New York has doubled its 1974 TV advertising budget, raising it to \$2 million; May Co., Los Angeles, upped its investment in the medium from \$196,000 in 1972 to \$500,000 in 1973, while Rich's, of Atlanta and Foley's in Houston, have bolstered their TV advertising substantially.

## Code review board adds more teeth to TV rules for comparison ads

**San Antonio session also discusses violence and children's programming, suggests review of wine-beer policy, votes to accept OTB advertising**

New guidelines for TV commercials that compare competing products were adopted by the National Association of Broadcasters TV Code Review Board during a two-day meeting in San Antonio, Tex., last week. The guidelines, which regulate product identification, comparative claims and support of claims, will become effective April 1, 1975.

The code guidelines are in many ways similar to those adopted this year by NBC, ABC and the American Association of Advertising Agencies (BROADCASTING, Feb. 4, March 25, April 8). The code guidelines provide that competitors be accurately and "clearly identified," that identification shall be "for comparison purposes only . . . not to be used solely to upgrade the advertised product(s) by association with the competitor(s)," that "disparagement of competitors . . . shall not be used," and that comparisons "must be significant and meaningful to the over-all performance of the product."

Regarding comparative claims, they shall be based on specified differences "directly related to the product's use," comparing similar properties "feature to feature." Comparative claims based on consumer or professional preference or on sales data implying "universally superior performance" shall not be made unless they are "supportable by adequate substantiation." Comparative claims must include "all information necessary" to be understood properly by the average consumer.

The burden of proof, according to the guidelines, will be on the advertiser to show he has "exercised diligence" to determine that the test of his claims of superiority is "fair and accurate." "Accepted scientific and technical procedures" shall be applied to product testing and survey evaluation and "government, industry or other established standards" shall be used to determine how appropriate are the substantiation materials.

Competitive tests should be conducted by an "objective source, preferably an independent one." Furthermore, material used to substantiate comparative claims shall take into account: "(1) the purpose for which products-services are intended, (2) the manner in which they are normally used by the consumer, and (3) individual label instructions."

Where claims are based on differences in compared products' performances the advertiser must provide substantiation demonstrating that these differences "provide material benefit to the consumer."

The code board also suggested new code language, subject to TV board approval, addressing the problem of violence in children's programs. According to the language, "the depiction of conflict, when presented in programs designed primarily for children, should be handled with sensitivity." It says further that programs for children should "help them achieve a sense of the world at large and informed adjustment to their society."

The board broadened the code's prohibition on children's program hosts delivering commercials during or adjacent to such programs to include all program personalities.

After screening a reel of beer and wine commercials, the board directed the Code Authority to review its alcoholic guidelines and make any changes "considered necessary." It has been reported that one board member, whose name was withheld, believes the industry might face a situations similar to the dispute that led to the banning of cigarette advertising on broadcasting if it does not tighten its standards for beer and wine advertising, particularly those ads directed toward youthful drinkers. He reportedly said beer and wine advertising can be safeguarded by requiring advertisers to minimize sex, athletic and glamor appeals.

In still another action the board voted to accept off-track betting advertising in states where it is legal. Its proposed language, subject to TV board approval, would permit only "institutional type advertising which does not exhort the public to bet." The action followed a presentation by Paul R. Screvene, chairman and president of New York's Off-Track Betting Corp., and three of his staff.

## TV roll-outs seen for new douches

**Success of disposable Summer's Eve opens market for competitors though CBS still rejects commercials**

Television's unmatched prowess for introducing new consumer goods or services is being demonstrated once again for a new and esoteric product—the disposable douche.

A steady stream of advertising for various of these personal hygiene products will move to the television screen in 1975, powered by a number of successful tests in TV markets and especially by the pioneering and effective TV effort of C. B. Fleet Co., Lynchburg, Va., on behalf of Summer's Eve. Fleet will spend at least \$1 million in the medium by the end of 1974.

Poised to exploit this potentially lucrative market with powders, liquids, concentrates and sprays are such companies as Beecham Inc., Vick Chemical Co., Davol Inc. and probably Block Drug Co. Other firms are considering moves into the arena.

Marketers view the disposable douche market as one with explosive opportunities. They stress it has grown from virtually nothing 18 months ago to a \$10 million volume with scant consumer advertising supporting it. They were wary to project TV spending for 1975, but on the basis of Fleet's initial investment for this year and full-scale campaigns envisioned by Fleet and other advertisers, a TV outlay of \$5 to \$6 million for next year seems reasonable.

Brian Duffy, vice president-marketing of Fleet, observed: "There must be something to our TV campaign. Sales have climbed and our competitors are going to move in. We made a TV test in January and February on a number of TV stations in New York and on the basis of the test, we moved into a regular campaign on ABC-TV and NBC-TV for eight weeks in May and June. We took a hiatus for the summer and we're back on NBC-TV and ABC-TV until the yearend, plus in spot TV in 15

The Only station between St. Louis  
and Little Rock operating 24 hours a day  
Top ratings — Drake programed (Hitparade)



stereo 105

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JONESBORO  
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markets. We use both daytime and nighttime programs."

Mr. Brian said Fleet had conducted several studies before and after the TV test in New York to ascertain how women felt about advertising disposable douches and the effectiveness of the TV campaign. He termed the responses "very favorable." Cunningham & Walsh, New York, is the agency.

He reported that two Westinghouse Broadcasting Co. stations (WBZ-TV Boston and KYW-TV Philadelphia) and CBS-TV declined to carry the commercials for Summer's Eve. A Westinghouse spokesman in New York said the company had no blanket policy on personal hygiene products today, but makes a decision on a case-by-case basis, depending on the nature of a specific commercial and the time the advertiser is seeking. CBS-TV, on the other hand, takes a more clear-cut position against accepting this type of advertising.

"We just don't think douche advertising on television is in good taste," asserted Jack Hinton, director of commercial clearance, CBS-TV. "We feel that a majority of our viewers would be offended with this type of commercial. Most of the complaining letters we get from viewers involve the personal hygiene area. We might consider opening up this area if we were convinced by studies that viewers actually are not offended by these commercials."

Commercials for Summer's Eve have been cleared by ABC-TV, NBC-TV and the National Association of Broadcasters Code Authority as have been those for Pure and Gentle (Davol Inc., Provi-



dence, R.I.) and Dismiss (Vick Chemical Co., New York, division of Richardson-Merrell Inc.). Pure and Gentle and Dismiss are in test markets. Albert J. Bouchard, executive vice president for agency services for Creamer, Colarossi, Basford Inc., New York, said Pure and Gentle has just begun TV tests in Minneapolis, Hartford-New Haven, Conn., and Raleigh-Durham, N.C. Though ABC-TV and NBC-TV have approved the commercial, the present strategy is to expand market by market in 1975. Mr. Bouchard said this ap-

proach conforms to the anticipated production capacity of Davol until expanded facilities are added. (The agency for Davol is Creamer, Trowbridge, Case & Basford Inc., Providence, R.I., which, like Creamer, Colarossi, Basford is a Coordinated Communications Inc. company.)

Dismiss is being TV-tested in Indianapolis, Minneapolis, Dallas and Portland, Ore. A spokesman for Norman, Craig & Kummel Inc., New York, agency for Dismiss, said national distribution is scheduled to begin early in 1975. He would not reveal plans for network or spot TV for 1975 pending completion of the TV tests.

Beecham Products Division of Beecham Inc., Clifton, N.J., has been testing its Massengill line of disposable douches in magazines for the past two months and is expected to begin national distribution in a few weeks. Neither the company nor the agency, Dancer-Fitzgerald-Sample Inc., New York, would discuss TV plans, but industry sources said Massengill douches will be promoted on TV.

Block Drug Co., Jersey City, N.J., is testing Inner Rinse on the West Coast. An official of SSCIB Inc., New York, would not disclose which media are being used in the test or the plans for the future, but other sources indicated TV would play a major role if Inner Rinse goes into national distribution.

Other companies said to be considering a move into the disposable douche market are Bristol-Myers Co., New York; Alberto-Culver Co., Melrose Park, Ill., and the Warner-Lambert Co., Morris Plains, N.J.

Block Drug Co., Jersey City, N.J., is testing Inner Rinse on the West Coast. An official of SSCIB Inc., New York, would not disclose which media are being used in the test or the plans for the future, but other sources indicated TV would play a major role if Inner Rinse goes into national distribution.

September, 1974

\$500,000

## Central Alaska Broadcasting, Inc.

Licensee of KIMO-TV, Anchorage, Alaska

### Senior Secured Loan, due 1982

We acted as lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.



Becker Communications Associates

1800 North Meridian Street, Suite 410, Indianapolis 46202 • 317/923-2353  
Chicago: 312/786-6093 • New York: 212/747-4440 • Los Angeles: 213/553-6231

## Home insulation maker turns up heat with TV

Owens-Corning diverts main focus from builders to consumers and looks to television to do job

The energy crisis and the drop in new housing starts has provided the incentive for the first major television advertising campaign of Owens-Corning Fiberglas. The Toledo, Ohio, manufacturer of home insulation products has begun a \$2-million spot TV effort through the first quarter of 1975 which specifies the dollar savings to consumers who install the company's insulation products.

Joseph J. Doherty, director of advertising for Owens-Corning, explained the reason for not using TV in the past and for its present emphasis on the medium:

"Our business traditionally has been with the construction industry, the builders of homes and business establishments. We were heavily involved with business publications. We decided to test the consumer market two years ago using TV in Milwaukee and Peoria, Ill., and newspapers in Flint, Mich., and Youngstown, Ohio. Television proved to be more effective."

With the energy crunch and the slump in new construction, Mr. Doherty said, the company is beaming its advertising

toward the consumer to fill the void. Ogilvy & Mather, Owens-Corning's agency, produced 66 30-second commercials, which name the city and give an approximate amount in savings if the firm's six-inch thick insulation is installed.

## Empirin maker expands

Strictly local medical show to be bartered nationally

A major pharmaceutical company, more noted for its prescription drugs than its over-the-counter products, is preparing to spend up to \$1 million to sponsor and syndicate a public service medical-health TV program that is now in its fourth broadcast year in Los Angeles.

The company is Burroughs Wellcome Co., principally the maker of so-called ethical drugs, but also the manufacturer of Empirin Compound analgesic. It is going to underwrite *Medix*, a production of Dave Bell Associates Inc., Los Angeles, that has been appearing on KNXT-TV there under the aegis of the Los Angeles County Medical Association.

The 30-minute program will be offered through Syndicast Services, New York, to TV stations on a barter basis; Burroughs Wellcome will use two out of the five commercial minutes to sell its Empirin Compound and itself institutionally. Burroughs Wellcome last year was a co-sponsor of two TV specials, both from Readers's Digest Productions (based on that magazine's features), *I Am Joe's Heart* and *I Am Joe's Spine*. It was Burroughs Wellcome's first venture into TV. Agency will be Rolf Werner Rosenthal Inc., New York.

*Medix*, hosted by Mario Machado, covers a diversity of current health topics (dieting, alcoholism, acupuncture, venereal diseases, heart attacks, sexual problems, etc.). Executive producer is John Cosgrove. It has won among other honors an Emmy from the Hollywood chapter of the National Academy of Television Arts and Sciences, and the Howard Blakesley award of the American Heart Association.

### Business Briefs

**Renault shifts.** Renault Inc., Englewood Cliffs, N.J. (car importer), has named McCaffrey & McCall, New York, as agency, replacing Gilbert Advertising, New York, effective Jan. 1, 1975. Although budget and media plans are not set, account is expected to bill more than \$1 million, with substantial portion in TV-radio.

**Assessing the problems.** Senior executives of U.S. corporations have been invited by J. Walter Thompson Co. to "Consumer in Crisis" seminar, sponsored by agency's Chicago office and scheduled for Oct. 16-17 at Conrad Hilton there. JWT executives from around world will participate in discussions on consumer reaction to inflation, effect of government controls on sales, shortages and other current topics.

**No dog days.** Advertisers raised their investment in network television to \$140.8 million in August, a jump of 13.5% over August 1973, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. Compared to August 1973, weekend daytime television rose by 22% to \$10.2 million; nighttime television grew by 13.5% to \$94.4 million, and weekday daytime advanced by 11.2% to \$36.2 million. Network TV spending in 1974 through August totaled \$1.4 billion, an 11% increase over the comparable 1973 period.

	August			January-August		
	1973	1974	% chg.	1973	1974	% chg.
Daytime	\$ 40,918.3	\$ 46,426.1	+13.5	\$ 387,639.4	\$ 439,713.3	+13.4
Mon.-Fri.	32,548.6	36,196.3	+11.2	272,854.3	313,007.9	+14.7
Sat.-Sun.	8,369.7	10,229.8	+22.2	114,785.1	126,705.4	+10.4
Nighttime	83,149.1	94,389.9	+13.5	835,285.9	918,304.8	+9.9
Total	\$124,067.4	\$140,816.0	+13.5	\$1,222,925.3	\$1,358,018.1	+11.0

	ABC	CBS	NBC	Total
January	\$ 56,380.6	\$ 63,864.7	\$ 63,512.4	\$ 183,757.7
February	54,457.0	61,603.6	55,467.2	171,527.8
March	61,139.3	69,823.0	62,730.2	193,692.5
April	55,507.8	72,311.2	64,340.8	192,159.8
May	51,540.8	69,349.7	60,576.4	181,466.9
* June	47,736.0	58,962.6	51,912.3	158,610.9
* July	41,226.9	49,465.4	45,294.2	135,986.5
August	44,218.4	51,261.7	45,335.9	140,816.0
Year to date	\$412,206.8	\$496,641.9	\$449,169.4	\$1,358,018.1

\*Revised.

## BAR reports television-network sales as of Sept. 22

ABC \$453,787,500 (30.4%), CBS \$542,418,200 (36.4%), NBC \$495,407,200 (33.3%)

Day parts	Total minutes week ended Sept. 22	Total dollars week ended Sept. 22	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	67	\$ 508,200	2,486	\$ 16,918,100	\$ 17,640,100
Monday-Friday					
10 a.m.-6 p.m.	985	8,436,500	37,668	322,648,700	278,250,500
Saturday-Sunday					
Sign-on-6 p.m.	321	5,829,900	10,543	142,647,200	133,091,500
Monday-Saturday					
6 p.m.-7:30 p.m.	97	2,095,700	3,716	76,415,700	68,473,600
Sunday					
6 p.m.-7:30 p.m.	11	315,100	511	11,009,700	11,150,900
Monday-Sunday					
7:30 p.m.-11 p.m.	385	24,969,700	14,859	814,591,800	751,385,500
Monday-Sunday					
11 p.m.-Sign-off	184	3,750,500	6,545	107,381,700	92,801,900
<b>Total</b>	<b>2,050</b>	<b>\$45,905,600</b>	<b>76,328</b>	<b>\$1,491,612,900</b>	<b>\$1,352,794,000</b>

Source: Broadcast Advertisers Reports

## MID-SOUTH — EXCLUSIVE FM 1½ x GROSS

Small Mkt. Good owner-operator opportunity. Gross \$80,000/yr. Price including tower site—\$120,000. Good terms with \$30,000 down to qualified buyer.

