

TV's biggest year recorded, bigger one in works
Support for license renewal relief emerges from OTP

Broadcasting Sep 2

The newsweekly of broadcasting and allied arts

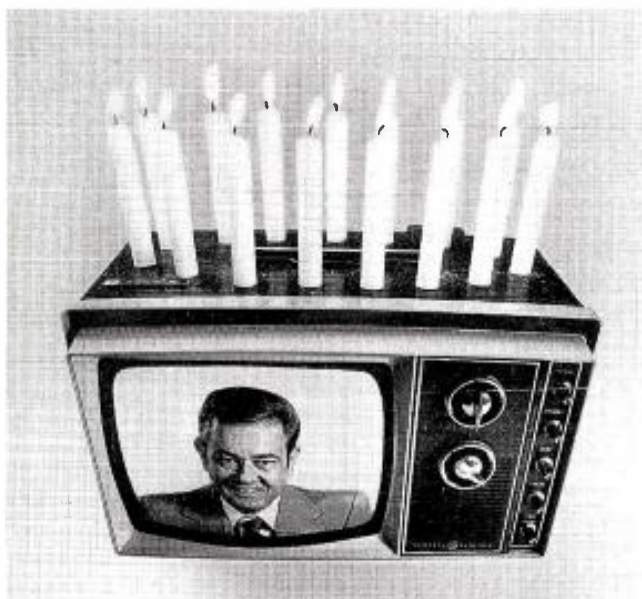
Our 43d Year 1974

Sept. 2, 1974

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NEWSPAPER

Our 6 o'clock news has a 15-year-old anchorman.



Anchorman on KPRC-TV's 6 o'clock news is Larry Rasco.

He's been turning on Houston viewers for 15 years, because that's how long they've been tuning him in.

Fact is, Larry has more on-camera experience than any other Houston TV news personality.

What's the secret of his success?

Maybe it's because Houston is Larry's home-

town and he knows how to report hometown news.

Or that he's a familiar face people know and trust.

Could Larry Rasco's success be because KPRC TV has won more news awards than all the other Houston stations combined?

Or because he has Houston's most experienced news organization backing him up?

Or that he works beside some of the best news people in the country?

It might even have something to do with the fact that KPRC has the finest new broadcasting facility in America, but we doubt it.

We think the real secret for Larry Rasco's success is Larry Rasco.

KPRC TV HOUSTON

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES
NBC AFFILIATE

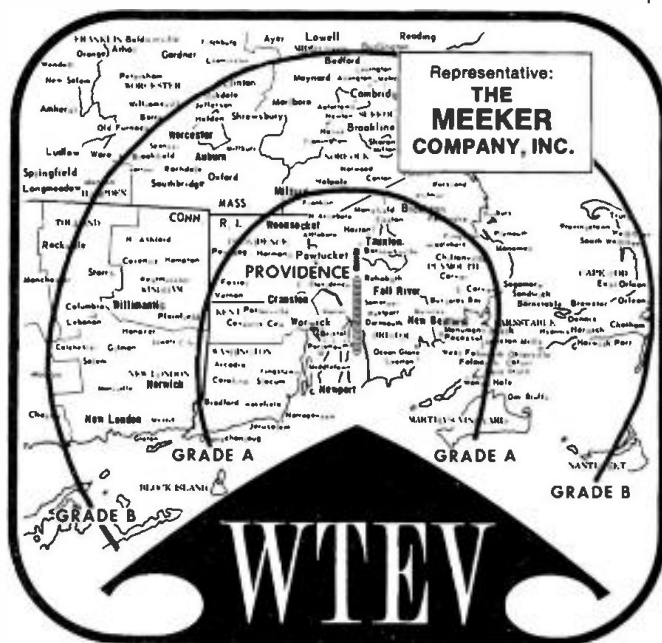
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Three Great Symbols of Recognition

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



WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel



STEINMAN TELEVISION STATIONS

WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit®

Busy, busy staffers. Strategy to obstruct license renewal relief long enough to avoid final action in this session of Congress was shaped, it's now learned, at secret meeting called by Albert H. Kramer, president of National Citizens Committee for Broadcasting, now on leave to act as registered lobbyist against renewal bills. Attending meeting were aides of Senators Edward M. Kennedy (D-Mass.) and Philip A. Hart (D-Mich.), both members of Judiciary Committee, and lawyers from Justice Department who took day's leave so they could claim to be acting unofficially.