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Media Brokers

Radio — TV — Newspapers

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(202) 296-2310

## Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Oct. 2	Closing Wed. Sept. 25	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
<b>Broadcasting</b>												
ARC	ABC	N	16 3/4	18 5/8	- 1 7/8	- 10.06	28 3/8	14 5/8	6	16,582	277,748	
CAPITAL CITIES	CCR	N	19 3/4	22	- 2 1/4	- 10.22	39 1/4	19 3/4	7	7,164	141,489	
CBS	N	27 3/8	30 1/4	- 2 7/8	-	9.50	40	25	8	28,092	769,018	
CONCERT NETWORK*	O	1/4	1/4			.00	7/8	1/4		2,200	550	
CDX	N	9 7/8	10 7/8	- 1	-	9.19	19 3/8	9 1/2	5	5,831	57,581	
GROSS TELECASTING	GGG	A	6 7/8	7	- 1/8	- 1.78	13 5/8	6 1/2	5	800	5,500	
LIN	O	2 1/4	2 3/8	- 1/8	-	5.26	6 3/4	2	2	2,297	5,168	
MONEY*	MDDN	D	1 1/2	1 5/8	- 1/8	-	7.69	3 5/8	1 1/2	4	385	577
PACIFIC & SOUTHERN**	PSDU	O	4 3/4	4 3/4		.00	6 1/4	3 1/8	1	1,750	8,312	
RAHALL	O	2 1/2	2 1/2			.00	6	2 1/4	5	1,297	3,242	
SCRIPPS-HOWARD	SCRIP	O	13 1/2	14	- 1/2	- 3.57	17 1/2	13 1/2	6	2,589	34,951	
STARR	SBG	M	4	4		.00	9	4	3	1,069	4,276	
STORER	SBK	N	11 1/4	13 1/4	- 2	- 15.09	17 3/8	11 1/4	5	4,751	53,448	
TAFT	TFB	N	12 1/2	13	- 1/2	- 3.84	23 3/8	12 1/2	4	4,011	50,137	
WOODS COMM.*	O	1/2	1/2			.00	1	1/4	4	292	146	
TOTAL									79,110	1,412,143		
<b>Broadcasting with other major interests</b>												
ADAMS-RUSSELL	AAR	A	1 1/4	1 1/4		.00	2 1/2	1 1/4	3	1,259	1,573	
AVCO	AV	N	3	4 1/8	- 1 1/8	- 27.27	8 7/8	3	3	11,481	34,443	
BARTELL MEDIA	BMC	A	3/4	3/4		.00	2 3/8	5/8	2	2,257	1,692	
JOHN BLAIR	BJ	N	4 1/2	4 3/4	- 1/4	- 5.26	7 1/2	4 1/2	3	2,403	10,813	
CAMPTOWN INDUSTRIES*	O	1/8	1/4	- 1/8	- 50.00	7/8	1/8		2	1,138	142	
CHRIS-CRAFT	CCN	N	1 5/8	1 7/8	- 1/4	- 13.33	4 1/4	1 5/8	6	4,162	6,763	
COMBINED COMM.	CCA	A	5 3/4	6 3/4	- 1	- 14.81	13	5 3/4	4	3,280	18,860	
COWLES	CWL	N	4 1/2	4 3/4	- 1/4	- 5.26	7 1/8	4	8	3,969	17,860	
DUN & BRADSTREET	DNB	N	17 5/8	18	- 3/8	- 2.08	36	17 5/8	12	26,555	468,031	
FAIRCHILD IND.	FEN	N	4 1/2	4 1/4	+ 1/4	+ 5.88	6 3/4	4 1/8	6	4,550	20,475	
FUQUA	FOA	N	5 1/4	5 1/2	- 1/4	- 4.54	10 3/4	5 1/4	3	7,273	38,183	
GENERAL TIRE	GY	N	12	12 1/4	- 1/4	- 2.04	18 1/4	12	3	21,515	258,180	
GLOBETROTTER	GLBTA	O	2 3/8	2 1/2	- 1/8	- 5.00	4 3/4	1 3/4	3	2,731	6,486	
GRAY COMMUN.*	O	5 1/8	5 1/2	- 3/8	- 6.81	8 1/2	5	4	4	75	2,434	
HARTE-HANKS	HHN	N	7 1/8	7 3/8	- 1/4	- 3.38	14 1/4	7 1/8	6	4,330	30,851	
JEFFERSON-PILOT	JP	N	22 7/8	22 1/4	+ 5/8	+ 2.80	38 1/4	20 1/2	11	24,126	551,882	
KAISER INDUSTRIES*	KI	A	4 7/8	5	- 1/8	- 2.50	8 1/2	4 7/8	3	27,487	133,999	
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	3	2 7/8	+ 1/8	+ 4.34	6 3/4	2 1/2	5	1,154	3,462	
LAMB COMMUN.***	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593		
LEE ENTERPRISES	LNT	A	11	13	- 2	- 15.38	16 1/4	10 3/4	7	3,352	36,872	
LIBERTY	LC	N	8 1/4	8 5/8	- 3/8	- 4.34	15 5/8	8 1/4	3	6,632	54,714	
MCGRAW-HILL	MHP	N	6 3/8	6 1/4	+ 1/8	+ 2.00	9	6	5	23,426	149,340	
MEDIA GENERAL	MEG	A	17	17 1/4	- 1/4	- 1.44	26 1/2	17	7	3,552	60,384	
MEREDITH	MDP	N	8 5/8	8 7/8	- 1/4	- 2.81	11 3/8	8 1/4	4	2,908	25,081	
METROMEDIA	MET	N	5 1/8	5	+ 1/8	+ 2.50	10 5/8	4 1/2	5	6,447	33,040	
MULTIMEDIA	MMED	O	8 3/4	9	- 1/4	- 2.77	14 1/4	8 3/4	6	4,388	38,395	
NEW YORK TIMES CO.	NYKA	A	8 3/8	8 3/4	- 3/8	- 4.28	13 3/4	8	5	10,231	85,684	
OUTLET CO.	DTU	N	8 1/8	7 3/4	+ 3/8	+ 4.83	9 3/4	7	4	1,379	11,204	
POST CORP.	POST	O	4 3/4	4 3/4		.00	10 3/4	4 3/4	3	882	4,189	
PSA	PSA	N	4 1/2	5	- 1/2	- 10.00	10	4 1/2	5	3,181	14,314	
REEVES TELECOM	RBT	A	1 1/4	1 1/8	+ 1/8	+ 11.11	1 3/4	1	14	2,376	2,970	
RIDDER PUBLICATIONS	RPI	N	11 5/8	13 1/4	- 1 5/8	- 12.26	16 5/8	11	8	8,305	96,545	
ROLLINS	ROL	N	8 3/8	7 3/4	+ 5/8	+ 8.06	19 3/4	6 1/2	7	12,705	106,404	
RUST CRAFT	RUS	A	6 1/4	6 1/2	- 1/4	- 3.84	10 1/4	5 7/8	5	2,366	14,787	
SAN JUAN RACING	SJR	N	8	8 3/8	- 3/8	- 4.47	13 3/8	8	6	2,367	18,936	
SCHERING-PLOUGH	SGP	N	44 3/4	49 3/4	- 5	- 10.05	74 3/8	44 3/4	21	53,823	2,408,579	
SONDERLING	SDB	A	4 1/4	4 1/2	- 1/4	- 5.55	10	4 1/8	2	788	3,349	
TECHNICAL OPERATIONS	TO	A	3	3 3/8	- 3/8	- 11.11	6 3/4	3	3	1,344	4,032	
TIMES MIRROR CO.	TMC	N	9 1/4	9 7/8	- 5/8	- 6.32	17 5/8	9 1/4	6	31,385	290,311	
TURNER COMM.***	O	3 3/8	3 3/8		.00	4	3	6	1,373	4,633		
WASHINGTON POST CO.	WPO	A	17 7/8	16 3/8	+ 1 1/2	+ 9.16	24 3/8	14 3/4	6	4,749	84,888	
WOMETCO	WOM	N	6 1/4	6 3/4	- 1/2	- 7.40	10 1/4	6 1/4	4	6,034	37,712	
TOTAL									346,354	5,198,960		
<b>Cablecasting</b>												
AMECO**	ACO	O	7/8	7/8		.00	1 7/8	1/8		1,200	1,050	
AMER. ELECT. LABS	AELRA	O	1	1		.00	2 1/8	3/4	3	1,673	1,673	
AMERICAN TV & COMM.	AMTV	O	5 3/4	5 3/4		.00	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 3/8	- 3/8	- 11.11	24 1/8	3	3	7,907	23,721	
CABLECOM-GENERAL	CCG	A	2 1/8	2	+ 1/8	+ 6.25	4 1/2	1 3/4	12	2,560	5,440	
CABLE FUNDING*	CFUN	O	5 1/4	4 1/2	+ 3/4	+ 16.66	7 3/8	3 7/8	24	1,121	5,885	
CABLE INFO.**	O	1/2	1/2		.00	3/4	1/4	1		663	331	
CITIZENS FIN.**	CPN	A	1 3/8	1 3/8		.00	4 1/4	1 3/8	7	2,697	3,708	
COMCAST*	O	1 3/4	2	- 1/4	- 12.50	2 1/2	1 1/2	7	1,705	2,983		
COMMUNICATIONS PROP.	COMU	O	1 1/8	1 1/8		.00	3 3/8	1 1/8	13	4,761	5,356	
COX CABLE	CXC	A	4	4 1/8	- 1/8	- 3.03	15 1/4	3 3/4	7	3,560	14,240	
ENTRON*	ENT	O	1/2	5/8	- 1/8	- 20.00	7/8	1/2	4	1,358	679	
GENERAL INSTRUMENT	GRL	N	6 1/4	6 1/2	- 1/4	- 3.84	17 1/8	5 7/8	3	7,060	44,125	
GENERAL TV*	O	1/2	1	- 1/2	- 50.00	1 1/2	1/2	25	1,000	500		
SCIENTIFIC-ATLANTA	SFA	A	5 1/8	5 3/8	- 1/4	- 4.65	9 1/2	5 1/8	5	917	4,699	



Stock symbol	Exch.	Closing Wed. Oct. 2	Closing Wed. Sept. 25	Net change in week	% change in week	1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
TELE-COMMUNICATION**	TCOM	0	1 1/4	-	1/4	-	20.00	5 3/4	1	5,181	5,181		
TELEPROMPTER**	TP	N	2 1/8	2	+	1/8	+	6.25	8 1/4	1 7/8	16,013	34,027	
TIME INC.	TL	N	30 1/2	34	-	3 1/2	-	10.29	40 1/4	30 1/2	9,986	304,573	
TOCOM*	TOCM	0	2 3/4	2 7/8	-	1/8	-	4.34	4 7/8	2 1/2	634	1,743	
UA-COLUMBIA CABLE	UACC	D	4 5/8	4 3/8	+	1/4	+	5.71	6	3 3/4	1,795	8,301	
UNITED CABLE TV CORP	UCTV	0	1 1/8	1 5/8	-	1/2	-	30.76	4 5/8	1 1/8	23	1,879	
VIACOM	VIA	N	3	3 1/8	-	1/8	-	4.00	7 1/2	3	4	3,850	11,550
VIKOA**	VIK	A	1	7/8	+	1/8	+	14.2R	4	7/8	4	2,534	2,534
TOTAL									85,609	503,295			
<b>Programming</b>													
COLUMBIA PICTURES**	CPS	N	1 7/8	1 3/4	+	1/8	+	7.14	4 3/4	1 5/8	6,748	12,652	
DISNEY	DIS	N	21 5/8	24 1/8	-	2 1/2	-	10.36	54 1/2	21 5/8	14	29,155	630,476
FILMWAYS	FWY	A	2 3/8	2 3/8				.00	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	19 3/4	-	3/4	-	3.79	29 1/8	18 3/8	4	14,088	267,672
MCA	MCA	N	20 1/4	19 7/8	+	3/8	+	1.88	26 1/2	19 1/4	6	8,386	169,816
MGM	MGM	N	16	12 3/8	+	3 5/8	+	29.29	16 3/8	9 1/4	16	5,918	94,688
TELE-TAPE**	D		3/8	3/8				.00	3/4	1/8		2,190	821
TELETRONICS INTL.*	D		1 7/8	2	-	1/8	-	6.25	4 1/8	1 7/8	4	943	1,768
TRANSAMERICA	TA	N	6 1/4	6 3/8	-	1/8	-	1.96	10 3/8	5 1/2	5	65,115	406,968
20TH CENTURY-FDX	TF	N	5	5 1/4	-	1/4	-	4.76	9 1/8	4 3/4	7	8,280	41,400
WALTER READE**	WALT	D	1/4	1/8	+	1/8	+	100.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	6 7/8	7 3/8	-	1/2	-	6.77	18 1/2	6 7/8	3	16,317	112,179
WRATHER	WCD	A	1 7/8	2 1/8	-	1/4	-	11.76	8 1/8	1 7/8	21	2,229	4,179
TOTAL									831,577	1,914,475			
<b>Service</b>													
R800 INC.	0		10 1/2	10 1/4	+	1/4	+	2.43	14 1/4	10	5	2,513	26,386
COMSAT	CO	N	24 3/4	25 7/8	-	1 1/8	-	4.34	40 3/8	23 3/4	6	10,000	247,500
CREATIVE MANAGEMENT	CMA	A	3 3/8	3 5/8	-	1/4	-	6.89	6 5/8	3	4	1,016	3,429
DOYLE DANE BERNBACH	DOYL	D	5 3/4	6 1/4	-	1/2	-	8.00	11 1/2	5 3/4	3	1,796	10,327
ELKINS INSTITUTE***	ELKN	D	3/8	3/8				.00	5/8	1/4		1,897	711
FDOE CONE & BELDING	FCR	N	7	7 1/8	-	1/8	-	1.75	11 1/4	6	4	2,065	14,455
GREY ADVERTISING	GREY	D	5 7/8	5 3/4	+	1/8	+	2.17	8 3/8	5 3/4	3	1,255	7,373
INTERPUBLIC GROUP	IPG	N	8 5/8	9	-	3/8	-	4.16	13	8 1/2	3	2,319	20,001
MARVIN JOSEPHSON*	MRVN	D	4 1/4	4 1/4				.00	8 1/2	3 1/4	3	802	3,408
MCI COMMUNICATIONS+	MCIC	0	1 5/8	1 3/4	-	1/8	-	7.14	6 1/2	1 5/8		12,912	20,982
MOVIELA8	MOV	A	5/8	5/8				.00	1 5/8	5/8	3	1,407	879
MPO VIDEOTRONICS**	MPO	A	1 1/4	1 1/4				.00	2 5/8	1 1/8		539	673
NEEDHAM, HARPER	NDHMA	0	4	4 3/4	-	3/4	-	15.78	7 1/2	4	2	918	3,672
A. C. NIELSEN	NIEL8	0	9 1/4	10 1/4	-	1	-	9.75	28	9 1/4	9	10,598	98,031
OGILVY & MATHER	OGIL	D	11 1/4	11 1/2	-	1/4	-	2.17	17 1/4	11 1/4	4	1,807	20,328
PKL CO.***	PKL	0	1	1				.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	6 1/2	6	+	1/2	+	8.33	12	6	15	2,624	17,056
UNIVERSAL COMM.***	0		5/8	5/8				.00	3/4	1/2	1	715	446
WELLS, RICH. GREENE	WRG	N	7 3/4	7 5/8	+	1/8	+	1.63	9 5/8	5 1/2	4	1,632	12,648
TOTAL									57,633	509,123			
<b>Electronics</b>													
AMPEX	APX	N	3	3 1/8	-	1/8	-	4.00	4 7/8	2 7/8	8	10,878	32,634
CCA ELECTRONICS***	CCA8	0	3/4	3/4				.00	1 1/8	5/8	1	881	660
COHU, INC.	COH	A	1 7/8	2	-	1/8	-	6.25	3 7/8	1 3/4	5	1,542	2,891
COMPUTER EQUIPMENT	CEC	A	1 1/8	1 1/2	-	3/8	-	25.00	2 1/8	1 1/8	7	2,333	2,624
CONRAC	CAX	N	12	12 3/4	-	3/4	-	5.88	21	10	5	1,261	15,132
GENERAL ELECTRIC	GE	N	34 1/4	33 3/8	+	7/8	+	2.62	65	30	10	182,114	6,237,404
HARRIS CORP.	HRS	N	13 7/8	14 5/8	-	3/4	-	5.12	33 1/2	13 3/4	4	6,229	86,427
INTERNATIONAL VIDED	IVCP	0	2	2 1/2	-	1/2	-	20.00	7 1/2	2	7	2,728	5,456
MAGNAVOX	MAG	N	9 1/4	9 1/4				.00	9 7/8	4	51	17,799	164,640
3M	MMH	N	48 5/8	52 1/4	-	3 5/8	-	6.93	80 1/2	48 5/8	18	113,401	5,514,123
MOTOROLA	MOT	N	35 1/2	39 1/2	-	4	-	10.12	61 7/8	35 1/2	11	27,968	992,864
OAK INDUSTRIES	OEN	N	7 5/8	9 1/2	-	1 7/8	-	19.73	12 7/8	7 5/8	3	1,639	12,497
RCA	RCA	N	11	11 3/8	-	3/8	-	3.29	21 1/2	11	5	74,457	819,027
ROCKWELL INTL:	ROK	N	21 3/8	22 3/8	-	1	-	4.46	28 3/8	20 3/8	5	30,315	647,983
RSC INDUSTRIES	RSC	A	1	1 1/8	-	1/8	-	11.11	2 1/8	1	6	3,458	3,458
SONY CORP.	SNE	N	5 5/8	5 7/8	-	1/4	-	4.25	29 7/8	5 5/8	11	165,625	931,640
TEKTRONIX	TEK	N	22 1/2	24 5/8	-	2 1/8	-	8.62	47 3/4	22 1/2	9	8,651	194,647
TELEMETION	TIMT	0	1 1/4	1 1/2	-	1/4	-	16.66	2 3/4	1 1/4	7	1,050	1,312
TELEPRD IND.*	0		5	7	-	2	-	28.57	8	2 1/2	31	475	2,375
VARIAN ASSOCIATES	VAR	N	6 3/8	6 5/8	-	1/4	-	3.77	13 1/4	6 3/8	5	6,617	42,183
WESTINGHOUSE	WX	N	9 7/8	10	-	1/8	-	1.25	26	9 1/8	7	87,876	867,775
ZENITH	ZE	N	14	14 1/4	-	1/4	-	1.75	31 5/8	14	6	18,797	263,158
TOTAL									766,094	16,840,910			
GRAND TOTAL									2,166,377	26,378,906			

Standard & Poor's Industrial Average

70.8 75.7 -4.9

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. Earning  
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.



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**Music**

**Breaking In**

**My Country—Jud Strunk (Capitol)** ■ Comparisons to Gordon Sinclair's *Americans* may be inevitable, but Jud Strunk's country-tinged recital takes a much more personal, impressionistic approach to patriotism. With a background of American standards from the Civil War to the present, Mr. Strunk's is a first-person recounting of what makes America what it is. Produced by Glen Campbell, the single has picked up airplay outside the C&W market, with WNBC(AM) and WNEW(AM) New York playing it, along with KULF(AM) Houston.

**Doraville—Atlanta Rhythm Section (Polydor)** ■ This rhythm-and-blues-tinged rocker may be the latest in a string of hits from new Southern bands. It features the slide guitar accompaniment made familiar in recent hits by the Allman Brothers Band and Lynyrd Skynyrd. Early radio reaction has been strongest in the South, as might be expected, with WQXI(AM) Atlanta, WSGA(AM) Savannah, Ga., WHHY(AM) Montgomery, Ala., playing it, as well as WCOL(AM) Columbus, Ohio.

**Give Me a Reason To Be Gone—Maureen McGovern (20th Century)** ■ The strength of Ms. McGovern's songs seems to be their potential for play on MOR and country-western as well as top-40 stations. Her production, as always, emphasizes the clear voice and rather lofty lyrics that characterize her material. Stations adding the single include WLEE(AM) Richmond, Va., WCOL(AM) Columbus, Ohio, and KQWB(AM), Fargo, N.D.

**Together again**

One of the more successful singer-composer teams of the last decade has been reunited, with the announcement this week of the completion of the album, *Reunion*, Glen Campbell's new collection of Jimmy Webb songs. Messrs. Campbell and Webb had a string of popular hits in the late sixties including *By the Time I Get to Phoenix*, *Galveston*, and *Wichita Lineman*. Mr. Webb has taken to recording his own songs lately, while Campbell has scored a new success as a producer with Jud Strunk's *My Country* (see "Breaking In"). The new album, to be released on Capitol Records, features Webb tunes exclusively (along with one by Webb's wife Susan), all in the country-rock style Campbell has helped to popularize.

**A better '74 for ASCAP**

The American Society of Composers, Authors and Publishers took in \$47,296,000 in receipts during the first eight months of 1974, Stanley Adams, ASCAP president, reported to western members at a Sept. 19 meeting in Beverly Hills, Calif. Receipts, up fractionally from 1973's \$47,240,000, included \$45,691,-

000 from licenses, down slightly from last year; \$1,347,000 from investments, and \$258,000 from membership dues. Available for distribution, after deducting salaries and other expenses, was \$36,724,000, down slightly from last year's \$37,417,000. Not included in receipts, it was noted, was \$190,000 from NBC for an escrow account established under a court order pending the outcome of rate negotiations with that network and CBS.

**Tracking the 'Playlist.'** Once again mobility in the upper end of this week's "Playlist" is slow, as Olivia Newton-John's "I Honestly Love You" takes over the first position. *Life is a Rock (But the Radio Rolled Me)*, Reunion's fast-talking novelty hit, moves closer to the top, bolted at 23. John Lennon's *Whatever Gets You Thru the Night*, bolted at 29, continues its rapid climb. Latimore's *Let's Straighten It Out* and Billy Swan's *I Can Help*, also gaining rapidly on R&B and country charts, respectively, rise to 45 and 47. Most dramatic of this week's developments are the strong showings of a number of new releases, led by Al Green's *Sha-la-la (Make Me Happy)*, which marks the return of the Philadelphia singer to the chart after several months absence. *The Air that I Breathe* from the Hollies has seemingly gained a second wind in some markets, and is bolted at 50. Neil Diamond's *Longfellow Serenade*, Marvin Gaye's *Distant Lover*, and Harry Chapin's latest musical drama, *Cats in the Cradle*, all make strong first week showings. Perhaps the biggest surprise on the "Playlist" is the appearance of Frank Zappa's *Don't Eat the Yellow Snow* at 70: rock iconoclast Zappa's trademark, which has been "no commercial potential" for many years, may have to be amended.

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

- CANDY'S GOING BAD, Golden Earring (MCA).
- COLD HIGHWAY, Elton John (MCA).
- COUNTRY SIDE OF LIFE, Wet Willie (Capricorn).
- DORAVILLE, Atlanta Rhythm Section Band (Polydor).
- EASY STREET, Edgar Winter (Epic).
- GIVE ME A REASON TO BE GONE, Maureen McGovern (20th Century).
- I DID WHAT I DID FOR MARIA, Errol Sober (ABC/Dunhill).
- JAMES DEAN, Eagles (Asylum).
- MY MELODY OF LOVE, Bobby Vinton (ABC/Dunhill).
- PENCIL THIN MUSTACHE, Jimmy Buffett (ABC/Dunhill).
- PRETZEL LOGIC, Steely Dan (ABC/Dunhill).
- SURFIN' U.S.A., Beach Boys (Capitol).
- SUZIE GIRL, Redbone (Epic).

# The Broadcasting Playlist™ Oct 7

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	This week	Last week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
4	1		<b>I Honestly Love You</b> (3:35) Olivia Newton-John—MCA	1	1	1	1
3	2		<b>I Shot the Sheriff</b> (3:19) Eric Clapton—Atlantic	2	3	2	5
6	3		<b>Then Came You</b> (3:53) Dionne Warwick & the Spinners—Atlantic	5	2	3	4
7	4		<b>Nothing from Nothing</b> (2:40) Billy Preston—A&M	4	5	4	3
1	5		<b>Can't Get Enough of Your Love Babe</b> (3:15) Barry White—20th Century	3	4	6	2
2	6		<b>(You're) Having My Baby</b> (2:32) Paul Anka—United Artists	6	6	5	6
11	7		<b>You Haven't Done Nothin'</b> (3:20) Stevie Wonder—Tamla	8	7	7	8
5	8		<b>Rock Me Gently</b> (3:28) Andy Kim—Capitol	7	11	9	11
12	9		<b>Beach Baby</b> (3:02) First Class—U.K. Records	9	8	12	10
15	10		<b>Sweet Home Alabama</b> (3:20) Lynyrd Skynyrd—MCA	10	13	10	9
13	11		<b>Another Saturday Night</b> (2:28) Cat Stevens—A&M	11	10	11	13
10	12		<b>Tell Me Something Good</b> (3:30) Rufus—ABC/Dunhill	12	9	13	12
21	13		<b>Can't Get Enough</b> (3:20) Bad Company—Atlantic	22	19	8	7
9	14		<b>Who Do You Think You Are</b> (2:59) Bo Donaldson & the Heywoods—ABC/Dunhill	13	12	15	15
14	15		<b>Never My Love</b> (2:27) Blue Swede—EMI	14	16	14	16
8	18		<b>The Night Chicago Died</b> (3:30) Paper Lace—Mercury	15	14	19	17
26	17		<b>Stop &amp; Smell the Roses</b> (2:55) Mac Davis—Columbia	16	17	20	23
22	18		<b>Jazzman</b> (3:43) Carole King—Ode	17	18	17	20
23	19		<b>Skin Tight</b> (2:05) Ohio Players—Mercury	18	20	18	21
28	20		<b>Love Me for a Reason</b> (3:45) Osmonds—MGM	19	21	16	19
16	21		<b>I'm Leaving It (All) Up to You</b> (2:46) Donny & Marie Osmond—MGM	21	15	25	22
18	22		<b>Clap for the Wolfman</b> (3:29) Guess Who—RCA	24	24	21	18
33	▲23		<b>Life Is a Rock</b> (But the Radio Rolled Me) (2:54) Reunion—RCA	20	22	23	25
27	24		<b>The Bitch Is Back</b> (3:50) Elton John—MCA	31	25	22	14
25	25		<b>You Little Trustmaker</b> (2:49) Tymes—RCA	23	23	24	24
29	26		<b>Steppin' Out (Gonna Boogie Tonight)</b> (2:51) Tony Orlando & Dawn—Bell	26	26	27	29
35	27		<b>You Ain't Seen Nothin' Yet</b> (3:29) Backman-Turner Overdrive—Mercury	30	28	26	26
32	28		<b>Tin Man</b> (3:25) America—Warner Brothers	27	27	29	28
43	▲29		<b>Whatever Gets You Thru the Night</b> (3:20) John Lennon—Apple	29	29	30	30
30	30		<b>Do It Baby</b> (2:55) Miracles—Tamla	28	30	31	31
17	31		<b>Feel Like Makin' Love</b> (2:55) Roberta Flack—Atlantic	25	35	28	35
19	32		<b>Hang On In There Baby</b> (3:23) Johnnie Bristol—MGM	33	31	32	33
38	33		<b>When Will I See You Again</b> (2:58) Three Degrees—Philadelphia Int'l.	32	33	37	34
34	34		<b>Earache My Eye</b> (5:17) Cheech & Chong—A&M	43	43	33	27
31	35		<b>Taking Care of Business</b> (3:13) Backman-Turner Overdrive—Mercury	52	32	35	32
20	38		<b>You &amp; Me Against the World</b> (3:08) Helen Reddy—Capitol	37	34	34	36
41	37		<b>Everlasting Love</b> (2:20) Carl Carlton—Back Beat	34	36	36	39
36	38		<b>Carefree Highway</b> (3:45) Gordon Lightfoot—Reprise	36	37	38	37
46	39		<b>Back Home Again</b> (4:42) John Denver—RCA	35	38	39	40
24	40		<b>Let's Put It All Together</b> (2:55) Stylistics—Avco	38	39	42	46
45	41		<b>Falling in Love</b> (3:30) Souther. Hillman, Furay Band—Asylum	47	40	45	38

Over-all rank	This week	Last week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
55	▲42		<b>I've Got the Music in Me</b> (3:40) Kiki Dee—MCA	42	44	46	44
52	43		<b>Honey Honey</b> (2:55) ABBA—Atlantic	44	47	44	43
—	▲44		<b>Sha-La-La (Make Me Happy)</b> (2:56) Al Green—Hi	48	41	47	42
57	▲45		<b>Let's Straighten It Out</b> (3:14) Latimore—Glades	40	42	50	49
40	46		<b>Don't Let the Sun Go Down on Me</b> (5:33) Elton John—MCA	39	58	40	59
59	▲47		<b>I Can Help</b> (2:57) Billy Swan—Monument	41	48	51	48
53	48		<b>Kings of the Party</b> (3:20) Brownsville Station—Big Tree	66	53	43	41
49	49		<b>Give It to the People</b> (3:18) Righteous Brothers—ABC/Dunhill	46	49	48	50
—	▲50		<b>The Air That I Breathe</b> (3:33) Hollies—Epic	45	65	41	61
51	51		<b>Straight Shootin' Woman</b> (2:57) Steppenwolf—Mums	53	54	49	45
—	▲52		<b>Longfellow Serenade</b> (3:30) Neil Diamond—Columbia	49	45	53	56
58	53		<b>The Need to Be</b> (3:53) Jim Weatherly—Buddah	51	50	52	51
44	54		<b>Free Man in Paris</b> (2:56) Joni Mitchell—Asylum	50	52	61	52
62	55		<b>People Gotta Move</b> (3:18) Gino Vanelli—A&M	56	51	55	54
48	56		<b>Second Avenue</b> (2:50) Art Garfunkel—Columbia	54	57	56	53
50	57		<b>Wild Thing</b> (2:56) Fancy—Big Tree	70	46	72	47
60	58		<b>You Can Have Her</b> (3:00) Sam Neely—A&M	55	55	59	63
69	▲59		<b>Play Something Sweet</b> (3:32) Three Dog Night—ABC/Dunhill	63	60	60	58
39	60		<b>Rock Your Baby</b> (3:14) George McCrae—T.K. Records	57	59	54	67
66	61		<b>Travelin' Shoes</b> (3:00) Elvin Bishop—Capricorn	64	69	57	57
—	▲62		<b>Distant Lover</b> (3:40) Marvin Gaye—Tamla	59	56	73	65
63	63		<b>After the Goldrush</b> (2:04) Prelude—Island	65	62	64	60
—	▲64		<b>Cats in the Cradle</b> (3:29) Harry Chapin—Elektra	58	67	69	64
42	65		<b>It's Only Rock'n Roll</b> (4:46) Rolling Stones—Rolling Stones	60	64	63	68
37	66		<b>Rock the Boat</b> (3:05) Hues Corp.—RCA	61	66	62	73
64	67		<b>So You Are a Star</b> (3:45) Hudson Brothers—Casablanca	62	63	71	66
67	68		<b>Overnight Sensation</b> (3:38) Raspberries—Capitol	69	68	70	62
68	69		<b>Early Morning Love</b> (2:44) Sammy Johns—GRC	71	71	66	70
—	70		<b>Don't Eat the Yellow Snow</b> (3:26) Frank Zappa—DiscReet	90	90	58	55
—	71		<b>Wishing You Were Here</b> (Album cut) Chicago—Columbia	80	61	68	71
—	72		<b>Ride'em Cowboy</b> (3:52) Paul Davis—Bang	82	74	67	69
56	73		<b>I Love My Friend</b> (2:24) Charlie Rich—Epic	68	72	79	76
—	74		<b>You've Got to Keep on Bumpin'</b> (3:00) Kay-Gee's—Gang	76	78	65	72
72	75		<b>Fairytale</b> (3:11) Pointer Sisters—Blue Thumb	67	70	84	79

Alphabetical list (with this week's over-all rank): After the Goldrush (63), The Air That I Breathe (50), Another Saturday Night (11), Back Home Again (39), Beach Baby (9), The Bitch Is Back (24), Can't Get Enough (13), Can't Get Enough of Your Love Babe (5), Carefree Highway (38), Cats in the Cradle (64), Clap for the Wolfman (22), Distant Lover (62), Do It Baby (30), Don't Eat the Yellow Snow (70), Don't Let the Sun Go Down on Me (46), Earache My Eye (34), Early Morning Love (69), Everlasting Love (37), Fairytale (75), Falling in Love (41), Feel Like Makin' Love (31), Free Man in Paris (54), Give It to the People (49), Hang On in There Baby (32), (You're) Having My Baby (6), Honey Honey (43), I Can Help (47), I Honestly Love You (1), I Love My Friend (73), I Shot the Sheriff (2), I'm Leaving It (All) Up to You (21), I've Got the Music in Me (42), It's Only Rock'n Roll (65), Jazzman (18), Kings of the Party (48), Let's Put It All Together (40), Let's Straighten It Out (45), Life Is a Rock (But the Radio Rolled Me) (23), Longfellow Serenade (52), Love Me for a Reason (20), The Need to Be (53), Never My Love (15), The Night Chicago Died (16), Nothing from Nothing (4), Overnight Sensation (68), People Gotta Move (55), Play Something Sweet (59), Ride'em Cowboy (72), Rock Me Gently (8), Rock the Boat (66), Rock Your Baby (60), Second Avenue (56), Sha-La-La (Make Me Happy) (44), Skin Tight (19), So You Are a Star (67), Steppin' Out (Gonna Boogie Tonight) (26), Stop & Smell the Roses (17), Straight Shootin' Woman (51), Sweet Home Alabama (10), Taking Care of Business (35), Tell Me Something Good (12), Then Came You (3), Tin Man (28), Travelin' Shoes (61), Whatever Gets You Thru the Night (29), When Will I See You Again (33), Who Do You Think You Are (14), Wild Thing (57), Wishing You Were Here (71), You Ain't Seen Nothin' Yet (27), You Can Have Her (58), You Haven't Done Nothin' (7), You Little Trustmaker (25), You & Me Against the World (36), You've Got to Keep on Bumpin' (74).

## Satellites are called counter to inflation

Hawkins cites telecommunications' benefits to business world

Satellites and other telecommunications services were lauded by Howard R. Hawkins, RCA executive vice president, for improving business efficiency and lowering costs despite the pressure of inflation.

He told the annual conference of the Tele-Communications Association in San Diego, Calif., on Sept. 25 that as larger and better systems come into operation, costs will decline even more sharply. He noted that the monthly charge for leasing a voice-record circuit between New York and Paris has decreased 54% over the past decade while domestic satellites have reduced the cost of a circuit between New York and San Francisco from \$2,200 to \$1,000.

Mr. Hawkins noted that the Early Bird Satellite, launched in 1965, had 240 voice-grade circuits and an estimated design capacity of 360 circuit years at a cost per circuit of more than \$35,000. In contrast, he continued, the RCA Satcom, scheduled to be launched in 1975, will have a capacity of 240 full color television channels or 12,000 voice-data circuits each, and an estimated 96,000 cir-

cuit years at a cost of about \$300 per year.

"Transcontinental and transoceanic video conferences are a coming reality," he declared. "So is the use of video for sales, marketing and training purposes."

He proposed an annual conference be held at which all segments of the industry would examine problems of common interest. He said these meetings could be instrumental in establishing realistic goals, means, costs, priorities and timetables.

## Technical Briefs

**It stands.** U.S. Court of Appeals has upheld April 23 FCC order requiring AT&T and 22 Bell System companies to provide certain communication services and facilities to other carriers. Involved are MCI Telecommunications Corp., MCI New York West Inc. and all other specialized common carriers which provide private line services to subscribers.

**Tiny answer.** Amperex Electronics Corp. has developed two-thirds-inch version of Plumbicon color TV camera pickup tube, capable of performance similar to larger Plumbicon tubes now in use. According to Amperex, several manufacturers are developing hand-held color cameras to use new tube. *Electro-Optical Division (Amperex), Slatersville, R.I. 02876.*

**Automating breaks.** RCA reports that RKO General is completing installation of RCA TCR-100 video-tape cartridge recorders to automate station breaks at three of its stations—WNAC-TV Boston, WOR-TV New York and WHBO-TV Memphis. RCA machines are used for sequential "on-air" playback of commercials, station identifications, program promotions and other short taped segments.

**Tape machine.** Otari Corp., San Carlos, Calif., announces new compact professional tape recorder. Designated MX-5050 mini-pro, price is \$1,345.

**Moves.** National sales office for AM and FM transmitters, CCA Electronics Corp., Gloucester City, N.J., has been moved to Fresno, Calif., where Robert Sidwell, VP-sales manager, is in charge. New transmitter sales office is *1568 North Sierra Vista Avenue, Fresno.*

**New rulemaking.** FCC has adopted rulemaking inquiry into use of wireless microphones on unassigned television channels 7 through 1. Proposed rulemaking came in response to Vega Electronics' request to permit operation of low-power broadcast auxiliary stations, and particularly wireless microphones, in 174-216 mhz band.

**Gaw's newest.** Gaw Co. has introduced FM signal generator, model 1012, priced at \$1,540. Generator features digital frequency readout, eight frequency ranges, low frequency output for I.F. alignment, internal-external modulation—DC coupled, double trace sweep modulation, automatic output levelling, external counter to beyond 20 mhz, electronic fine tuning, double shielding, spectral purity and less than 100 hz residual FM. *141*

*Algonquin Parkway, Whippany, N.J. 07981.*

**UM facilities.** Chiseled out of an old factory, new \$1.5-million set-up at University of Michigan Television Center, Ann Arbor, includes color equipment for broadcast and instruction (RCA 44-B and Ampex 1200-B and -C). Dedication Sept. 19 marked 25 years of educational weekly telecasts.

**Allied use.** Colorado Video Inc., Boulder, Colo., introduces compact compressed video system for transmission of still TV pictures over audio communications circuits. Model 229 accepts standard, composite, video input signals and reduces their bandwidth to approximately 8 khz. Model 230 video expander reconverts slow scan signals into standard 525 line TV images. Picture transmission time is six seconds and equalized phone lines, microwave, FM radio or other circuits can be used for image transmission. Model 229 is priced at \$1,000; model 230 is \$3,000. *Box 928, Boulder 80302.*

**Moving to Rockville.** Multronics Inc., Rockville, Md., and E. F. Johnson Co., Waseca, Minn., have agreed in principal to acquisition by Multronics of E. F. Johnson's inductor business. Purchase price is expected not to exceed \$300,000. Acquisition will involve inventories, tooling, equipment, designs and backlog of Johnson's RF inductors, RF contractors and other miscellaneous components.

## FCC to study AT&T refusal to interconnect

Networks join smaller carriers to protest 'unreasonable' terms

The FCC has ordered an investigation to determine if refusal by AT&T to interconnect its facilities with CPI Microwave Inc. and Midwestern Relay Co. violates the commission's rules. Both CPI and MRC are common carriers that provide program transmission service to the major TV networks. They contended that AT&T has imposed "unreasonable and restrictive" conditions on providing local exchange facilities to interconnect AT&T's interstate transmission facilities with similar facilities of CPI and MRC. CPI and MRC, joined by ABC and NBC, requested the FCC to issue a show-cause order to AT&T.

AT&T argued that the commission's rules cover only specialized common carriers, domestic satellite common carriers and Western Union Telegraph Co., but do not include miscellaneous common carriers—those that do not provide either a public landline message telephone service or public message telegraph service—such as CPI and MRC.

The FCC has asked for parties to the proceeding to file comments within 45 days on whether the commission should compel AT&T to furnish interconnection services and, if so, should the FCC establish specific routes and applicable charges.

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# Fates & Fortunes®

## Media

**Alan Bennett** and **Herb Victor**, general managers, Kaiser Broadcasting Co.'s WKBF-TV Cleveland and KBHK-TV San Francisco, respectively, elected VP's.

**Dwight Case**, Western regional VP, RKO General Radio, New York, elected executive VP. **Jerry R. Lyman**, VP-general manager, WGMS-AM-FM Washington, elected to additional post of senior VP of RKO General.

**Donald F. Snyder**, operations manager, WBNG-TV Binghamton, N.Y., named general manager, WLYH-TV Lancaster, Pa., replacing **Leo MacCourtney**, named general manager of WHTN-TV Charleston-Huntington, W. Va. (BROADCASTING, Sept. 30). All are Gateway Communications stations.

**Eric R. Lindquist**, news director, wskw(AM)-WTOS(FM) Skowhegan, Me., named station manager, WMCS(AM) Machias, Me.

**George Wilson**, national programming director, Bartell Media Corp., New York, elected executive VP-broadcast division, succeeding **Louis Faust**, who resigned. **Russell Wittberger**, VP-general manager, KCBQ(AM) San Diego, Calif., named senior VP-broadcast division, Bartell Media.



Hubbard

**Stanley S. Hubbard**, president, Hubbard Broadcasting Co., owner of KSTP-AM-TV Minneapolis-St. Paul, KOB-AM-TV Albuquerque, N.M., WTOG-TV Tampa, Fla., and WGTQ(AM) Cypress Gardens, Fla., elected president, Minnesota Broadcasters Association.

**Charles H. Warner**, executive VP, wwsu(AM)-WPEZ(FM) Pittsburgh, named general manager, WMAQ(AM)-WJOI(FM) Chicago, NBS-owned stations, replacing **Lee Davis**, who has resigned.

**Leonard H. Goldenson**, board chairman of ABC Inc., received 1974 Gold Medal of The Hundred Year Association of New York in recognition of his "outstanding contributions to the achievement of New York."

**Joe M. Thrope**, general manager, WWEZ(FM) Cincinnati, named general manager, WOAI(AM) San Antonio, Tex., succeeding **Cliff Hunter**, who joins KYA-AM-FM San Francisco in same capacity.

**Eliot Keller**, president, Communicators

Inc., Iowa City, named general manager, KRNA(FM) Iowa City.

**Jack Sallaska**, program manager, KWTV-TV Oklahoma City, named to newly created post of administrative assistant. **Jerry Dalrymple**, production manager, KWTV, named operations manager.

**Thomas Robertson**, program director, WEAN(AM) Providence, R.I., named operations supervisor, WEAN and WPJB-FM Providence.

**Laurence C. Picard**, president, Canadian Broadcasting Corp., Ottawa, elected for two-year term as first president of Commonwealth Broadcasting Association, London, organization of public broadcasting agencies from 41 countries of British Commonwealth.