Out of meeting came letter from Senator Kennedy to Senator Hart, who is chairman of Antitrust Subcommittee, raising antitrust question about provision of House-passed renewal bill prohibiting case-by-case attacks on broadcast ownerships that conform to FCC rules. Mr. Hart's orchestrated reaction was to talk to Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, which has primary jurisdiction, about referral of bill to Antitrust Subcommittee if ownership provision stayed in. Referral, it's thought, would stall things long enough for 83d Congress to adjourn.

In transition. Former FCC Chairman Dean Burch who went to work for President Nixon last March can be expected to remain in White House service of President Ford at least until election day. He is helping to plan President's participation in political campaigns. After Nov. 5, there are no commitments between him and Mr. Ford.

Another broadcast-associated figure in Nixon administration, Richard A. Moore, who was special counsel to President, has been on vacation since Mr. Ford's swearing in. One-time head of KTTV(TV) Los Angeles and later venturer in cable TV, Mr. Moore is expected to leave White House staff soon after return from vacation.

Expert advice. Old hand reappeared at White House last week. Herbert G. Klein, one-time Nixon director of communications and now Metromedia corporate VP in Los Angeles, was called in Thursday to discuss public affairs. He conferred first with Jerry terHorst, press secretary, and later with President Ford, whom he has known since he was press secretary to then Vice President Nixon. Mr. Klein won't join new administration (he's under contract to Metromedia for two more years), but he'll be conferring as outside adviser.

Attacking backlog. FCC Chairman Richard E. Wiley is looking forward to busy fall in which major items of business will be considered and, if things go according to plan, disposed of. First issue pencilled in for attention is newspaper-broadcast ownership. Commissioners will discuss it next week and chairman hopes they will be in position to instruct staff to draft final report and order. Chairman has forecast conclusion of long-pending rulemaking before end of year.

Other matters chairman feels commission can handle before Dec. 31 include review of prime-time access rule in light of appeals-court decision, children's television programming, cable-television station crossownership and pay-

cable antisiphoning rules. FCC is to be asked to agree at meeting this week on agenda for action on major items. With long-range schedule laid out, Mr. Wiley hopes members will be prepared to vote as matters come up.

Hunt still on. Search for new head of Television Bureau of Advertising resumes next week, and some members think it could end shortly thereafter. Search committee, headed by William B. Faber of WFLA-TV Tampa, Fla., which interviewed nine prospects at last session ("Closed Circuit," July 29), has few more on its agenda. Then it may settle down to nominate most likely successor to President Norman E. Cash, elected vice chairman in anticipation of new chief executive. Though they'd like to wrap up search soon, however, TVB leaders emphasize who is more important than when. If necessary they have at least until TVB's annual meeting in mid-November.

Tinkering with cable bill. Office of Telecommunications Policy will reshape parts of its draft of cable television legislation to meet at least some of Justice Department's objections. FCC Cable Television Bureau staffers who met with OTP officials last week were given impression that OTP would, at minimum, drop provision that specifically authorizes FCC to continue in force its antisiphoning rules (which Justice opposes) and would move to meet Justice's complaint about provision that grandfather existing cross-ownerships of cable television and television stations.

OTP will not complete redrafting until it receives FCC's comments, which are not expected for week or two but are known to be critical, at least in draft form. But OTP officials feel commission's input will be useful.

On TV? Highly placed CBS sources say hottest development property they have for 1975-76 season is half-hour version of hit satirical western movie, "Blazing Saddles" (1974). Warner Bros. Television will film pilot. "This could be another hip, irreverent TV series like the one we developed from the movie 'M*A*S*H,'" said CBS source. Still undetermined is whether movie's director and co-writer, Mel Brooks, will be involved in series.

Center ring. There may be some skilled parliamentary maneuvering over performers'-rights section of copyright bill (S. 1361) when legislation hits Senate floor, tentatively on Sept. 5, day after return from Labor Day recess. Senator Hugh Scott (R-Pa.), ardent supporter of legislation's Section 114, which would incorporate rights for record manufacturers and performers and establish fees to be paid by broadcasters, is attempting salvage in face of amendment by Senator Sam Ervin (D-N.C.) to kill all parts of bill pertaining to rights of performers, manufacturers.