**Mary Jo Trenkler**, assistant to production manager, WJKS-TV Jacksonville, Fla., named promotion manager.

**Peter Allen**, music director, WVOX-FM New Rochelle, N.Y., named director of sports and promotion.

**James Langford**, assistant director of advertising and press information, WXYZ-TV Detroit, named promotion manager, WISH-TV Indianapolis.

**John T. Schmuhl**, assistant general manager, WLWI-TV Indianapolis, named assistant general manager and program-promotion manager, WSFA-TV Montgomery, Ala.

**Neil Mahrer**, development director, non-commercial WJCT-FM Jacksonville, Fla., named associate director of development support, Public Broadcasting Service, Washington. **Herb Benton**, PBS coordinator of production liaison, named coordinator of cultural affairs.

**Dick Dunlap**, freelance writer-producer, Waterbury, Conn., joins WNAB(AM) Bridgeport, Conn., as commercial copy director and press information editor.

## Broadcast Advertising

**John A. Gellatly**, account supervisor, Grey Advertising, New York, elected VP.

**Michael B. Schiffrin**, copy supervisor, Gaynor & Ducas, New York, elected VP.

**L. Donald Robinson**, general manager, Kaiser Broadcasting Spot Sales, New York, elected VP, Kaiser Broadcasting Co., Oakland-San Francisco.

**Paul Orlo**, part owner, WMMW(AM) Meriden, Conn., named local sales manager, WFSB-TV Hartford, Conn.

**Gordon Hall**, sales manager, KWBA(AM) Baytown, Tex., named to same post, WHAZ(AM) Troy-WGNA-FM Albany, both New York.

**Austen G. Smithers**, director of sales, WEEL-AM-FM Boston, named general sales manager, WEZE(AM) Boston.

**David Hoehne**, salesman, WINX(AM) Rockville, Md., named sales manager, KRNA(FM) Iowa City.

**Dave Sankovich**, sales manager in Detroit-Cleveland-Pittsburgh markets for Avco Television Sales, named regional sales manager, WILX-TV Onondaga, Mich.

**Charles Powell**, VP, Buddemeier Advertising Inc., Baltimore, named local sales manager, WPOC(FM), there.

**Dalton Lawrence**, weekend sales manager, WTOP(AM) Washington, named assistant sales manager.

**Arthur O'Connor**, sales staff, WAGA-TV Atlanta, named local sales manager, WXIA-TV Atlanta.

**Larry States**, WINW(AM) Canton, Ohio, named sports director, WHLO(AM) Akron, Ohio.

**Charles Fleschman**, on staff, WCWA(AM) Toledo, Ohio, joins WTUU(AM) Toledo, as general sales manager.

**Ed Lytle**, on staff, KKZZ(AM)-KOTE(FM) Lancaster, Calif., joins KNJO(FM) Thousand Oaks, Calif., as sales manager.

**Pete Watkins**, VP-marketing and administration, Winters-Rosen Distribution Corp., New York, named general sales manager, WRLU-TV Roanoke, Va. **Jerry Holm**, sales manager, WLRG(FM) Roanoke, named to same post, WRLU-TV.

**Sherwood Hayden**, account executive, KING-FM Seattle, named local sales manager.

**Carol E. Cohen**, director of sales development, WOR-TV New York, named director of research and sales development.

**Paul W. Fiddick**, account executive, WEZW(FM) Milwaukee, named to newly created position of sales marketing director.

**Don Pressman**, senior copy editor, Chalek & Dreyer, New York, named broadcast copy chief, Jack Byrne Advertising, New York.

**Lee Gleason**, art director, McCann-Erickson, Chicago, rejoins Needham, Harper & Steers, Chicago, as art supervisor.

## Programming

**Ronald E. Bain**, director of sports, CBS-TV, New York, named to new post of director of sports administration and planning. **Clarence Cross**, director of communications, CBS-owned WBBM-TV Chicago, succeeds Mr. Bain. **Jane Chastain**, sports reporter, WTVJ-TV Miami, named sports reporter, CBS-TV, based in New York.

**Dan Goodman**, executive VP, Brut Productions, New York, resigned to form independent motion picture production firm to make films for TV and theaters, operating out of New York and Hollywood.

**Richard Ostrander**, general sales manager, WTAF-TV Philadelphia, named division sales manager, Rhodes Productions Inc., Philadelphia. Both are Taft Broadcasting properties.

**Burdick O. Myre**, program manager, WJRT-TV Flint, Mich., named program manager, Feizer Broadcasting Co. of Northern Michigan, comprising WWTV-TV (TV) Cadillac and WWUP-TV Sault Ste. Marie.

**Leigh Morgan**, program director, WZUU-AM (AM) Milwaukee, named to same post, WEAN-AM (AM) Providence, R.I.

**Simeon Smith**, sports director, WKRG-TV Mobile, Ala., joins KOAT-TV Albuquerque, N.M., in similar capacity.

**Bill Kobrin**, West Coast photo editor, CBS Television Network, named to newly created position of supervisor, photographic operations, West Coast, ABC Inc.

**Chet Coppock**, voice and director, National Skating Derby, joins WISH-TV Indianapolis, as sports director.

**Towle Tompkins**, morning show host, WVOX-AM-FM New Rochelle, N.Y., named production manager.

**Robert K. Norton**, program director, WOHN-AM (AM) Herndon, Va., named program director and chief engineer, KRNA-AM (FM) Iowa City.

**E. Michael Nail**, director of sports and news, KUHI-TV Joplin, Mo., joins KWTV-TV (TV) Oklahoma City, as sports reporter.

**Marian Barnett Philips**, June graduate of New York University law school and legal trainee with New York firm of Orenstein Arrow Silverman & Parcher, joins ABC Entertainment as contract negotiator.

**Tim Quinn**, newsman, WNAB-AM (AM) Bridgeport, Conn., named sports information director.

**Jim Jenkins**, production manager, LBJ Productions, Chattanooga, named assistant VP. **Harold Coe**, producer-director, named production manager.

**Louis Allen**, meteorologist, WMAL-AM-FM-TV Washington, joins WTOP-AM-TV Washington as chief meteorologist.

**Ron D. Giles**, producer-director, WBNS-TV Columbus, Ohio, named executive producer, WCPO-TV Cincinnati.

**Bob Hower**, anchorman, KTUL-TV Tulsa, Okla., named to additional duties as executive producer.

## Broadcast Journalism

**Richard Roth**, CBS News, Chicago, named CBS News Moscow correspondent; he succeeds **Murray Fromson**, named CBS News Hong Kong correspondent (BROADCASTING, Sept. 23); Mr. Fromson succeeds **Don Webster**, named CBS News Beirut correspondent; Mr. Webster succeeds **Bill McLaughlin**, named CBS News Paris correspondent with current Paris

correspondent **Peter Kalischer**, who is expected to remain there.

**Carole Simpson**, general assignment reporter for WMAQ-TV Chicago, named NBC News Washington correspondent.

**Miles Resnick**, news producer, WWL-TV New Orleans, joins KOAT-TV Albuquerque, N.M., as news director.

**Bob Ray**, producer and assignment editor, KWTV-TV (TV) Oklahoma City, named managing editor for news.

**Tom Hughes**, newsman, WNAB-AM (AM) Bridgeport, Conn., named news director.

**Jeff Rosser**, newsman, KDFW-TV Dallas, named news director, KTUL-TV Tulsa, Okla.

**Dave Lieberth**, news editor, WHLO-AM (AM) Akron, Ohio, appointed news director succeeding **Steve Fullerton** who becomes producer and anchorman of three-hour morning news show. **Thomas Mitchell**, WTRY-AM (AM) Troy, N.Y.; **Jim Carney**, WCWA-AM (AM) Toledo, Ohio; **Scott Thomas**, WHLQ-AM (AM) Canton, and **Bill Jasso**, WAUP-AM (AM) Akron, join WHLO news staff.

**Joseph Cottam**, assignment editor, KTVH-TV (TV) Wichita, Kan., named news producer, WHBF-TV Rock Island, Ill.

**Jay Bradbury**, newscaster, KBON-AM (AM) San Bernardino, Calif., named news director. He succeeds **Don Fulsom**, who was named public affairs director.

**Frank Allen Philpot**, producer, KBHK-TV San Francisco, promoted to news and public affairs director, continuing children's programming duties.

**Sylvia Black**, reporter, WMPS-AM (AM) Memphis, joins WMC-TV Memphis as field reporter.

**Dick Gosselin**, announcer-weatherman, WCSH-TV Portland, Me., named anchorman.

**Margery Champine**, director of women's affairs, WKBZ-AM (AM) Muskegon, Mich., joins WQWQ-FM Muskegon in same capacity.

**Melanie Myers**, director of public information, noncommercial WVIZ-TV Cleveland, named one of two public affairs specialists, WKYC-TV Cleveland.

**C. Burke Moras**, announcer, WFMN-AM (AM) Newburgh, N.Y., joins news staff, WPOC-AM (AM) Baltimore.

**William H. Willson**, producer for National Public Affairs Center for Television, Washington, appointed news director, noncommercial KCET-TV (TV) Los Angeles, succeeding **Larry Howe** who resigned in July to return to graduate school.

**Antonio Ruiz**, trainee, WTOP-TV Washington, joins news department as general assignment reporter.

**Paul Thompson**, on news staff, WTVM-TV Columbus, Ga., **Ron Olsen**, with KBOI-TV Boise, Idaho, and **Charles Ely**, reporter, WERE-AM (AM) Cleveland, join WBNS-TV Columbus, Ohio, as general assignment reporters.

## Cable

**Timothy P. Neher**, assistant loan officer,

New England Bank of Boston, named regional operating manager, Continental Cablevision of Michigan, based in Lansing.

**Franklin S. Leiter**, technical director, Coaxial Communications, Sarasota, Fla., named manager, Fort Benning, Ga., cable system being constructed for Wometco Enterprises.

**Gayna Miliate**, marketing and customer services coordinator, CableData Inc., Sacramento, Calif., data processing supplier, named assistant to VP, marketing and customer services.

**Paul Gillert**, labor relations counsel, Teleprompter Corp., New York, named to newly created post of director of industrial relations.

## Equipment & Engineering



Wolf

**Bert Wolf**, general manager, distributor sales division, Jerrold Electronics Corp., Horsham, Pa., named VP-general manager.

**Paul L. Caffrey, Jr.**, senior systems engineer, Prodelin Inc., elected VP, to head central division, Bridgeview, Ill.

**Floyd Weber Jr.**, director of video-tape service operations, Byron Motion Pictures, Washington, elected VP-engineering.

## Allied Fields

**Edward W. Chapin**, attorney, Palmer, Serles & Baar, New York, appointed counsel, Broadcast Music Inc., New York.

**Roy H. Anderson**, VP, A. C. Nielsen Station Index, New York, appointed Eastern regional manager, agency and advertiser sales/service, Nielsen Station Index, New York.

**Walter C. Miller**, attorney, hearing division of FCC's Broadcast Bureau, Washington, named administrative law judge.

**Sharon L. Pope**, secretary to FCC Commissioner Robert E. Lee, Washington, named his confidential assistant.

**Paul Rand Dixon**, completing seven-year term on Federal Trade Commission, confirmed by Senate for second term.

**Austin O. Furst Jr.**, chief operating officer, Computer Television Inc., pay-TV company in New York, adds title of president, replacing **Paul Klein**, who becomes chairman of board and will continue to serve company on advisory basis. **J. Richard Munro**, VP in charge of Time Inc.'s Video Group, New York, adds title of vice chairman/chief executive officer, Computer Television. Time Inc. is Computer Television's major stockholder.

**Norman Wayman**, in consumer electronics, named senior VP, Electronic Industries Association, Consumer Electronics Group, Washington. **Eugene Koschel-**

la, EIA's Consumer Electronics Group, named director of industry development. **Sally Browne**, consumer affairs coordinator for CEG, named director of consumer affairs.

**Gordon L. Gray**, professor and chairman, radio-TV-film, Temple University's School of Communications and Theater, Philadelphia, named acting director of University Media Resources.

Washington (D.C.) chapter of Broadcast Pioneers elected following officers: **Frank Fletcher**, Fletcher, Heald, Rowell, Kenahan & Hildreth law firm, chairman; **Joseph Baudino**, retired Washington representative, Westinghouse Broadcasting, senior vice chairman; **Harry Ockershaus**,

Dempsey & Koplovitz law firm, secretary; **Catherine Heinz**, librarian, Broadcast Pioneers library, treasurer; **Robert Booth**, Booth & Freret law firm, vice chairman, two years; **Maury Long**, VP, BROADCASTING, vice chairman, two years; **James McKenna**, McKenna, Wilkinson & Kittner law firm, vice chairman, and **Earl Stanley**, Dow, Lohnes & Albertson law firm, vice chairman.

## Deaths

**Van Patrick**, 58, director of sports, Mutual Broadcasting System, owner of WSRF(AM) Fort Lauderdale, Fla., and voice of Notre Dame football, died Sept.

29 in South Bend, Ind., after cancer surgery earlier this year. He is survived by his wife, Evelyn, and one son.

**Russell Willis**, 56, writer-producer for NBC News, died Sept. 29 of cancer in St. Clare's hospital, New York. He joined NBC News in 1946 and won Peabody Award in 1968 for *The New Role of Women* documentary on NBC's *Second Sunday* radio series. Survivors include his wife Antoinette, four sons and one daughter.

**Frank Kowcenuk**, 45, manager of United Artists Television in Canada, died in Toronto, Sept. 26, after drinking contaminated water. He is survived by his wife, Joy, and four children.

# For the Record®

As compiled by BROADCASTING, Sept. 23 through Sept. 27 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

### TV application

■ **Los Gatos, Calif.**—Reginald A. Fessenden Educational Fund seeks ch. 48 (67.4-68.0 mhz.); ERP 9.4 kw vis., 2.4 kw aur., HAAT 911 ft.; ant. height above ground 113 ft. P.O. address: 222 University Ave., Los Gatos 95030. Estimated construction cost \$49,700; first-year operating cost \$25,300. Legal counsel Haley, Bader and Potts, Washington; consulting engineer Hatfield & Dawson. Principal: Cese McGowan, executive vice president. Ann. Sept. 23.

### TV starts

■ **KENW Portales, N.M.**—Authorized program operation on VHF ch. 3 (60-66 mhz.); ERP 100 kw vis., 20 kw aur., HAAT 1150 ft.; ant. height above ground 1088 ft. Action Aug. 29.

■ **KGFE Grand Forks, N.D.**—Authorized program operation on VHF ch. 2 (54-60 mhz.); ERP 100 kw vis., 20 kw aur., HAAT 1330 ft.; ant. height above ground 1461 ft. Action Sept. 11.

■ **KPSD-TV Eagle Butte, S.D.**—Authorized program operation on VHF ch. 13 (210-216 mhz.); ERP 316 kw vis., 32 kw aur., HAAT 1710 ft.; ant. height above ground 1716 ft. Action Sept. 16.

### TV license

■ **WLSA Selma, Ala.**—FCC granted application of Central Alabama Broadcasters, for license to cover construction of WLSA. Commission also reaffirmed its 1971 grant of CP and dismissed petition by WCOV Inc., licensee of WCOV-TV Montgomery, Ala., seeking reconsideration of that action. Commission said WCOV-TV's charge that WLSA was guilty of misrepresentation or lack of candor was not supported by fact. Action Sept. 19.

### AM applications

■ **Dillingham, Alaska**—Dillingham City School District seeks 670 khz, 1 kw, 5 kw-LS, unlimited. P.O. address: Box 202, Dillingham 99576. Estimated construction cost \$100,000; first-year operating cost \$97,000. Principal: Leo Lutchansky Jr., manager. Ann. Sept. 27.

■ **Dayton, Tenn.**—Rhea County Broadcasting Co. seeks 1520 khz, 5 kw-D. P.O. address: Box 591, Crossville, Tenn. 38555. Estimated construction cost

\$33,560; first-year operating cost \$32,600; revenue \$40,000. Format: diversfd. Principals: Millard V. Oakley (51%) and Edward M. Johnson (49%). Mr. Oakley owns WWSO(AM) Monticello, Fla. and is president of WCSV(AM) Crossville. Mr. Johnson is general manager and stockholder of WCSV. Ann. Sept. 19.

### AM start

■ **WQBX Blacksburg, Va.**—Authorized program operation on 710 khz, 5 kw-D. DA. Action Sept. 17.

### FM applications

■ **Amherst, Mass.**—Hampshire County Broadcasting Co. seeks 100.9 mhz, 730 w. HAAT 553 ft. P.O. address: 19 Bolas Rd., Duxbury, Mass. 02332. Estimated construction cost \$36,548; first-year operating cost \$61,688; revenue not given. Format: diversfd. Principals: Edward F. Perry Jr. (75%) and David B. Reid (25%). Mr. Perry owns advertising firm and broadcast engineering counseling company. Mr. Reid is Maine accountant. Ann. Sept. 19.

■ **Springfield, Mass.**—Western New England College seeks 90.7 mhz, 10 w. HAAT minus 18 ft. P.O. address: 1215 Wilbraham Rd., Springfield 01119. Estimated construction cost \$1905; first-year operating cost \$2595. Principal: Theodore Zern, director of student activities. Ann. Sept. 27.

■ **Winona, Minn.**—Winona State College seeks to amend application to change frequency from 88.5 mhz to 89.5 mhz. Ann. Sept. 25.

### FM actions

■ **Milledgeville, Ga.**—Georgia State College for Women, Broadcast Bureau granted 88.9 mhz, 10 w. HAAT 70 ft. P.O. address: North Clark Southeast. Milledgeville 31061. Estimated construction cost \$5,812; first-year operating cost \$2,000. Principal: Dr. J. W. Whitney Bunting, president (BPED-1819).

Action Sept. 20.

■ **Adrain, Mich.**—Gerity Broadcasting Co. Commission granted 95.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 121 West Maumee Street, Adrian 49221. Estimated construction cost \$22,200; first-year operating cost \$57,740; revenue \$96,000. Principals: Gerity Broadcasting is licensee of WABJ(AM) Adrian and WGER-FM Bay City, Mich. It also owns cable TV systems in Michigan. Principals: James Gerity Jr., president, et al. Petition to deny application filed by Lenawee Broadcasting Co., licensee of WLEN(FM) Adrian, was denied. Action Sept. 19.

■ **Henrietta, N.Y.**—Rochester Institute of Technology, Broadcast Bureau granted 89.7 mhz, 10 w. P.O. address: One Lomb Memorial Drive, Rochester, N.Y. 14623. Estimated construction cost \$7,187; first-year operating cost \$14,811. Principal: Fred W. Smith, vice president for student affairs (BPED-1823). Action Sept. 20.

■ **Columbia, S.C.**—Benedict College, Broadcast Bureau granted 90.5 mhz, 15.8 kw, HAAT 223 ft. P.O. address: Harding and Blanding Sts., Columbia 29204. Estimated construction cost \$43,120; first-year operating cost \$36,100. Principal: Ronald W. Saufley, assistant to president (BPED-1096). Action Sept. 20.

### FM starts

■ **KSMC Moraga, Calif.**—Authorized program operation on 89.5 mhz. ERP 55 w. HAAT 94.8 ft. Action Sept. 13.