It isn't clear what tactics Senator Scott, who's minority leader, has in mind, though there's some talk of attempt to postpone action on 114 until next session of Congress. Whether that can be done without postponement of action on all other parts of complex legislation too isn't known. New right for record manufacturers and performers was voted into bill by Senate Judiciary Committee, later modified by Senate Commerce Committee to exclude broadcast-er liability.

We have to train new people...

There really are no alternatives. No matter what size radio station you have, there are continuing requirements for the training and orientation of new personnel.

You sometimes wish you could bring in people who may have background in areas other than radio, for a great deal less money, and train them to sell radio—right now!

But by the time you bring them in, spend hours, or weeks of your time orienting them to radio, aiming them in the right direction—just getting them to understand the *basic fundamentals* of the industry—even *before* you can really gear them *your way*—hundreds of hours can be eaten up. Time you would ordinarily have spent in handling the thousands of details of your own responsibilities—let alone having to be involved with training and orientation.

The result is that you search for experienced people in the field, whom you don't have to adjust to radio—but whom you have to pay double what they may be worth, just because they have a passing acquaintance

with a rating book or a Traffic Department.

RKO General Radio faced the same problems but we decided to do something about it. We put together a sales training course... geared specifically to selling radio. It took over fourteen months and thousands of dollars. We figure it will save our General Managers and Sales Managers tens of thousands of dollars in *training time*—as well as making our present salespeople the finest sales-producers in broadcasting.

It will also open up opportunity and encourage the hiring of new people into the radio industry.

The course has twelve cassettes, a printed text, and worksheets, all beautifully designed and packaged for use by our new, and veteran, personnel at any time—while driving, or shaving, or eating at home, or before retiring at night. It can be used and absorbed at any time. That's important!!

Here's the table of contents:

- I. THE FACULTY
- II. ACKNOWLEDGEMENTS
- III. INTRODUCTION
 - A. The Purpose of the Course
 - B. The Uniqueness of Radio
 - C. How to use the course

THE HISTORY OF RADIO

- 1. The Beginning
- 2. The Explosion of wireless communication
- 3. The early uses of Radio
- 4. The seeds of regulation of the air waves
- 5. The financial side of radio's history
- 6. The effects of television
- 7. The FM Revolution
- 8. The Future of the Medium

RADIO STATION ORGANIZATION—HOW A STATION OPERATES

- A. Introduction
- B. The Sales Manager
 - 1. Local Sales
 - 2. Retail Sales
 - 3. National Sales
- C. The Program Director
- D. The Chief Engineer
- E. The Business Manager, Controller, or Bookkeeper
- F. The Traffic Manager
- G. The Continuity Director
- H. A Typical Operation Sequence
 - 1. The Promotion Director
 - J. The Public Service Director
 - K. The General Manager
 - L. Summary

PROGRAMMING

- A. What is a Format
- B. The Formats of Radio
 - 1. The Different Formats
 - a) All News
 - b) All Talk
 - c) Beautiful Music
 - d) MOR (or Middle of the Road)
 - e) Progressive
 - f) R&B or Soul
 - g) Country and Western
 - h) Top Forty or Contemporary
 - i) All Oldies
 - j) Foreign Language
 - k) Classical Music
 - l) All Religion
 - 2. Automated Formats
- C. What makes a successful format in a given format field?
 - 1. Reasons for establishing a format
 - a) Specific Audience
 - 2. How does a format influence a given market and vice versa?
 - 3. What, besides market influences, affects a format?
 - 4. The Function of a Program Director as it relates to a format—How it ties together with sales.
 - 5. How is a format used as a selling tool?

BROADCAST ENGINEERING

- 1. Introduction
- 2. The Chief Engineer
- 3. F.C.C. Rules

4. The Engineering Layout—Tracing the Sequence

- A. AM Stations
 - 1. Non-Directional
 - 2. Propagation
 - 3. Location
 - 4. Blanket Interference
 - 5. Directional Antenna Systems
 - 6. Ground Systems
 - 7. Skywave vs. Groundwave
 - 8. Transmitter
 - 9. Modulation
 - 10. Classes of AM Stations
 - 11. Coverage Maps—AM Stations
 - 12. AM Coverage Map Contours
 - 13. Night Coverage vs. Day Coverage
 - 14. STL's
 - 15. Signal Processing
- B. Frequency Modulation (FM)
 - 1. FM Propagation
 - 2. Stereo
 - 3. Quadraphonic
 - 4. SCA
 - 5. FM Antennas
 - 6. FM Zones
 - 7. Classes of FM Stations
 - 8. Antenna Polarization
 - 9. Power vs. Height
 - 10. FM Coverage
 - 11. Advantages of Dual Polarization
- C. Remote Control of Radio Transmitters
- D. Studio Operation and Facilities
 - 1. The Control Room
 - 2. The Microphone
 - 3. Studio Acoustics
 - 4. Turntables
 - A. Cueing Records
 - 5. Magnetic Tape Recorders
 - A. Reel-to-Reel Recorders
 - 1. Editing Tape
 - B. Cartridge Tape
 - 6. Talk Shows
- E. Engineering Glossary of Tape Recorder Terms (Worksheet Questions)

BASIC FUNDAMENTALS OF SELLING RADIO

- 1. Planning
 - A. Plan your day in advance
 - B. Planning your day
 - C. Plan your time
 - D. Use of the telephone
 - E. Force yourself to be in front of the prospect
 - F. Interruptions
- 2. Setting Goals
- 3. Keeping Personal Records
- 4. Avoiding Procrastination
- 5. Reviewing Your Product
- 6. Qualifying Your Prospect—And Yourself!
- 7. Credit Files
- 8. The Client's Needs
 - A. Researching the client
 - B. Developing Need for your product
 - C. Tailoring your presentation
 - D. Planning
- 9. Your Appearance
- 10. Your Attitude
 - A. "Positive" Selling
 - B. "Positive" Listening
 - C. Like People
 - D. Pride in your Company

11. Specific approaches during a sale

- A. Sell your market
 - B. Know your competition
 - C. Compliment your competition
 - D. Mix fact with enthusiasm
 - E. Eye-Ball your target
 - F. New Ideas
 - G. Buying Signals
 - H. Never lie
 - I. Use the Profit Motive
 - J. Sell the Secretary
 - K. Price
 - L. Prospect Agreement
 - M. Refreshing your prospect's interest
 - N. Selling the Sizzle
 - O. The Million-A-Year Spender
 - P. Dealing with Negatives and Potential Negatives
 - Q. Broadcast your success
 - R. Meeting the objections
 - S. Price objections
- 12. Do's and Don'ts on the Firing Line
 - A. Price
 - B. Persistence
 - C. Ask for the order
 - D. Criticism
 - E. Arguing
 - F. Asking for more
 - G. Asking "Why"?
 - H. Summarize your points
 - 13. Basic Sales Philosophy Summary
 - A. Researching New Accounts
 - B. Favorite clients
 - C. After-sales service
 - D. The Market is down (Worksheet Questions)
- ### RESEARCH
- 1. History of Radio Research
 - 2. ARMS
 - 3. GOALS
 - 4. Sampling
 - 5. Current Measuring Companies
 - (A) ARB—How it works
 - (B) PULSE—How it works
 - (C) Hooper—How it works
 - 6. The differences and the pitfalls
 - (A) Sampling
 - (B) Response
 - 7. Summary
 - 8. What is a Rating?
 - 9. What is a Share?
 - 10. Average 1/4-Hour
 - 11. What is a Cume?
 - 12. How do Rating's, Shares, and Cumes relate to each other?
 - 13. Turnover
 - 14. Gross and Net
 - 15. What is Reach?
 - 16. Net Reach
 - 17. Cume Combinations
 - 18. What is Efficiency?
 - 19. How to compute efficiency at a dollar level
 - A. CPM's
 - B. Cost per Thousand Reached
 - C. Cost per Rating Point
 - D. Listeners per Dollar
 - E. Cost per 1%
 - 20. Reach and Frequency

21. New Systems using rating data

- B.A.R.F.E.
- Batch Systems
- On-Line Systems

22. How to use systems

- Problem and Solution #1
- Problem and Solution #2
- Problem and Solution #3

(Worksheet Questions and Answers)

How to Use a Rating Book

Sample Rating Book—Pages 1-15

THE WRITTEN PRESENTATION

- Introduction
- Different Presentation Forms
- Purposes for a Presentation
- Ingredients