■ **WECL Eikhorn City, Ky.**—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT 210 ft. Action Sept. 17.

■ **WSPS Concord, N.H.**—Authorized program operation on 90.5 mhz. Action Sept. 13.

■ **K10Z Laramie, Wyo.**—Authorized program op-

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eration on 102.9 mhz, ERP 30 kw. HAAT 1150 ft. Action Sept. 16.

## Ownership changes

### Application

■ **KLO(AM)** Ogden, Utah (1430 khz, 5 kw-DA-1)—Seeks assignment of license from Radio Ogden Inc. to KLO Broadcasting Co. for \$500,000. Sellers: Richard B. Wheeler, president, et al. own KSPD (AM) Spokane, Wash. Buyers: Robert E. Davis (99.8%), his wife Margaret E. (1%) and John Kugler (.1%). Mr. Davis is owner and manager and his wife is secretary of KWIK(AM) Pocatello, Idaho. Mr. Kugler is Pocatello lawyer. Ann. Sept. 20.

### Actions

■ **WVOV(AM)** Huntsville, Ala. (1000 khz, 10 kw, DA-D)—Broadcast Bureau granted assignment of license from Tennessee Valley Broadcasting Co. to Powell Broadcasting Co. for \$630,000. Seller: Tom G. Thrasher, VP, et al. are leaving broadcasting. Buyers: Edwin W. Powell (99.8%), et al. Mr. Powell is Huntsville cattle farmer and investor. (BAL-8174). Action Sept. 17.

■ **KNLT(FM)** Truckee, Calif. (101.7 mhz, 1.7 kw)—Broadcast Bureau granted assignment of license from Scope Recording and Broadcasting Co. to Secret Mountain Laboratory for \$65,000. Sellers: Deno Kannes and Ronald L. Baile, partners. Buyers: C. Dwight Tindle (50%), Charlotte Purdy Lang (50%). Mr. Tindle has interest in KDKB-AM-FM Mesa, Ariz.; Ms. Lang is private investor (BALH-2012). Action Sept. 18.

■ **KFTM-AM-FM** Fort Morgan, Colo. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control and assignment of license from Morgan County Broadcasting Co. to Western Sun Broadcasting Co. Consideration: \$350,000. Seller: Staton A. Dixon (100%) plans to retire. Buyers: Mr. and Mrs. Harold W. Hancock (90.5%) and Brian H. Hancock (9.5%). Hancock owns real estate and farming agency (BTC-7494, BAL-8229). Actions Sept. 17 and 20.

■ **WCEE-TV** (ch. 23) Freeport, Ill.—Broadcast Bureau granted transfer of control of Rock River Television Corp. from Rock River Television Corp. (100% before, none after) to General Media Corp. (none before; 100% after). Consideration: none. Principals: Rock River, CATV of Rockford and Northern Illinois Communications Corp. have been reorganized into subsidiaries of General Media. Media is new corporation, created for purpose of becoming parent company (BTC-7445). Action Sept. 11.

■ **WHAG-TV** (ch. 25) Hagerstown, Md.—Broadcast Bureau granted transfer of control of WHAG-TV Inc. from Samuel and Sheldon Magazine to H & M Corp., which they also control, in exchange of stock. (BTC-7518). Action Sept. 11.

■ **KCHI-AM-FM** Chillicothe, Mo. (1010 khz, 250 w-D; FM permit for 103.9 mhz)—Seeks assignment of license from Cecil W. and James R. Roberts to Rontedick Inc. for \$250,000. Cecil Roberts owns 51% of KREI(AM) Farmington, Mo. Buyers: Richard D. Lindman, Ronald G. Hatten and Theodore A. Griffin (33½% each). Mr. Lindman is in construction and has interest in KLA-TV W. Monroe, La. Mr. Hatten and Mr. Griffin both are employed at KFEQ(AM) St. Joseph, Mo. (BAL-8166). Action Sept. 18.

■ **WYSL-AM-WPHD-FM** Buffalo, N.Y. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 103.3 49 kw)—Broadcast Bureau granted assignment of license from The McLendon Co. to Howard Communications for \$1,430,000. Sellers: B.R., Gordon B. and Jeanette McLendon own KCND-TV Pembina, N.D., KNUS (FM) Dallas and KOST(FM) Los Angeles. Buyer: Robert Howard (100%) has real estate interests and has been general manager of WPGC-AM-FM Morningside, Md., since 1959 (BAPL-449). Action Sept. 17.

■ **WCTM-FM** Eaton, Ohio (92.9 mhz, 20 kw)—Commission granted assignment of license from Western Ohio Broadcasting Service to Great Trails Broadcasting Corp. for \$125,000. Seller: Stanley T. Coning is president of Western Ohio, which owns WCTM(AM) Eaton. Buyers: Charles Sawyer (87.75%) et al. Mr. Sawyer has interest in WING(AM) Dayton, WIZE(AM) Springfield and WCOL(AM-FM) Columbus, all Ohio; WKLO(AM)-WCSN(FM) Louisville, Ky., and WRIT(AM)-WBSC(FM) Milwaukee (BALH-1968).

■ **KBEL(AM)-KWDG(FM)** Idabel, Okla., KIMP-AM-FM Mt. Pleasant, Tex.—Broadcast Bureau granted transfer of control of Idabel Broadcasting Co. and Mt. Pleasant Broadcasting Co. from Ruby Stanley (55% before, 4% after), executrix of estate of Winston O. Ward, to Mr. Ward's children Waylon O. Ward, David H. Ward and Glenda Ward Hays (each 15% before, 32% after) (BTC-7487-8). Action Sept. 17.

■ **WEZL(FM)** Charleston, S.C. (103.5 mhz, 25 kw)—Broadcast Bureau granted assignment of license from Fine Arts Broadcasting to Gulfstream Broad-

## Call letters

### Applications

**Call** **Sought by**  
**New AM**  
WTLG West Georgia Broadcasting Co., Tallapoosa, Ga.

**New FM's**  
\*WNRC Nichols College, Dudley, Mass.  
KMEZ Grand Island Broadcasting Co., Grand Island, Neb.  
WIBS Arroyo and Figueroa Associates, Charlotte Amalie, St. Thomas, V.I.  
\*WHSS Hamilton School District, Hamilton, Ohio  
\*WRTE Cahokia Unit School District #187, Cahokia, Ill.  
WDIF Scantland Broadcasting Co., Marion, Ohio  
KMIT BMA Broadcasting, Mitchell, S.D.

**Existing FM**  
WFMF WJBO-FM Baton Rouge

### Grants

**Call** **Assigned to**  
**New AM**  
KMSD Sturgis Radio, Milbank, S.D.

**New FM's**  
WGGN Christian Faith Broadcast, Castalia, Ohio  
KYAK-FM Big Country Radio, Anchorage  
WLKN-FM Frank Alvin Delle Jr., Lincoln, Me.

**Existing FM**  
KKBC XPTL-FM Carson City, Nev.

casting Co. for \$362,500. Seller: Charles N. Barton, president. Buyers: Ronald E. Crider, president (50%), Leonard Mercer, secretary, and Leonard Stevens, treasurer (both 25%). Mr. Crider owns 80% of Broadcast Automation Associates, Fort Lauderdale, Fla. Mr. Mercer has restaurant and real estate interests in Florida and Pennsylvania. Mr. Stevens has 50% interest in Philadelphia advertising agency (Regency Advertising) and has other business interests (BALH-1970). Action Sept. 19.

■ **WDIX-AM-FM** Orangeburg, S.C. (AM: 1150 khz, 5 kw-D, 500 w-N; FM: 106.7 mhz, 94 kw)—Broadcast Bureau granted acquisition of positive control of WDIX Inc. by Frank B. Best through sale of stock by Mrs. L. Russell Smith, (13.3% before, none after), Mrs. Nelle C. Felder (3.3% before, none after), and Mrs. Betty B. Hydrick (5% before, none after) to licensee corporation; consideration \$12,000 (BTC-7436). Action Sept. 20.

■ **WBRY(AM)** Woodbury, Tenn. (1540 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Cannon Broadcasting Co. to Tennessee Valley Broadcasting Corp. for \$83,000. Sellers: H. A. Creef (50%) et al. Buyers: Frank A. and Jayne O. Woods (together 51%) and Hobart L. and Ruth Townsend (together 49%). Messrs. Woods and Townsend also own WTBP(AM) Parsons, Tenn., WTBJ(AM) Monticello, Fla. and WSEV-AM-FM Sevierville, Tenn. (BAL-8065). Action Sept. 13.

■ **KAUZ-TV** (ch. 6) Wichita Falls, Tex.—Commission granted assignment of license from Bass Brothers Telecasters to Wichita Falls Telecasters for \$4,250,000. Seller: Bass Brothers Enterprises (100%) owns several stations in California, Texas, and other areas. Buyers: Wichita Falls Television (80%) and White Fuel Corp. (20%). White Fuel also owns KGAF-AM-FM Gainesville and KORC(AM) Mineral Wells, both Texas. Action Sept. 19.

■ **WHTN-TV** (ch. 13) Huntington, W. Va.—Broadcast Bureau granted assignment of CP from WHTN-TV Inc. to Gateway Communications for \$7,424,000. Seller: Reeves Telecom Corp., parent corporation of WHTN-TV Inc., owns WKBE-AM-FM Huntington and WITH-AM-FM Baltimore. Buyers: Bergen Evening Record Corp. (80%), George A. Koehler (13%), H. Lewis Klein (5%) and Morton H. Wilner, trustee (2%). Malcolm A. Borg is president of Bergen Evening Record Corp., publisher of two New Jersey newspapers. Mr. Koehler and Mr. Klein are respectively president and executive vice president of Gateway Communications and its subsidiary, Ingham Broadcasting Corp., equipment leasing company. Mr. Wilner, Washington lawyer, has interest in Washington men's clothing store. Gateway also owns WBNG-TV Binghamton, N.Y., WTAJ-TV Altoona and WLYH-TV Lancaster, both Pennsylvania. (BAPCT-510). Action Sept. 23.

■ **WIZM(AM)** La Crosse, Wis. (1410 khz, 5 kw, DA-N)—Broadcast Bureau granted transfer of control of Family Radio, licensee corporation, from WSJM Inc. to Joseph D. Mackin, Richard R. Record, William H. Rittman, Obert L. Bauer, Charles D. Mefford, Philip Fisher and William R. Walker; consideration for exchange of stock in Family Radio is \$96,200, and four transferees, WSJM Inc. stockholders, will assume four promissory notes of Family Radio totaling \$65,000. No principal change in interests of stockholders of WIZM (BTC-7427). Action Sept. 19.

## Facilities changes

### TV actions

■ **KMJ-TV** Fresno, Calif.—Broadcast Bureau granted request for authority to operate trans. by remote control from 1544 Van Ness, Fresno (BRCTV-202). Action Sept. 20.

■ **WHAE-TV** Atlanta—Broadcast Bureau granted mod. of CP to change studio location to 1810 Briarcliff Rd., Atlanta (BMCT-7547). Action Sept. 23.

■ **\*KJAA** Red Oak, Iowa—Broadcast Bureau granted mod of CP to change ERP to 490 kw (vis.), 49 kw (aur.); change type trans. and ant.; make changes in ant. structure; ant height 1560 ft. (BMPET-822). Action Sept. 20.

■ **WCDC** Adams, Mass.—Broadcast Bureau granted CP to change ERP to 316 kw (vis.); change type trans. and ant.; ant. height 2090 ft. (BPCT-4758). Action Sept. 20.

■ **WTWV** Tupelo, Miss.—Broadcast Bureau granted CP to install alt. main trans. (BPCT-4769). Action Sept. 20.

■ **KIVA-TV** Farmington, N.M.—Broadcast Bureau granted CP to change ERP to 158 kw (vis.), 15.8 kw (aur.); and make changes in transmitting equipment; conditions (BPCT-4639). Action Sept. 20.

■ **WKBN-TV** Youngstown, Ohio—Broadcast Bureau granted CP to make changes in transmitting equipment (BPCT-4772). Action Sept. 20.

■ **KAVU** Victoria, Tex.—CP canceled and call letters deleted, pursuant to commission order. Ann. Sept. 23.

■ **WHTN-TV** Huntington, W. Va.—Broadcast Bureau granted CP to change ERP to vis. 123 kw, aur. 24.5 kw; type trans.; type ant.; increase ant. height; and ant. height 1270 ft. (BPCT-4747). Action Sept. 13.

■ **\*WHWC-TV** Colfax, Wis.—Broadcast Bureau granted CP to install aux. trans. exciter (BPET-495). Action Sept. 20.

■ **\*WHLA-TV** La Crosse, Wis.—Broadcast Bureau granted CP to install auxiliary trans. exciter (BPET-494). Action Sept. 20.

### AM applications

■ **KLYZ** Hamilton, Mont.—Seeks CP to change frequency to 1240 khz, change hours of operation to unlimited with 250 W-N. Ann. Sept. 24.

■ **WNJR** Newark, N.J.—1430 Associates requests interim operating authority of WNJR. Ann. Sept. 27.

### AM actions

■ **KAIR** Tucson, Ariz.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to approx. 700 ft. southeast of Tucson intersection of Grant Rd. and Country Club Rd., Tucson and make changes in ant. system; conditions (BMP-13850). Action Sept. 16.

■ **KCYN** Williams, Ariz.—Broadcast Bureau granted mod. of license to change hours of operation from specified to unlimited (BML-2528). Action Sept. 19.

■ **KRLN** Canon City, Colo.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1615 Central Ave., Canon City (BRC-3730). Action Sept. 20.

■ **WKRS** Waukegan, Ill.—Broadcast Bureau granted CP to relax MEOV's (BP-19785). Action Sept. 20.

■ **WHYT** Noblesville, Ind.—Broadcast Bureau granted CP to make changes in DA radiation pattern (BP-19760). Action Sept. 20.

■ **WAAM** Ann Arbor, Mich.—Broadcast Bureau granted CP to install new aux. trans. (BP-19772). Action Sept. 20.

■ **WBFN** Quitman, Miss.—Broadcast Bureau granted CP to increase tower height to 325 ft. and side-mount FM ant. (BP-19783). Action Sept. 20.

■ **KXL** Portland, Ore.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 20900 S.E. Curtis Rd., Portland; condition (BP-19781). Action Sept. 20.

■ **WKBI** St. Marys, Pa.—Broadcast Bureau granted CP to make changes in ant. system to replace existing tower with taller tower; condition (BP-19780). Action Sept. 20.

■ **WDBL** Springfield, Tenn.—Broadcast Bureau granted CP to increase tower height to support FM ant.; condition (BP-19623). Action Sept. 13.

■ **WHBY** Appleton, Wis.—Broadcast Bureau



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## 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

granted CP to install new alt. main trans. (BP-19773). Action Sept. 20.

■ WICH Shawano, Wis.—Broadcast Bureau granted CP to add MEOV's to nighttime radiation pattern (BP-19782). Action Sept. 20.

### AM starts

■ Following station was authorized program operating authority for changed facility on date shown: KOKX Keokuk, Iowa (BP-19717), Sept. 13.

### FM actions

■ Enterprise, Ala.—Broadcast Bureau granted Jones Wallace Miller mod of CP for unassigned FM to change trans.; change ant.; increase ant. height; change TPO and ant. height; ERP 100 kw; ant. height 430 ft.; remote control from main studio at 100 N. Main St., Enterprise (BMPH-14226). Action Sept. 16.

■ KHLB Blytheville, Ark.—Broadcast Bureau granted mod. of CP to increase ant. height; change transmission line and change ant. height; ERP 100 kw; ant. height 450 ft.; remote control from main studio in KLCN Bldg., 125 South Second St., Blytheville; condition (BMPH-14230). Action Sept. 16.

■ WOJO Evanston, Ill.—Broadcast Bureau granted mod. of CP to move aux. ant. approximately 20 ft. from location; ant. height 1,144 ft. (BMPH-14234). Action Sept. 24.

■ WSMJ Greenfield, Ind.—Broadcast Bureau granted CP to change trans. location to West Main St., Greenfield; operate by remote control from studio site at 640 W. 9th St., Greenfield; install new ant.; make change in ant. system; ERP 50 kw; ant. height 490 ft., 480 ft. (BPH-9002). Action Sept. 20.

■ WMDH New Castle, Ind.—Broadcast Bureau granted CP to change trans. location to Prairie Rd., ½ mile northeast of New Castle; operate by remote control from main studio on north side of Route #38, ¼ mile west of New Castle; install new ant.; make change in ant. system; ERP 21 kw; ant. height 450 ft. (BPH-8995). Action Sept. 20.

■ KWBG-FM Boone, Iowa — Broadcast Bureau granted mod. of CP to change trans. and ant. (BMPH-14233). Action Sept. 24.

■ \*KHKE Cedar Falls, Iowa—Broadcast Bureau granted mod. of CP to change frequency to 89.5 mhz; change trans. location to approximately 2.6 miles southwest of Washburn on Shrack Rd.; change trans. and ant.; make change in ant. system; ERP 8 kw; ant. height 410 ft; remote control permitted (BMPED-1153). Action Sept. 20.

■ KXOR Thibodaux, La.—Broadcast Bureau granted CP to change studio location and remote control to 106 Ridgefield, Thibodaux; install new trans. and ant.; add circular polarization; ERP 3 kw; ant. height 285 ft. (BPH-9121). Action Sept. 24.

■ \*WMHC South Hadley, Mass.—Broadcast Bureau granted CP to change frequency to 91.5 mhz; install new trans.; install new ant.; increase ant. height; and correct coordinates (BPED-1755). Action Sept. 16.

■ \*Jackson, Miss.—Broadcast Bureau granted Educational Broadcasters of Mississippi mod. of CP for noncommercial FM to change trans. and studio location to 6 miles southwest of state capitol on Terry Rd., Jackson; change trans.; change ant.; decrease ant. height; change TPO; ERP 500 w; ant. height 220 ft. (BMPED-1148). Action Sept. 16.

■ WPRB Princeton, N.J.—Broadcast Bureau granted CP to install new ant.; make change in ant. system; add circular polarization; ERP 17 kw; ant. height 195 ft.; remote control permitted (BPH-9124). Action Sept. 24.

■ WHUC-FM Hudson, N.Y.—Broadcast Bureau granted CP to make changes in transmission line (BPH-9123). Action Sept. 24.

■ WHKP-FM Hendersonville, N.C.—Broadcast Bureau granted CP to change trans. location to Linda Vista Dr., 1.6 miles northwest from center of Hendersonville; operate by remote control from main studio at Chimney Rock Rd., Hendersonville; install

new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 330 ft. (BPH-9074). Action Sept. 20.

■ KRHD-FM Duncan, Okla.—Broadcast Bureau granted mod. of CP to delete remote control; change trans. and transmission line (BMPH-14232). Action Sept. 24.

■ KING-FM Seattle—Broadcast Bureau granted CP to change ERP to 100 kw (BPH-9132) Action Sept. 24.

■ KMTN Jackson, Wyo.—Broadcast Bureau granted mod. of CP to change studio location and remote control to junction of Wyoming Hwy. 22 U.S. 187, 1.1 mile west of Jackson; change trans.; change TPO; ERP 48 kw; ant. height 940 ft. (BMPH-14225). Action Sept. 16.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WJMI Jackson, Miss. (BPH-8939), Sept. 2; WRKY Steubenville, Ohio (BPH-8849), Sept. 17; WRUV Burlington, Vt. (BPED-1675), Sept. 12.