- The mechanical side of a presentation
 - Accuracy
 - Length
- The logic of a written presentation
- Presentations versus Proposals

5. Sample Presentation #1

6. Sample Presentation #2

7. The "Numbers" Presentation—Sample Presentation #3 (Worksheet Questions)

RETAIL SELLING AND PROSPECTING

- Introduction
- Definition
- Approach
 - The Wrong Way
 - The Right Way
- The Language
- Being a Retail Salesperson
 - Foundation and Structure
 - The Rewards
- Prospecting for Retailers
- Getting an Appointment
- The Sales Presentation
 - The Pitch
- A Sample Retail Presentation
- The Final Touch
- Summary
- An Easy Guide to Retail Radio Advertising (Worksheet Questions)

MERCHANDISING

Introduction and Definition

Who uses it?

- Participants and their functions

- The Client
- The Broker
- The Distributor
- The Retailer

5. The Agency

B. Researching problems and needs

C. The Tools of Merchandising

- Letters to the Trade
- Point-of-Sale Aids
- Hard-goods and services promotions
- The 30-30 Plan

D. Legal ramifications (Worksheet Questions)

CO-OP ADVERTISING AND HOW TO GET IT

- Co-op defined
- Who uses Co-op
- The abuses of Co-op
- Correcting Co-op abuses
- Co-op goals
- How to get Co-op Advertising
 - Where to find prospects
- How to apply Radio
- Research and follow-up
- Summary (Worksheet Questions)

CLIENT SALES PROMOTION PROMOTIONS THAT BUILD AUDIENCE—THE PACKAGE TECHNIQUE

- Introduction
- Radio is a companion
- The client's framework
- Involving the client
 - Advertiser patterns
- Involving the audience
- What a promotion must motivate
- Working with Programming
- The tools of a Sales Promotion
 - Involving other station personnel
- The planned promotional calendar
- The Creative Ideas and their Execution
 - The Picnic
 - The Specific Targets
- Pricing the Promotion
- The specific Peripheral Targets
- Prizing your promotion
- Recapitulation
- Other promotion ideas
 - Halloween
 - The Fortune Cookie
 - Little League
 - Odd-Ball Olympics
 - The Student Promotion
 - The Family Tree
 - The Mystery Car
 - The Surt 'N Sand Promotion

I. Promotion Titles (Worksheet Questions)

COMPETITIVE MEDIA

1. Introduction

A. Media your client may be Using Analysis

2. Pricing of competitive advertising media

- Newspapers
 - Pricing
 - Circulation
 - Audit Bureau of Circulation
 - Training the client
- Television
 - Structure of television sales
 - Television ratings
 - Who watches television
- Billboards
 - How Billboards are sold
- Circulars
 - Who uses Circulars
 - The pricing of Circulars

E. Direct Mail

- Who can receive Direct Mail
- The pricing of Direct Mail
- How Radio People can use Direct Mail

F. Transit Advertising

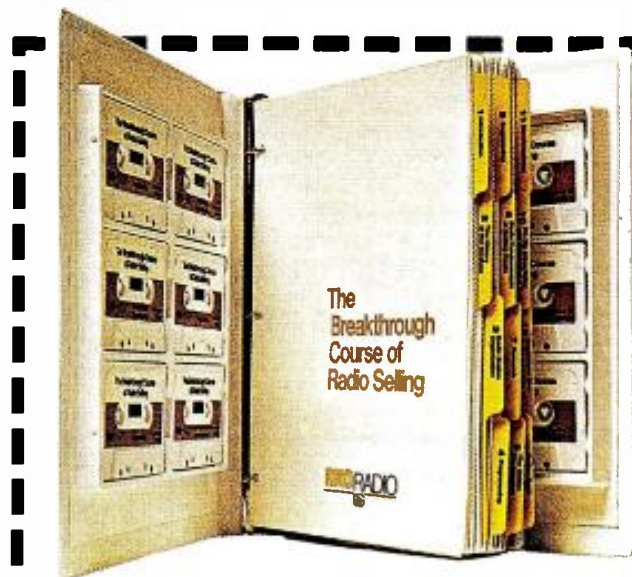
- What is Transit
 - Bus Transit
 - How Transit is sold
- Skywriting

3. Summary (Worksheet Questions)

ADVERTISING AND SALES PROMOTION

- Definition
- Sales Promotion on an Advertising theme
- Sponsor-Involvement On-Air Sales Promotions
- Sales Promotion functions involving groups
- Internal Sales Promotion
- Advertising as a Sales Promotion tool
- Which media are available
- Advertising geared to soliciting listeners
- The choice of media
- The Key to Advertising and Sales Promotion Success
- The Promotion Director
 - Controlled creativity
 - Trades
 - Expense Control
 - Public Relations
 - Summary (Worksheet Questions)

IV. WORKSHEET ANSWERS



We've decided to offer this course for sale to other broadcasters.

The cost is minimal... \$250.00 for one complete set, or \$225.00 each for three sets or more.

If you compute what your time is worth, add to it the amount of salary saving you can effect by hiring non-broadcast people and training them through the use of this course to become fast income producers, and then figure in a potential income rise from your present staff of from 5-40%... you may see why the Breakthrough Course of Radio Selling could be the best bargain you ever invested in. Its not a substitute for the training you can give them but rather a device to compress time for you and them.

We've also made arrangements with American Express, Master Charge, and BankAmericard, whereby you can charge the cost of the course to your credit card account.

We believe in thorough training; we believe in using time to the best advantage; we believe in making the most money we can through the use of the best people we can hire and train.

If you believe in the same things for your station, you should order "The Breakthrough Course of Radio Selling" today.

PLEASE SHIP ME _____ COPIES OF THE "BREAKTHROUGH COURSE OF RADIO SELLING."

I enclose \$ _____ (\$250.00 for one, or \$225.00 each for three or more)

(California residents add 6% sales tax)

☐ Check ☐ Cash ☐ Money Order

Please Charge ☐ Master Charge (Interbank No.) ☐ ☐ ☐ ☐

to my: ☐ BankAmericard ☐ American Express

Please fill in your Account Number

Expiration Date: _____



NAME _____

STATION _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

SIGNATURE: (Credit Card Order Not Valid Without Signature)
Please Allow 3 to 4 Weeks for Delivery.

To: **RKO General Radio**
6255 Sunset Boulevard, Suite #724
Los Angeles, California—90028

Top of the Week

Black ink. *Television's finances never looked better than in 1973, when revenues climbed by 9% to vanquish four-year-old record. And according to nearly everybody polled in a Broadcasting canvass of network, station and rep executives, 1974 promises to be bigger year. This issue also includes the major portions of FCC's newly released 1973 TV financial report, which puts all the figures in perspective. Page 14.*

Skeptic. *"Not just any bill will do," said OTP spokesman in reference to pending license renewal legislation. The office doesn't like what it sees on Hill, where renewal bill is threatened with major revisions to avoid its referral to Anti trust Subcommittee. NAB shares same feelings, indicating a menage a deux could be in making. Page 23.*

Backfire. *FCC's efforts to put the heat on XHIS and XHERS — Tijuana FM's beaming at San Diego market — by intercepting their American program supplier could have negative ramifications. Tack taken by agency, some think, could strain international relations. Page 24.*

Mixed emotions. *FCC's proposal to place further limitations on AM-FM duplication draws diverse response from broadcast interests, uniform support from citizens. Page 24.*

Branching out. *New program schedule of Public Broadcasting Service sets new standards of quantity, diversity, with offerings ranging from Italian cooking class to anthology of Japanese films. Page 27.*

Premium problems. *FTC gets it both ways over its proposal to remove premium advertising aimed at children from TV commercials. Page 29.*

Eye of beholder. *NCTA thinks film producers' suggestion that FCC temporarily suspend antisiphoning rules is a fine idea. NAB doesn't. Page 32.*

Going slow. *Despite resumption of pole-attachment negotiations after lengthy hiatus, NCTA and AT&T get next to nowhere at initial session. Page 33.*

Unimpressed. *Cable industry's attempt to use fairness doctrine to deter broadcasters from taking antisiphoning fight to viewers wins no support from FCC staff, which dismisses NCTA fairness complaint against WCBS-TV New York. Page 34.*

Good omen. *With 500 advance registrations, RTNDA's Montreal convention promises to be record-breaker attendance-wise. With such notables as FCC's Wiley, ABC's Lowery on agenda, it shouldn't do poorly quality-wise either. Page 34.*