## In contest

### Designated for hearing

■ WTIK(AM) New Orleans, renewal proceeding: Storz Broadcasting Co. (Doc. 20200)—Commission designated for hearing application of Storz Broadcasting for renewal of license of WTIK. Petition to deny WTIK license renewal was filed by Johnny Jackson Jr. and Bill Rouselle individually and on behalf of Southern Media Coalition. Petitioners charged that on Jan. 7, WTIK broadcast announcement requesting private citizens owning guns to assist police in apprehending sniper located on roof of city's Howard Johnson Motel. Commission denied petition to deny renewal applications of WBYU(AM), WIXO-FM, WEZB-FM, WNNR(AM), WNOE-AM-FM, WRNO-FM, WSHO(AM), WSMB(AM), WWL-AM-FM, WWNO-FM, WVGO(AM), WGSO(AM), WQUE-FM, WNPS(AM), WBOK(AM) and WYLD(AM) New Orleans, and WGLA(AM) Gretna, La. Action Sept. 25.

### Procedural rulings

■ KTKL(TV) Sacramento, Calif., TV proceeding: Camellia City Telecasters, seeking facilities changes (Doc. 20125)—Chief ALJ Arthur A. Gladstone canceled hearing presently scheduled for Nov. 11; matter will remain in abeyance until applicant's renewal application is designated for hearing. Action Sept. 23.

■ Santa Cruz, Calif., AM proceeding: St. Cross Broadcasting, Progressive Broadcasting Co., Milo Communications Corp. and Lloyd M. Marks, competing for new AM (Doc. 19503)—Review board scheduled oral argument for Oct. 24, on exceptions and briefs to initial decision released March 22, proposing dismissal of application of St. Cross Broadcasting for new FM station at Santa Cruz. Action Sept. 25.

■ Fitzgerald and Ocilla, Ga., FM proceeding: Ben Hill Broadcasting Corp. at Fitzgerald and Oliva Broadcasting Co. at Ocilla, competing for 95.3 mhz (Docs. 20133-4)—ALJ Chester F. Naumowicz Jr. scheduled hearing for Dec. 10. Action Sept. 20.

■ WDAX(AM) McRae, Ga., renewal proceeding: Entertainment Communications (Doc. 20013)—Chief ALJ Arthur A. Gladstone ordered hearing to proceed in Atlanta, on Nov. 18, in lieu of Oct. 16 in Macon, Ga. Action Sept. 19.

■ WCFE(AM) Chicago, renewal proceeding: Chicago Federation of Labor and Industrial Union Council (Doc. 20064)—ALJ Thomas B. Fitzpatrick canceled hearing scheduled for Dec. 2 and rescheduled hearing for Nov. 11, in Chicago. Action Sept. 20.

■ Decatur, Ill., FM proceeding: Prairieland Broad-

casters, WBIZ Inc., Superior Media, Decatur Broadcasting and Soy Communications Co., competing for 95.1 mhz at Decatur (Docs. 20055-9)—ALJ Thomas B. Fitzpatrick ordered remaining applicants to submit within 10 days affidavit stating whether or not they directly or indirectly paid or promised consideration in connection with dismissal of Decatur Broadcasting application. Action Sept. 19. Judge Fitzpatrick ordered hearing to commence on Jan. 6, 1975. Action Sept. 24. Review board granted motion by Prairieland Broadcasters to add limited financial issue against WBIZ Inc. Action Sept. 25.

■ WSWG-AM-FM Greenwood, Miss., license renewal proceeding: Leflore Broadcasting Co. (WSWG-AM) and Dixie Broadcasting Co. (WSWG-FM) (Docs. 20025, 67)—ALJ Rueben Lozner denied without prejudice motion by licensees to dismiss proceeding. Action Sept. 24.

■ Avalon, N.J., FM proceeding: WAVV Communications and Avalon Broadcasting Co., competing for 94.3 mhz at Avalon (Docs. 20030-1)—Review board added issues against WAVV Communications, in response to motion by Avalon Broadcasting. Board enlarged issues against WAVV to determine whether it is financially qualified, has consulted random sample of general public in its ascertainment efforts and whether these efforts were adequate; and whether it submitted complete and accurate information in its application. Action Sept. 23.

■ New York, TV proceeding: RKO General (WOR-TV) and Multi-State Communications, competing for ch. 9 (Docs. 19991-2)—Commission denied request by Multi-State Communications for stay of ruling by presiding judge. In his Aug. 21 ruling ALJ Chester F. Naumowicz Jr. ordered that hearing on issue concerning availability of Multi-State's proposed bank loan be held in advance of hearing on remaining issues. Commission said it was not persuaded that failure to grant stay would irreparably harm Multi-State or public interest. Action Sept. 24.

■ WKYZ(AM) Madisonville, Tenn., renewal proceeding: Monroe Broadcasters (Doc. 19829)—ALJ Rueben Lozner scheduled hearing to convene on Dec. 11. Action Sept. 19.

■ Dallas, TV proceeding: Wadeco Inc. and Belo Broadcasting Corp. (WFAA-TV), competing for ch. 8 (Docs. 19744-5)—ALJ John H. Conlin granted motion by Wadeco and rescheduled hearing from Oct. 1 to Oct. 8 in Dallas. Action Sept. 19.

■ Buena Vista, Va., AM proceeding: Harry R. Peyton and WANV Inc., competing for 1270 khz at Buena Vista (Docs. 20036-7)—ALJ Thomas B. Fitzpatrick denied petition by Harry Peyton to amend his application to transform application from sole proprietorship to general partnership consisting of Harry R. Peyton (70%) and Ben Peyton, his son (30%). Action Sept. 19.

### Dismissed

■ Jacksonville, Fla., FM proceeding: Diamond T. Coal and Realty Co., Bold City Broadcasting Co., Mark L. Wodlinger and Mel-Lin, competing for 107.3 mhz at Jacksonville (Docs. 20076-9)—ALJ Thomas B. Fitzpatrick granted request by Diamond T. Coal and Realty Co., and dismissed its application with prejudice. Action Sept. 24.

■ Milton, Fla., AM proceeding: Radio Santa Rosa, Aaron J. Wells, Jimmie H. Howell and Mapoles Broadcasting Co., competing for 1330 khz (Docs. 19882-5)—ALJ Herbert Sharfman granted joint request for approval of agreement by Radio Santa Rosa and Aaron J. Wells and dismissed with prejudice application of Radio Santa Rosa; ordered Wells to pay Santa Rosa \$12,500 in reimbursement for expenses incurred in prosecuting its application, and retained Wells application in hearing. Action Sept. 23.

### Joint agreement

■ Vail, Colo., FM proceeding: Vail Broadcasting Corp. and Radio Vail, competing for 104.7 mhz at Vail (Docs. 20045-6)—ALJ Jay A. Kyle, on his own motion, canceled conference presently scheduled for Oct. 4 and by separate action granted joint request for approval of agreement, subject to condition that reimbursement for legal and engineering expenses by Vail shall not exceed \$11,321; dismissed with prejudice application of Radio Vail. Radio Vail granted 104.7 mhz, 75.5 kw. HAAT 1,186 ft. P.O. address 816 Reed St., Lakewood, Colo. 80215. Estimated construction cost \$76,226; first-year operating cost \$35,000; revenue \$60,000. Principals: John H. Gayer, president (55%), et al. Mr. Gayer is chairman and director (85%) of KFNF(AM) Shenandoah, Iowa. He also is president (50%) of Big Country Radio, applicant for new AM in Steamboat Springs, Colo. Action Sept. 23.

## Fines

■ KMLB(AM) Monroe, La.—Commission rescinded apparent liability forfeiture of \$700 issued Oct. 28, 1971 to KMLB Inc., former licensee of KMLB. Forfeiture was issued for willful or repeated violation of rules by failing to make weekly log

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entries of ammeter readings and failure to make and record weekly field intensity measurements. Licensee corporation was completely abolished after station was sold. Action Sept. 19.

■ WSSB(AM) Durham, N.C.—Broadcast Bureau by letter, notified 1490 Inc. that it incurred apparent liability for forfeiture of \$300 for failing to have on file equipment performance measurements taken within time limits specified in rules. Action Sept. 16.

■ KWIC-FM Beaumont, Tex.—Commission notified Gibson Broadcasting Co., licensee of KWIC-FM, that it incurred apparent liability of \$1,000 for repeated operation of trans. by third-class operator lacking broadcast endorsement in violation of commission rules. Gibson's application for mitigation or remission of earlier \$1,000 forfeiture for repeated violations of commission's operator and logging rules was denied. Action Sept. 19.

■ KEYY(AM) Provo, Utah—Broadcast Bureau notified Mid-Utah Broadcasting Co. by letter that it incurred apparent liability for forfeiture of \$500 for having operator operate station without endorsement of his radiotelephone permit for broadcast operation on Oct. 28, Nov. 11, 18 and 25, 1973. Action Sept. 18.

■ WNNT-AM-FM Warsaw, Va.—Broadcast Bureau notified Northern Neck and Tidewater Broadcasting Co. that it incurred apparent liability for forfeiture of \$1,000 for operating stations with power in excess of authorized power during periods in October through December, 1973. Action Sept. 18.

## Allocations

### Actions

FCC took following actions on FM allocations:

■ El Cajon, Calif.—Commission denied petition by Andrew W. Kerr for reconsideration of its action denying his request to assign ch. 297B to El Cajon. Commission said that independent search by its staff revealed no other FM channel that could be assigned to El Cajon in compliance with required mileage separations (RM-1408). Action Sept. 19.

■ Georgia—FCC amended FM table of assignments with assignment of class A channels to four communities in southeastern Georgia, substitution of channel in another community and deletion of channel from sixth community. Commission assigned ch. 249A to Dublin as second FM assignment; moved ch. 244A from Eastman to Cochran, where it is presently in use; substituted ch. 249A for 237A at Ocella; assigned ch. 221A to Eastman; and reassigned ch. 228A from Blackshear to Hazlehurst. (Doc. 19551). Action Sept. 19.

■ Princeton, Ill.—FCC terminated rulemaking proceeding proposing assignment of ch. 252A to Princeton, with denial of proposal. Commission said that there was no evidence of continuing interest in use of channel (Doc. 19841). Action Sept. 24.

■ Palestine and Mexia, Tex.—FCC amended FM table of assignments with assignment of ch. 252A as second assignment to Palestine, and substitution of ch. 285A for unoccupied ch. 252A at Mexia. Channel changes were proposed in rulemaking notice adopted by Broadcast Bureau on Feb. 26, in response to petition by KNET Inc., licensee of KNET(AM), Palestine (Doc. 19942). Action Sept. 24.

## Translators

### Applications

■ State of Alaska—Seeks ch. 8 at Anchor Point (BPTTV-5105), ch. 11 at Homer and Seldovia (BPTTV-5106) and ch. 60 at Sterling Highway from Clam Gulch Store to Nimitchik (BPTTV-2696), all rebroadcasting KTVA Anchorage. Ann. Sept. 27.

■ Radio Medford, Alturas and Lively, Calif.—Seeks ch. 60, rebroadcasting KMED-TV Medford, Ore. (BPTTV-2691). Ann. Sept. 23.

■ Circle TV Booster Club, Circle and Brockway, Mont.—Seeks ch. 4, rebroadcasting KXMD-TV Williston, N.D. (BPTTV-5103). Ann. Sept. 24.

■ Rhame Friendly Community Club, Rhame, N.D.—Seeks ch. 13, rebroadcasting KHSD-TV Lead, S.D. (BPTTV-5102). Ann. Sept. 24.

### Actions

■ W76AD Vero Beach and W83AI Melbourne and Eau Gallie, Fla.—Broadcast authorization canceled and call letters deleted, at request of licensee. Ann. Sept. 27.

■ K78CQ Redwood Falls, Minn.—Broadcast Bureau granted CP for translator to change frequency from ch. 50 to ch. 60; change type of trans. and make changes in ant. system; change call letters to K60AO (BPTTV-2659). Action Sept. 11.

■ W08BO Asheville, N.C.—Broadcast Bureau granted CP for translator to change frequency from ch. 8 to ch. 9; change call letters to W09AY (BPTTV-5031). Action Sept. 11.

■ W09AW Beaver Dam Creek Valley, Elk Mountain and Woodfin, N.C.—Broadcast Bureau granted CP for translator to change frequency from ch. 9 to ch. 8; change call letters to W08BP (BPTTV-5032). Action Sept. 11.

■ W12BA Saffillo, Pa.—Broadcast Bureau granted CP for new translator on ch. 12, rebroadcasting WPSX-TV Clearfield, Pa. (BPTTV-5053). Action Sept. 6.

■ W34AB Knoxville, Tenn.—Broadcast Bureau granted CP for new translator on ch. 43, rebroadcasting WBIR-TV Knoxville (BPTTV-2640). Action Sept. 6.

■ K59AK, K61AH, K63AG rural Garfield county, Utah—Broadcast Bureau granted CP's for three translators on (1) ch. 59, rebroadcasting KUTV Salt Lake City; (2) ch. 61, rebroadcasting KCPX-TV Salt Lake City; and (3) ch. 63, rebroadcasting KSL-TV Salt Lake City (BPTTV-2628-30). Action Sept. 13.

## Cable

### Applications

Following operations of cable TV systems requested certificates of compliance, FCC announced Sept. 23 (stations listed are TV signals proposed for carriage):

■ Televest, 700 D St., Martinez, Calif. 94553, for Camarillo, Calif. (CAC-4265); KNXT, KNBC, KTLA, KABC-TV, KIJU-TV, KTTV, KCOP, KCET, KMEX-TV, KLCB, KVST-TV, KWHY-TV Los Angeles; KEYT Santa Barbara, Calif.; KVCR-TV, KHOF-TV San Bernardino, Calif.; KCOY-TV Santa Maria, Calif.; KLXA-TV Fontana, Calif.; KBSA Guastli, Calif.; KBSC-TV Corona, Calif.

■ Pearson TV Antenna Systems, Box 321, Kernville, Calif. 93238, for Kernville (CAC-4287), Wolford Heights (CAC-4288), Lake Isabella (CAC-4289), and Bodfish (CAC-4290), all California; KNXT Los Angeles on permanent basis.

■ Gateway Cable TV, P.O. Drawer 1269, St. Augustine, Fla. 32084, for St. Augustine (CAC-4282) and St. John's county (CAC-4283), both Florida; Add WCJB Gainesville, Fla.; WSWB-TV Orlando, Fla.

■ Triad Cablevision, 111 W. Michigan Ave., Marshall, Mich. 49068 for Albion (CAC-4294) and Marshall (CAC-4295), both Michigan; Add CKLW-TV Windsor, Ontario; WGN-TV Chicago.

■ General Television of Minnesota, 115 Hennepin Square, 2021 E. Hennepin Ave., Minneapolis 55413, for Fridley, Minn. (CAC-4281); Add CBWT Winnipeg, Manitoba, and delete WVTW Milwaukee.

■ Elko Cable TV, 376 5th St., Elko, Nev. 89801, for Elko (CAC-4097); Delete KOLQ-TV Reno, specified as signal authorized to be carried but not presently being carried.

■ Jackpot Antenna-Vision, 371 S. Oregon St., Ontario, Ore. 97914, for Jackpot, Nev. (CAC-3485); Add KIVI Nampa, Idaho.

■ Hurley Cable TV, Box 68, Bayard, N.M. 88023, for Central (CAC-4291) and Bayard (CAC-4292); Requisite certification of existing CATV operations and add KVOA-TV Tucson, Ariz.; KRWG-TV Las Cruces, N.M.; KELP-TV El Paso, Tex.; XEJ-TV Juarez, Mex.; and for Grant County, N.M. (CAC-4293); Add KVOA-TV Tucson, Ariz.; KRWG-TV Las Cruces, N.M.; KELP-TV El Paso, Tex.; XEJ-TV Juarez, Mex.

■ Chautauqua Cablevision, 413 N. Main, Jamestown, N.Y. 14701, for Pine Bluff trailer court, N.Y. (CAC-4266); WGR-TV, WBEN-TV, WKBW-TV Buffalo, N.Y.; WICU-TV, WJET-TV, WSEE-TV, Pa.; WPSX-TV Clearfield, Pa.

■ Country Cable, 405 C Second St., Marietta, Ohio 45750, for New Straitsville (CAC-4285), and Shawnee (CAC-4286), both Ohio; WLWC, WTVN-TV, WBNS-TV Columbus, Ohio; WHIZ-TV Zanesville, Ohio; WOUB-TV Athens, Ohio; WGSF Newark, Ohio.

■ Buckeye Cablevision, 1122 N. Byrne Rd., Toledo, Ohio 43607, for Walbridge, Ohio (CAC-4278); WTOL-TV, WSPD-TV Toledo, Ohio; WBGU-TV Lima, Ohio; WTVS, WXON, WKBD-TV Detroit; CKLW-TV Windsor, Ontario; WOSU-TV Columbus, Ohio; WDHO-TV, WGTE-TV Toledo, Ohio; and for Monclova township, Ohio (CAC-4279); WTOL-TV, WSPD-TV, WDHO-TV, WGTE-TV Toledo, Ohio; WKBD-TV, WTVS, WJBK-TV, WXYZ-TV Detroit; WBGU-TV Lima, Ohio; CKLW-TV Windsor, Ontario; WOSU-TV Columbus, Ohio; and for Rossford, Ohio (CAC-4280); WTOL-TV, WSPD-TV, WDHO-TV, WGTE-TV Toledo, Ohio; WBGU-TV Lima, Ohio; WTVS, WXON, WKBD-TV Detroit, CKLW-TV Windsor, Ontario; WOSU-TV Columbus, Ohio.

■ Delta Cable TV Co., 2661 Garfield Ave., Silver Spring, Md. 20910, for Delta, Pa. (CAC-4264); Delete WDCA-TV Washington and add WPHL-TV Philadelphia.

■ Glen Rock Cable Corp., 2661 Garfield Ave., Silver Spring, Md. 20910, for Glen Rock boro., Pa. (CAC-4263); Delete WDCA-TV Washington and add WPHL-TV Philadelphia.

■ Berks TV Cable Co., Box 107, Reading, Pa.

19603, for Lower Heidelberg township (CAC-3592) and South Heidelberg township (CAC-3593), both Pennsylvania; Delete WPX-TV New York, and add WBFF Baltimore.

■ North Philadelphia Television Corp., 530 Stahr Rd., Elkins Park, Pa. 19117, for Philadelphia (CAC-4262); KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAJ-TV Philadelphia; WHYY-TV Wilmington, Del.; WKBS-TV Burlington, N.J.; WOR-TV, WPIX-TV New York; WNJS Camden, N.J.; WXTV Paterson, N.J.

■ Tilbury Cable Co., 39 Tilbury Ave., W. Nanticoke, Pa. 18634, for Plymouth township, Pa. (CAC-4284); WNEP-TV, WDAU-TV, WVIA-TV Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WOR-TV, WPIX-TV New York; WPHL-TV Philadelphia.