New problems for Teleprompter. *Nation's largest cable firm hit with \$12-million class action suit charging price-rigging in sale of securities. Meanwhile, Teleprompter reports its finances, while still on down side, are leveling off. Page 38.*

Done. *After eight months of delay, Pacific & Southern, Combined Communications will finally merge, as former's shareholders render approval. Page 38.*

Answer man. *NAB General Counsel John Summers is one of those introspective types without whom nothing works. A Broadcasting "Profile." Page 57.*

Viacom named in breach-of-agreement suit

CATV Development Corp., cable-financing organization based in Princeton, N.J., has filed \$12-million suit against Viacom International, one of leading CATV operators and program syndicators, charging Viacom breached agreement to develop and eventually acquire Salt Lake City cable system and conspired with others to freeze CDC's interests out of cable competition in Salt Lake. Viacom President Ralph M. Baruch and Senior Vice President James M. Leahy were also named defendants. KSL-TV and KUTV(TV) Salt Lake City, multiple cable owner Telecommunications Inc. and Salt Lake franchise holder Community Television of Utah were among several named as coconspirators but not defendants.

Suit, filed in U.S. Southern District Court in New York, purportedly traces back to complex three-way agreement in which Viacom agreed to manage development of Salt Lake system partly owned by Globe Inc. and partly by subsidiary (*Broadcasting*, Feb. 12, 1973). Complaint names Globe as defendant, saying it should be plaintiff but had not agreed to become one, and asks court to make it plaintiff under rules of civil procedure.

Viacom called suit "unfounded and totally without merit" and said it would "fight it vigorously" and "is confident that [Viacom] will prevail." Development of Salt Lake cable system involved, Viacom said, "proved infeasible."

Do-it-yourself cable audience

Locally originated cable programming, if of acceptable quality and promoted effectively, can attract significant viewer interest. That's conclusion of study released last week by Modern Talking Picture Services Inc., New Hyde Park, N.Y. Study was conducted by Throckmorton/Satin Associates, New York. Immediate objective of project was to test impact of MTPS's "Modern Cable Network," package of three series it has placed on more than 50 U.S. cable systems. Cable officials, however, are pointing to results as indicating viable audience for local cable fare.

Survey was conducted among 3,066 cable subscribers at systems in Mankato, Minn.; West Palm Beach, Fla.; Reading, Pa.; and Florence, Ala., during two-week period last spring. Programs — *Sports & Travel*, *Cable Journal* and *Home Digest* — were promoted on systems' cablecasting channels and in outside media during test period. Survey found 26.1% of respondents had watched at least one of shows.

In Brief

Emphasis in 1973 on TV. Top-100 national advertisers of 1973 spent \$3.9 billion in media, with almost \$2.6 billion or 65.3% of that amount going into television. Total of 84 of top 100 made TV their basic medium, 79 put more than half of their media dollars into it and 38 spent more than \$20 million each in it. Of \$7.6 billion spent by all national advertisers, \$3.5 billion (45.8%) went into TV. These are among facts and figures in Television Bureau of Advertising's "TvBasics No. 17," annual compilation released Friday (Aug. 30).

California connection. Foote, Cone & Belding, New York, with 10th largest broadcast billings in U.S., will merge Jan. 1, 1975, with Honig-Cooper & Harrington, San Francisco, 38th in broadcast billings. Latter agency reported billings of \$36.8 million in 1973, of which some \$23 million was broadcast-related. FC&B's 1973 billings totaled \$326.5 million, including some \$122 million in radio-TV. San Francisco offices of FC&B and HCH will be combined, but agen-



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KKDJ-FM
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KOST-FM
ERP 12.5 KW

KXTZ-FM
ERP 105 KW

KEZM-FM
ERP 34 KW

KAGB-FM
ERP 3 KW

KJOI-FM
ERP 75 KW



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95828

Snake oil from Snake River. Broadcast coverage of Evel Knievel's leap over Idaho's Snake River canyon Sunday (Sept. 8) has created stir in Congress and at FCC. ABC-TV plans delayed telecast of event on *Wide World of Sports* on unannounced date whether or not Mr. Knievel lives through it.

Representative John Murphy (D-N.Y.) has enlisted 20 co-sponsors in joint congressional resolution directing FCC to prohibit any broadcast of event. FCC Chairman Richard E. Wiley last Friday (Aug. 30) told Congressman Murphy that commission intervention would violate anticensorship provisions of Communications Act and would run afoul of First Amendment. Mr. Wiley also said commission can't prohibit closed-circuit pay-TV coverage, which promoter, Top Rank, has booked into hundreds of public showplaces.