■ Brunswick County Cable TV, 2661 Garfield Ave., Silver Spring, Md. 20910, for Brunswick county, Va. (CAC-3989); Add WUND-TV Columbia, N.C.; WTAR-TV Norfolk, Va.; WUNC-TV Chapel Hill, N.C.; WRAL-TV Raleigh, N.C.; WITN Washington, N.C.; WNCT-TV Greenville, N.C.; WAVY-TV Portsmouth, Va.; WTVJ Durham, N.C.; WLVA-TV Lynchburg, Va.; WFMV-TV Greensboro, N.C.; WGHP-TV Highpoint, N.C.

■ Key White Video, 1042 Pike St., Milton, W.Va. 25541, for Milton (CAC-4267), Cabell county (CAC-4268), and Putnam county (CAC-4269), all West Virginia; WSAZ-TV, WHTN-TV, WMUL-TV Huntington, W.Va.; WKAS Ashland, Ky.; WBPO-TV Portsmouth, Ohio; WUCH-TV Charleston, W. Va.; WXIX-TV Newport, Ky.; WSWP-TV Grand View, W.Va.

■ Wisconsin CATV, 415 S. Barstow St., Eau Claire, Wis. 54710, for Eau Claire (CAC-4270), Altoona (CAC-4271), Chippewa Falls (CAC-4272), Washington (CAC-4273), Hallie (CAC-4274), Seymour (CAC-4275), Union (CAC-4276) and Wheaton (CAC-4277), all Wisconsin; Add WHWC-TV Colfax, Wis.

### Certification actions

■ Norman, Okla.—FCC granted application of Norman Cable TV for certificate of compliance to begin cable service at Norman, located in Oklahoma City major TV market. Norman proposed to carry WKY-TV, KWTW, KOCO-TV, \*KETA and \*KOKH-TV Oklahoma City; KTFT Fort Worth; KXTX-TV Dallas; KBMA-TV Kansas City, Mo., and XEFE-TV Nuevo Laredo, Mexico. Objections to application were filed by Norman Citizens for Civic Improvement and by L. R. Ray, Sylvia Martin, Diane Jackson and Annette Floyd, all Norman residents. Action Sept. 19.

■ Marianna borough, Pa.—FCC granted application by Video Link for certificate of compliance for its proposed cable system at Marianna borough, located in Pittsburgh major TV market. Cable system will carry KDKA-TV, WTAET-TV, WIICT-TV, \*WQED, \*WQEX, WPGH-TV Pittsburgh; WTRF-TV Wheeling, W.Va.; WSTV-TV Steubenville, W.KBF-TV Cleveland, and WUAB Lorain, Ohio. Action Sept. 25.

### Other actions

■ Somerton, Ariz.—FCC denied Micro-Cable Communications Corp., proposed operator of cable system at Somerton, reconsideration of commission decision denying it carriage of five distant TV stations in addition to those permitted by rules. Denial of carriage of Los Angeles signals does not discriminate against Somerton residents, commission said, pointing out that those residents "may receive same complement of signals as those of every other non-grandfathered community located in smaller TV market." Action Sept. 19.

■ Lodi, Calif.—FCC denied petition by Great Western Broadcasting Corp., licensee of KXTV-TV Sacramento, Calif., against importation of certain signals from San Francisco-Oakland-San Jose major TV market into Sacramento-Stockton-Modesto major market. Great Western opposed carriage of KRON-TV, KPX, KGO-TV San Francisco; KTVU Oakland; KNTV and KGSC-TV San Jose, by King Videocable Co., operator of cable system at Lodi, located in the Sacramento-Stockton-Modesto market. Great Western failed to make significant showing regarding alleged adverse impact of King Videocable's service on local broadcasters' revenues, audience size or quality of programming. commission said. Action Sept. 19.

### In contest

■ Hamburg, Pa.—ALJ Reuben Lozner granted joint motion by WBRE-TV Inc. and Hamburg TV Cable, ordered Hamburg TV Cable to cease and desist from further violations of rules and terminated proceeding (Doc. 20015). Action Sept. 24.

### Rulemaking

■ KEYC-TV Mankato, Minn.—FCC granted in declaratory ruling request by Lee Enterprises, licensee of KEYC-TV, for special relief to ensure network nonduplication protection on local cable systems during broadcast of Minnesota Boys High basketball tournament. KEYC-TV is carried on Cable TV of Fairmont, Fairmont, and Minnesota CATV, Mankato, both Minnesota. Since KEYC-TV places predicted grade A contour over both communities, it is entitled to network program exclusivity protection against distant signals that two cable systems also carry. Action Sept. 19.



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WMAA Radio 63, the leadership station in Washington, D.C. is seeking an ambitious community-oriented promotion manager. Call or forward a resume to Earl Murton, Manager of Marketing Services, WMAA AM Radio, 4400 Jenifer Street, N.W., Washington, D.C. 20015. 202-686-3217. An Equal Opportunity Employer, Affirmative Action Employer.

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.

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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.

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Group owned N.Y. AM station looking for experienced retail salespeople. Excellent salary and commission arrangement. Box K-13, BROADCASTING.

Account Executives. If you're making less than \$250 weekly, you're in the wrong market. Fast growing East Coast operation has one opening for a pro. An equal opportunity employer. Send resume to Box K-14, BROADCASTING.

Las Vegas R & B station has immediate opening for experienced A.E. Prefer salesperson who has sold "soul" radio. Draw, fringe benefits. Send resume to Cy Newman, KVOV, P.O. Box 400, Henderson, NV 89015.

Virginia 5 kw modern country needs a hardworking salesperson to take over an existing account list. Earn \$10,000 + first year. Opening due to promotion. Growth market, excellent community. Send complete Resume to Sales Manager, WKCY, P.O. Box 1107, Harrisonburg, VA 22801.

Salesperson wanted. WRAC-WRKR, Racine, Wisconsin need two salespeople (men or women). Booming market—good opportunity. Send resume to 2200 N. Green Bay Road.

Fast growing radio station in Midwest needs experienced salesperson with new ideas and the know how to sell. Take over established accounts and open new territory. Salary depends on your ability to sell. Contact Al Pillsbury, 1-219-356-1640.

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Top rated 5 KW Southeastern Rocker in medium market is in need of a strong dynamic morning person, heavy personality, ad lib ability, and humor a must. Good opportunity for the right individual. Send resume and picture. Box K-17, BROADCASTING.

Afternoon Country personality for rural Northeast modern C&W daytimer. Excellent production a must. Make us your last move. Box K-36, BROADCASTING.

Immediate opening for announcer/jock at Indiana AM/FM. First phone a plus, but not necessary. Salary plus benefits. Send picture and resume. Box K-42, 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.

Beautiful Music. Mature pros with 3rd wanted. Send tape & resume. WAYV-FM, Ritz Apts., Atlantic City, NJ 08401.

Midwest University based public FM needs two announcer-producers for classical format. BS, 3rd endorsed, experience required. Send audition tape and resume to WCBU(FM), 1501 W. Bradley Ave., Peoria, IL 61625. Ph.: 309-673-7100.

Beginner with first phone to train in television control room operation. Good working conditions and fringe benefits. Contact Program Director, WHRO-TV, Norfolk, VA 23508. Phone 804-489-9476.

Wanted experienced news oriented morning person with third endorsed for MOR full power FM. Tape and resume to Bob Davis, WMDR, Box 461, Moline, IL 61265.

Experienced first phone announcer for night duty. good pay, weekends off. Tape, resume and photo to WMSJ, Sylva, NC 28779.

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.

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 WSRS, P.O. Box 961, West Side Station, Worcester, MA 01602.

Immediate opening. Some experience. Salary open. WVOS, Liberty, NY. 914-292-5533. Equal opportunity employer.

Wanted, professional disc jockeys. Good voice, articulate, strong production. \$200.00-\$230.00 per week. Equal opportunity employer. Send tape to Box 14414, Oklahoma City, OK 73114.

Top adult Contemporary station, #1 in market needs daytime jock. Strong on production. Send tape and resume to: Box 36, Green Bay, WI 54301.

### Help Wanted Technical

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.

Chief Engineer for #1 AM & FM in competitive SE market. Excellent equipment. Contemporary background desired. Automation experience helpful. Resume and salary requirements to Box K-43, 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-Announcer. FM partially automated. Send resume. No phone calls. Dale Low, KLSS and KSMN, Mason City, IA 50401.

Chief Engineer for AM-FM. Experienced in transmitter-studio maintenance and automation. No board. Excellent salary and fringe benefits. KVMA-KFMV Magnolia, AR. 501-234-5862.

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.

Chief Engineer/Announcer for 4 tower, directional AM, 3,000 watt FM. Heavy maintenance, salary commensurate with experience. WCSM, Box 341, Celina, OH 45822.

Beginner with first phone to train in television Control Room operation. Good working conditions and fringe benefits. Contact Program Director, WHRO-TV, Norfolk, VA 23508. Phone 804-489-9476.

Experienced chief for Southern Indiana AM & FM stereo. New equipment. 10 hours board work per week. WITZ 812-482-2131.

Transmitter engineer, some maintenance. WPHM, P.O. Box 247, Port Huron, MI.

Engineer, who likes to build things. Sick of dealing with prima donna DJ's. Sick of metro living. Dyma Engineering, Route 1, Box 51, Taos, NM 87571.

College Radio Station Professional Advisor/Chief Engineer. To provide professional technical directions for the operations of a student run FM college radio station. BA degree required: First Class Broadcast license with endorsement preferred; Second Class license required; familiarity with FCC regulations, experience working in a radio station. Salary \$10,715-\$13,657. Send resume to: James E. Harris, Box 1974, Montclair State College, Upper Montclair, NJ 07043. An Equal/Opportunity Affirmative Action Employer.

### Help Wanted News

Experienced aggressive morning news reporter. 24 hour AM/FM northeast. Some TV possible but major emphasis radio. Box K-50, BROADCASTING.

Public Radio KUFM seeks News Director. B.A. plus experience. \$693 monthly. Equal Employment Opportunity employer—women and minorities are encouraged to apply. Send resume and news tape to Personnel Services, University of Montana, Missoula, MT 59801.

Number one station in Philadelphia suburban market needs experienced news person. Must do it all: Dig, write and air strong local news. 5000 watt full-time, long established. Really not for announcers or rip 'n read artists. Salary based on experience and ability. Equal Opportunity Employer. WCOJ. 215-384-2100.

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.

Fastest growing station in New England is anxious to hear from qualified contemporary MOR personalities and experienced newsmen. These are key expansion positions with the Knight Quality Group. Send tape and resume to: Jim Scott, Box 487, Manchester, N.H. 03105.

Reporter to gather and present in-depth and investigative news. Organize audio service. Low pay (8K) with non-profit operation aimed at the highest standards of journalism. Resume to Capitol Hill News Service, National Press Building, Washington, D.C. 20045.

### Help Wanted Programing, Production, Others

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

Super hip country station needs exotic production individual that also does communicator P.M. drive. The station is laid back, the marker is no hassle, and the countryside is incredible. WTCR, Ken Stephens, Huntington, WV. 606-928-6424.

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.

## Situations Wanted Management

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.

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.

Expert manager/group manager/sales director. I specialize in getting peak revenues out of limited-commercial Beautiful Music operations. If you aren't getting sales and profits reflecting your book position out of your station or stations, then you need me. While increasing your sales and profits, I train and staff your sales department in depth. Let's talk. Groups or top 50 markets only. Box K-10, BROADCASTING.

Beautiful music FM manager desires move to an FM where skills can be totally utilized—and compensated. Excellent profits during four year tenure. Young and aggressive with the track record to prove it. Box K-29, BROADCASTING.

36 year old manager with substantial capital to invest is looking for the perfect opportunity. Strong sales and administrative ability; bottom line oriented. Prefer good FM in market larger than 100,000. Box K-30, BROADCASTING.

Top salesman at major market beautiful music outlet looking for the right move to management in a smaller market. Strong in understanding and sales of FM. 31, degree, family. Box K-31, BROADCASTING.

F.M. G. M., 7 years broadcast experience, BBA, 30. Exceptional management ability. General sales manager with major broadcast corp. Top 10 market. "Wiz Kid" of group wants station now! It's worth a letter to find out why. Box K-41, BROADCASTING.

Salesmanager—Station Manager. Age 43 with 20 years broadcasting experience. Top references. West or Mid-West. Box K-58, BROADCASTING.

An old Pro can make money for you. A modest salary with stock opportunity will make us both happy. 219-362-3682. P.O. Box 531, La Porte, IN 46350.

22 Years in Radio, including 9 in TV. Experienced in programing, music, production, license renewal, budgets. Most recently GM, top 50 market MOR group station. Seeking place on management team. Offer maturity (39), strong MOR program ability, community involvement, stability. Top references. Midwest preferred. 419-893-7210.

## Situations Wanted Announcers

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

Personable disc jockey, newscaster, 3rd endorsed, tight board, college graduate, ex-Air Force Captain. Dependable, imaginative, excellent commercial and sales. Box J-172, BROADCASTING.

Top ten market FM personality with first phone looking for progressive, hit album, beautiful music operation. Affordable. Box J-222, BROADCASTING.

1st phone looking for start. Good training & lots of talent. Hard worker. Money no object. Box J-268, BROADCASTING.

Jock looking for stable station. Tight board, sales, production and sports. Contact immediately or else. Resume and tape available on request. Box K-3, BROADCASTING.

Female First Phone. Several years of experience. Contemporary/top 40 formats. Box K-5, BROADCASTING.

## Situations Wanted Announcers Continued

Female First Phone announcer. Strong sports, news. East Coast or Florida. Evenings 212-673-0567 or Box K-11, BROADCASTING.

First Phone Announcer, nine years experience, including production, music directing, studio engineering, automation, FM and more. Mature approach to broadcasting. Rock, MOR or C&W. Will relocate. Box K-15, BROADCASTING.

Gotta Go! This personality jock in medium market can produce. Your audience needs me. Good man wants good people. Box K-20, BROADCASTING.

Humorous Entertainer, serious programmer, administrator. Solid references. Looking for creative challenge, good pay. Box K-27, BROADCASTING.

Announcer, looking for first break, tight board, good news and commercials, good production, ready now, will relocate. Box K-32, BROADCASTING.

Rock Jock Pro, first class license. Box K-44, BROADCASTING.

Highly Recommended Morning personality with super production seeks move. Nine years experience, dependable and easy-to-work-with pro. Medium or major New England markets preferred. Box K-47, BROADCASTING.

First Phone, will relocate medium market, 28, college graduate, 4 years experience. Ready, willing and able. Box K-54, BROADCASTING.

Husband and wife seeking new location. B.A. degrees. Husband, announcer and programing position. Wife, announcer and news. Available March 1, 1975. Box K-55, BROADCASTING.

Looking for a stable station that will allow me to communicate with its audience. Young, dedicated, single; PD, sales background, too. Prefer modern country. Box K-57, BROADCASTING.

Experienced Modern Country Jock ready to move up to medium or major markets. Box K-60, BROADCASTING.

Evening ratings disappointing? Talk radio is bigger than ever! Let me entertain your audience with my light, informative approach. 10 years experience, last 5 in Washington, D.C. Ed Hartley, Box 2281, Rockville, MD 20852. Phone 301-770-4524.

Eight year Pro wants chance to grow. Write Steve, 403 North Webster, Saginaw, MI.

First phone with major market engineering experience. Western state. 415-922-6648. Lee.

First phone. 23 year-old MOR dj looking for small-medium market. Commercial experience. Anxious to work and learn. Tape and resume on request. Steve Snider, 213-839-4796. 4363 Motor Ave., Culver City, CA.

First phone available nites, weekends. Experienced Country, MOR, Religious network. Tapes, records, engineer live programs. References. 50 mile radius San Diego College. Days. Rich 714-582-9628 after 6.

Funnist man in #75 radio market now available to add personality and professionalism to your station. 3rd phone looking for top 40 or oldies in medium or major market. I give 110%. Call Jim, 303-798-6185 mornings.

Entertaining individual, solid experience FM/AM automation. Stable, first ticket, self starter. Production, sales too. Station sold, lets talk. Ronald, 904 Rocket 9-4140. Definite asset, need a challenge with a future.

Big on creativity: Six years experience—all formats. Associate's degree in radio production, first phone, former production consultant for station at major university. I know music, all styles and artists. Will relocate now, as announcer for your station. Russ Pomeroy, Box 115, Plymouth, N.Y. 13832. 607-334-5272 or 607-334-6054.

Heavy Roller, people aware, 3rd phone, soul oriented DJ. Louis Hankins, Pischag, MD 20640. 301-443-2724/753-6709.

In the business 3 years looking for a good stable position. Pleasant voice. Call Bill Smith, 614-264-6376.

Mature voiced announcer. Good sense of humor. 2 years local FM. New Jersey, Connecticut, Long Island area preferred. Part/full time. 3rd ticket. Lloyd Roberts, 9 W 73rd Street, NY 10023. 212-874-0936.

Experienced MOR/Country. Seeks air time with solid station. Managerial experience 2 yrs. Prefer western U.S. 815-932-8484.

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.

## Situations Wanted Announcers Continued

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.

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.

## Situations Wanted Technical

Director of engineering seeks group or Chief major market AM-FM. Thoroughly experienced administration, labor negotiation, directionals, stereo, recording, remote control, etc. Box J-163, 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.

Experienced AMDA, FM, stereo, experienced chief for smaller market, family, prefer South. Box K-39, BROADCASTING.

Operator-Engineer with first class license, contact Larry Scott, 408 East Altadena Drive, Altadena, CA 91001.

Transmitter, Audio, Automation. Send for resume, Ed Jurich, 2545 North Maryland, Apt. 110, Milwaukee, WI 414-332-4594.

## Situations Wanted News

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.

Aggressive young reporter. Major market experience. Will relocate. Box K-25, BROADCASTING.

Help! I tried engineering. Now want to get back to doing what I know best. Broadcast professional, looking for a major-medium market News Director-Operations Manager spot. Box K-52, BROADCASTING.

Newsman seeks stable organization. Top flight delivery, ability, P.B.P. sports, 1st phone, degree, married. Box K-56, BROADCASTING.

Sportscaster: Medium market radio-TV sportscaster seeks opportunity to increase play-by-play. Excellent credentials. Box K-61, BROADCASTING.

WTNJ regrettably losing fine newspaperman, Andrea Rose. We recommend her highly. She's interested in news at any station within 20 miles of Philadelphia. Interested? Call 215-671-1470.

Ohio. 7 years solid news background. BA English. Cliff Baechle, 602 LaReine, Bradley Beach, NJ 07720. 201-988-6765.

Aggressive, competent, hardworker, 3 years radio, desires news with future. Excellent style, delivery, degree, relocate] Alan Rosenblum, 111 School St., Acton, MA 01720. 617-263-0189.

Sportscaster: PBP in all sports, journalistic ability, vast knowledge of sports. Willing to relocate. Contact: Jack Bean, 403 W. King, Owosso, MI 48867, phone 517-725-5781.

Experienced Newswoman. All phases news gathering, writing, reporting. Interested in Philadelphia or suburban area. Call Andrea Rose, 215-671-1476.

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!!

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.

## 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

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.

Experienced Communicator. Eleven years radio—Management, programing, production, promotion, news, top-5 market jock. Some TV direction/production. Commercial photography. Teaching experience. Degree. First phone. Challenge me! W. John Huss, 203-289-4064.

First phone, 9 years' experience, MOR, Country, Contemporary. Excellent board and production. Desire P.D. 406-452-5732.

Communications graduate, 24, B.S. in R-TV/cine-photo. Seeks production position with potential. Two years experience, available now! Gary Skardina, 8330 Haskell #108, Sepulveda, CA 91343. 213-892-8964.

## TELEVISION

### Help Wanted Sales

Sales representative for tele-production services. Commission. Can be part time. D.C. area. Box K-59, BROADCASTING.

### Help Wanted Technical

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.

Beginner with first phone to train in television control room operation. Good working conditions and fringe benefits. Contact Program Director, WHRO-TV, Norfolk, VA 23508. Phone 804-489-9476.

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.

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.

Wanted immediately in Midwest. Experienced technician in operations and maintenance of video tape recorders, color cameras and systems. Experience as video tape editor essential. Salary commensurate with experience. Contact Bernie Green, Editel Inc., 1920 N. Lincoln, Chicago, IL 60614.

### Help Wanted News

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.

Wanted, meteorologist or weather person for Midwest medium-sized network affiliate. Prefer some broadcasting experience. Should have pleasant personality and be able to relate weather to people and their activities. Send resume and salary requirements. Box K-23, BROADCASTING.

Experienced director to direct award-winning news and public affairs programs. Must know news, switching and have strong leadership capabilities. Network affiliate, Midwestern market. Send full details and salary requirements. Box K-24, BROADCASTING.

Anchor. Midwest news oriented group operation needs working anchor. Experience preferred but will consider weekend anchor or radio news experience. Send all details first letter. Box K-33, BROADCASTING.

## Help Wanted News Continued

Anchorperson for weekday early and late news. Young, aggressive, dynamic personality for action news format. Medium market, Southeast. Send photo, resume and salary requirements to Box K-49, BROADCASTING.

Midwest Market wants News Producer. An organizer who knows news and how to correlate crews to gather the most and the best. Also reporter to learn photography as well. Box K-51, BROADCASTING.

Needed Immediately, experienced reporter/photographer. Send resume to News Director, KCRG Radio and TV, 104 First Street Southwest, Cedar Rapids, IA, 52404. No phone calls please. This is an equal opportunity employer.

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, 512-968-3131.

Expanding our News Department. Need good writer, voice for repertory work looking for an eventual co-anchor or anchor 6 and 10 block. If you feel you can fit the bill send all pertinent information to the undersigned marked confidential, including resume, video tape, or audio tape with picture, etc. regards. B. G. Robertson, vice pres. gen. mgr., KTHV TV, Box 269, Little Rock, AR 72203.

Foreign correspondent to cover Africa. Headquarter in Nairobi. \$18,000 salary. Send film, tape and resume to Mark Wodlinger, 508 Delaware, Kansas City, MO 64105.

Cameraperson for top flight Washington bureau. Low pay, hard work with public service minded group. 8K. Experience in local TV news. Send resume to: Capital Hill News Service, National Press Building, Washington, D.C. 20045.

### 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.

Commercial Production Director needed for small market, quality production station. Must be good on the board and at the tape machines and work well with clients as well as others in the station. Equal opportunity employer. Send resume and salary requirements to Box K-8, 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.

Film buyer/program director. TPS (TeleMation Program Services) expansion requires an experienced, bright, aggressive TV film buyer. Bob Weisberg, TPS (TeleMation Program Services), 50 East 42nd Street, New York, NY.

Immediate opening. Experience required in studio directing and remote television. Video tape presentation needed for review by hiring Executive Producer. For job particulars, contact Charlie Stopak, 202-686-3161. Equal Opportunity Employer.

### 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.

## Situations Wanted Management Continued

General Manager—Sales Manager—Program Director, etc., for large to medium market. Thoroughly experienced and successful all phases: station-ownership, management, sales-management—sales (national, regional and local), programing, film-buying, production, network newscasting-announcing (CBS), promotion; community involvement. Outstanding credentials! Since 1944 have practiced television 18 years; radio 12 years. Age 45. Degreed. Have stabilized several seriously-troubled stations and accelerated their development into very profitable, prestigious winners. Sales and programing specialist! Accustomed to formidable challenges and much responsibility. Aggressive, quality competitor ready for new challenge, offering opportunity to earn commensurate income. Can increase, substantially, your profits and prestige. Box K-7, BROADCASTING.

Troubleshooting General Sales Manager. I've had four successfully completed troubleshoots in markets through top fifteen. In each case, national and local results were dramatic and lasting. I build and train men and function best in trouble market and/or station situations, while building a sales department to function for the long-term. West or Southwest preferred, intermediate to major market. Box K-10, BROADCASTING.

### Situations Wanted Technical

17 yrs. TV. Strong in design, maintenance, supervision. C.E. or top studio position. 35, family, looking to future. Box K-26, BROADCASTING.

### Situations Wanted News

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 programing by-product. What can you offer? Box J-262, BROADCASTING.

Anchorman-Producer-Reporter currently anchoring in medium market desires competitive news department in major market. Box K-12, BROADCASTING.

Professional major market radio newsmen seeks opportunity to work hard as part of dedicated television news team. Box K-35, BROADCASTING.

Young, dedicated news director/anchorman seeks new challenge. Box K-37, BROADCASTING.

Reporter/Anchorman desires same in medium-large market. Degree, 3 years experience, excellent writer. Box K-38, 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.

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.

### Situations Wanted Programing, Production, Others

Producer/writer: Award winning, young, hard working; major market exper. in tape, film and remote, children's TV. Wants challenging creative position. Excellent references. Box J-174, BROADCASTING.

Producer/director, production manager. Creative ideas with practical approaches. Broad background in all phases of television broadcasting. Box J-189, BROADCASTING.

Promotion director. Creative production, print, sales know-how. Seeking progressive television operation vying for attention in their market. Box J-190, BROADCASTING.

Caribbean Broadcaster, experienced in production, news, announcing, swiching, 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.

Young man with B.A., 1st phone, film and TV experience, will relocate. Fast learner, prompt and responsible. Fantastic references and resume available. Looking for long term situation. Box K-16, BROADCASTING.

Top twenty PTV producer-director, masters, seeks production-administration position in medium market. Box K-34, BROADCASTING.

Available now, experienced graduate who accomplishes quality and creativity in TV production. Will relocate. 612-729-5546.

## CABLE

### Help Wanted Management

If you are a sales oriented problem solver with a recent undergraduate or graduate degree we would like to talk money and opportunity with you. Our position requires a knowledge of the cable/communications industry, and ability to deal with top corporate executives and a limited amount of travel. Confidentially reply to Box K-2, 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 Harms, 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 1/4th St., N.W., Atlanta, GA 30318.

Will buy a 10 watt transmitter or exciter, and a small board. Box 6501, Titusville, FL.

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

## FOR SALE EQUIPMENT

Used record library, 350 albums country, gospel, some rock. Over 1,500 45's. KSUZ Radio, Box 545, Port Neches, TX. 713-727-2177.

Consoles: Sparta A20B, McMartin B501. Cart: Spotmaster 405A. Reel: Ampex AG600B. Production Manager, KUOP-FM, 3601 Pacific, Stockton, CA 95211 or 209-478-2929.

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.

Marti. Immediate delivery from our inventory, reconditioned rotate pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Heliast-styroflex. Large stock-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Elegant, formica finished, cartridge storage systems. Dyma Engineering, Route 1, Box 51, Taos, NM 87571.

FM Translators: New low cost solid state FM Translator can mean extra revenue for FM Broadcasters. Contact us for money making facts. Terms available. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Antennas (used): Circularly polarized and horizontal. Check our antenna bank. Advise your needs. Terms available. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Offered for sale by State of Wisconsin Educational Communications Board, Dunn county, Wisconsin. 450 foot self-supported steel tower and 1100 square foot building located 8 miles northwest of Eau Claire, Wis. Ideal transmission site, appropriately zoned and located on highest elevation in the vicinity. The property is offered for sale by the State of Wisconsin. Bids will be accepted up to 2:00 P.M., C.D.S.T., 29 October 1974. For additional information contact Art McClure (608-266-1360), Bureau of Facilities Management, Department of Administration, Madison, WI 53702.

## For Sale Equipment Continued

Audio Consoles (used): Stereo and Mono in solid state and tube type. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Automation Equipment: Used automation systems in Stereo and Mono configuration. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Cartridge and reel to reel tape equipment (used): Cartridge playback and record-playback in solid state and tube, mono and stereo. (Spotmaster, Tape-caster, SMC, Gates, Collins, ATC, Sparta). Stereo and Mono playback and record-playback reel to reel units. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

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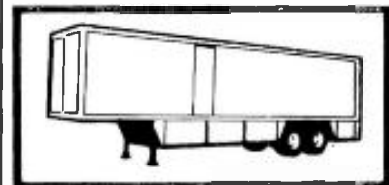
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# Profile

## A man for all new TV seasons: CPT's Dave Gerber

It's a tough life in Hollywood—one that produces the town's own special characters. One of them is Dave Gerber, executive vice president for worldwide production of what used to be Screen Gems and is now Columbia Pictures Television. He will say, half-jokingly, in his fast and raspy trademark voice: "My father prepared me for Hollywood. He worked in a slaughterhouse." Brooklyn born and bred, and a veteran of over 20 years in the television business, he has survived well in the rough-and-tumble arena of programming.

He began training early for his present occupation. He first went West as a young man to the College of the Pacific, in Stockton, Calif. He went for two reasons: "football and Hollywood." As to the first reason, he was an end out of Samuel J. Tilden high school in the Flatbush section of Brooklyn, and coaching at COP at the time was the late great, Alonzo Stagg. As to the second reason: "It was California. I always knew I was going to Hollywood, ever since I got my first taste of the movies at the Avenue D movie house."

College was good to Mr. Gerber. He refers to those times as his "student prince days." An all-around BMOC, he was on the football team, he was sports editor of the college newspaper with his own column and he had his own show on the campus radio station. He stayed on after graduation for two years as director of special events for the school's athletic department.

One of the people who had urged him to stay with COP was an executive with the Los Angeles office of BBDO who was also a trustee of the school. When it was time to enter the real world of business, he went with that ad agency, combining his earlier ambitions of football and Hollywood by serving as director of the Los Angeles Rams' radio and TV network and account executive for one of the team's broadcast sponsors, Burgermeister beer.

But even then he had his eyes set on TV program production. A television script he had written found its way through friends into the hands of a senior partner of the Famous Artists Corp., in Hollywood. This senior partner liked the script well enough, but he was more impressed with young Mr. Gerber and felt that he was just the man Famous Artists needed to get that talent agency into TV. Mr. Gerber was invited to join the firm. He did and spent most of his time packaging shows and giving Famous Artists "know-how about the advertising agency business."



David Murry Gerber—executive VP—worldwide production, Columbia Pictures Television, Los Angeles; b. July 25, 1930, Brooklyn, N.Y.; BA, University of the Pacific, 1950; television supervisor, BBDO, Los Angeles, 1952-57; executive, Famous Artists Corp., 1957-61; VP-television, General Artists Corp., 1961-65; VP-television sales, 20th Century-Fox, 1965-72; independent producer, 1972-74; present post, 1974; m. Laraine Stephens, June 12, 1970.

The firm later transferred him to New York where he was later wooed to General Artists Corp. for a vice presidency and a \$25,000 salary—"big money in those days," he says.

It was during his tenure at General Artists that he happened one day to be in the offices of 20th Century-Fox's Irwin Allen (producer of "The Poseidon Adventure"). On the office walls were color stills of the movie version of Jules Verne's "20,000 Leagues Under the Sea."

"And I said to myself," says Mr. Gerber, "that story belongs on TV." He made a co-production deal with Bill Self, then in charge of Fox TV, and sold the series to ABC. It ran for four years as *Voyage to the Bottom of the Sea*.

Meanwhile, Mr. Self, impressed with Mr. Gerber's abilities and feel for television, invited him to join Fox as sales manager. Mr. Gerber accepted, primarily, he says, because Fox was a producing studio and the job meant he would be back in Hollywood again. (He actually was only back in Hollywood half the year; the other half he spent in New York or "going back and forth like a shuttle.")

The seven years he spent with Fox, where he became a senior vice president, were his "greatest years," he now says. He says it was a transitional period for Fox—a movie studio moving heavily into TV.

But after all that, he still had his

yen for production. ("And," he adds, "I was tired of living in hotels.") So, in 1972, he established David Gerber Productions as an independent production firm. And, in association with Columbia Pictures Television (then Screen Gems), his firm was responsible for four series currently running in prime time: *Police Story* (now in its second year), *Police Woman* and *Born Free*, all on NBC, and *Nakia*, on ABC.

Altogether, Mr. Gerber says he has sold more than 50 shows to the networks in his career. Yet he feels like a dying breed: "You can't go in like [CPT President] John Mitchell and I used to, with a reel of film under your arm, and sell an advertiser and a network. TV has gotten too complex for that today."

It's not only TV program selling methods that have changed over the years. The programming itself has undergone sweeping changes since the fifties, he says. "You can talk about *Playhouse 90* and all that," he says. "Certainly they had their impact in their days. I think, though, we have much more mature programming today. We get involved in much more provocative or adult material. I think we push back some of the shadows in our shows."

As to the form of future programming, he says there is no question that in years to come, 25% of original prime-time programming will be in the two-hour or mini-series format.

Dave Gerber wasn't always on such sure footing. Hollywood is, after all, a tough town.

In 1972, his independent firm had three series running on the networks—*Nanny and the Professor*, *The Hope Lange Show* and *Cade's County*.

But then, as he says, "Senator Pastore got very disturbed about violence and CBS had *Mission: Impossible* and *Gunsmoke* and about six other hours of violent-action shows." *Cade's County* was out; *The Waltons* was in in its place. ABC switched low-rated *Nanny* from its Friday night slot to Monday, where it died, and the *Hope Lange Show* was faltering and headed off the air.

The usually ebullient Mr. Gerber says he was "kind of down and talking to myself. Kind of rocky and disturbed."

But the call came from John Mitchell to hook up with CPT. "And I said to him," Mr. Gerber says, "'maybe you don't want me. I'm off the air for the first time in 15 years.' and he said, 'Are you stupid?'"

He went with John Mitchell as an independent producer, still feeling down, but he was soon back in the Hollywood swing. "I got calls from agents and ad agencies and they laughed at me when I said I wasn't sure I had the touch any more. And then I realized it was a hell of a good business."

# Editorials

## A breath of air

NBC has earned the gratitude of all broadcast journalists by refusing to submit to an FCC ruling that a documentary on private pension plans had violated the fairness doctrine. An appellate court reversal of the ruling (*Broadcasting*, Sept. 30) will probably make the practice of broadcast journalism a little easier for everyone.

Sad to say, however, the principle of federal surveillance of radio and television journalism is left undisturbed. Indeed the court explicitly disavowed consideration of the First Amendment issues raised by NBC. The court said it was enough to find that the FCC had misapplied the fairness doctrine.

Limited though the decision may be, it could dislodge the FCC's complaints and compliance staff from the national news director's chair it was beginning to occupy. The decision seems to say that the FCC is prohibited from second guessing just any editorial judgment, that the broadcast journalist must be left free to exercise reasonable discretion in the subjects chosen for coverage and the treatments that they get.

But unless the bureaucratic urge to regulate is restrained by stronger language than has now come from the appellate court, the old case-by-case accretion of control will reassert itself. Broadcast journalists have recovered some of the independence that they have been denied. The independence that the Constitution would accord them can come only with elimination of the fairness doctrine and the law containing it.

## The holdups on M Street

FCC approval of Storer's acquisition of KCST(TV) San Diego, announced last week, must have been one of the actions FCC Chairman Richard E. Wiley had in mind when he said the commission needed a new policy on licensee concessions to citizen groups (*Broadcasting*, Sept. 30). The Storer experience in San Diego illustrated the effects of present FCC policy at its one-sided worst.

After contracting to buy the station, Storer was subjected to a series of escalating demands from minority groups and local feminists. At one point it reached what it thought was a settlement only to discover that seasoned "public interest" lawyers had taken charge and that the National Organization for Women had been persuaded to intercede. The settlement that was ultimately reached as a condition of NOW's withdrawal of a petition to deny the transfer gave NOW just about everything but the keys to the men's room.

Storer is only one in a growing company of transfer applicants that have acceded to ever more outrageous ransoms for withdrawals of petitions to deny. Capital Cities pioneered the big concession with its \$1 million settlement with minorities to unplug its \$110 million purchase of Anenberg properties several years ago. The same Citizens Communications Center that represented NOW in the Storer case negotiated the Capcities arrangement.

As matters now stand, no transfer applicant is in a position to withstand demands from any citizen group that can recruit a foundation-supported lawyer. While negotiations go on, sale contracts can expire, market conditions can change, sellers may find better deals. It's time the FCC took the gun out of the obstructionists' hands and gave reasonable protection to buyers.

## Listener's choice

It used to be, as has been remarked on this page before, that FM was more a cult than a communications medium. The FM pioneers tended to be engineers more acutely tuned to the technical fidelity of FM transmission than to the realities of a market place that responded more to content than to signal quality. It was a long while before the realization dawned that FM was radio and was therefore in competition with AM for audience and advertising.

As a good many AM operators will now testify, FM competition is a contemporary fact of life. And indeed more and more operators of AM-FM combinations are turning loose the FM's to do their own and frequently profitable thing.

The agenda of this week's convention of the National Association of FM Broadcasters is another sign of the times. Most of the subjects to be discussed and workshops to be held could as well apply to AM as to FM. They will deal with the basics of radio operation.

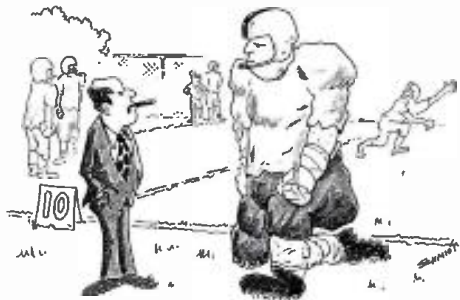
All of this is another mark of the vitality of the U.S. radio system, which thrives by seeking out and satisfying a multitude of publics within the total population. FM and AM represent the art of communication at its pluralistic best.

## Collision course

In a time of fading taboos, it was inevitable that experimentation in television themes would evoke adverse reactions. So far this season it has happened to NBC-TV's "Born Innocent," a film made for TV, and to an unaired episode of ABC-TV's *Marcus Welby* series.

"Born Innocent" was criticized for its depiction of a young girl's violation with a broomstick, by TV standards a graphic scene. *Welby* is the target of homosexuals who say that they are unfairly stereotyped in an episode on child molestation. In both cases most advertisers with pre-purchased positions in the shows dropped out, to be replaced by others. Stations have variously handled clearances or disclaimers. It is, in short, the system working as it should work.

As long as network program authorities avoid sensationalism, television may safely extend its range. Not all advertisers or affiliates may agree with decisions that the networks make. Nor should they. Networks must go on testing the boundaries at the omnipresent risk of going farther than some think they should.



Drawn for *Broadcasting* by Jack Schmidt

"... Sorry, Nolan, but I couldn't get you a panty-hose commercial. . ."





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