Idaho Land Board scheduled auction to purvey live broadcast authority last week — its reasoning being that canyon jump will take place on public land, thus making access to event matter of state discretion. Knievel camp threatened to cancel jump if state awarded rights to anybody. This caused CBS — which had offered \$50,000 for live coverage rights — to pull out of running.

cies' Los Angeles offices will remain separate. Combined West Coast activity of agencies is estimated to amount to \$92 million in western billings along. Merger was initiated by "letter of intent" with final approval to be given by shareholders.

Y&R and regionals. Young & Rubicam International, New York, and Rives, Dyke & Co., Houston, announced they plan to merge, with Houston agency becoming Rives, Dyke/Y&R. Latter will be part of regional agency line-up known as Y&R National and is expected to represent \$1.5 million of Y&R National's anticipated \$9 million in gross income this year. Jean William Brown continues as president and chief executive of Rives, Dyke; J. Eugene Hart Jr., Y&R senior executive VP and head of Houston branch, will also serve as chief operating officer of Rives, Dyke.

Both ways. National Collegiate Athletic Association has approved change in 1974-75 television plan to permit tape-delayed telecasts of Saturday football games to start at 10:30 p.m. instead of 11 p.m. Seavers Peters, chairman of TV committee, said change recognizes that most collegiate night games now start at 7:30 p.m., thus eliminating conflict that mandated 11 p.m. embargo. Also, he noted better built-in audiences: "Many stations carry news from 10 to 10:30 p.m. and a game can now be seen immediately following when sets are already tuned in."

Musicians buy it. American Federation of Musicians President Hal C. Davis announced Friday (Aug. 30) that membership has approved three-year agreement retroactive to last Aug. 1 negotiated last month with Motion Picture Association of America covering movies and TV films. Main provisions include increase of 8% (for first 18 months) in current \$76.30-per-day wage rate, with additional 9% increase for final 18 months. Employer contributions to union's pension fund will rise immediately from 6% to 7%. And previously recorded soundtracks — which union has been fighting — will be phased out over next three years under provision that says 100% "of the guaranteed number of hours worked in television films" will have to be "scored live."

Reruns. Independent Television Corp. has packaged six musical variety hours previously aired on networks for distribution in syndication under title *The Spectacular Six*. Four of them are hosted by Burt Bacharach, one by Sammy Davis Jr. and one by Tony Bennett and Lena Horne.

The pinch. Cable officials are quietly fretting over possibility of deflated attendance at host of upcoming major industry gatherings in light of National Cable Television Association's decision last week to shelve third annual marketing workshop. Meeting, scheduled for Sept. 22-24 in New Orleans, was indefinitely postponed due to meager advance registration. By last week, only 40 had signed up; last year event drew 250. Reason for decline stems from policy of several major multiple system operators to curtail traveling privileges of lower-echelon management in effort to cut expenses. (NCTA's annual convention in Chicago last April drew 1,000 fewer delegates than year before, primarily for same reason.)

Last-minute try. Letter urging rejection of Senate Commerce Committee's sports blackout amendment to copyright bill (S. 1361) has circulated in Senate over signatures of Senators Sam Ervin (D-N.C.), Edward Kennedy (D-Mass.), Edward Gurney (R-Fla.) and John Tunney (D-Calif.). Senate Commerce Committee amended Judiciary Committee's bill (*Broadcasting*, July 22) to authorize FCC to promulgate rules restricting sports programming on cable television. Amendment suggested FCC can consider among several factors possible harm to sports teams and broadcasters with sports contracts. "Needless to say, such a wide-ranging scope of review could result in the FCC making rules as onerous as the original sports 'blackout' provision would have been," letter to senators says. Judiciary's provision blacked out television sports events on cable near any TV market unless cable system had sports owner's permission.

No hands. National Association of Broadcasters wants FCC to delete from rules all operator, logging and external transmitter monitoring requirements in application to automated TV transmitters. NAB's position, submitted last week, is similar to report on automated AM-FM systems issued Feb. 5, 1973. Association, in report to FCC Chairman Richard E. Wiley, said modification of rules would be incentive to manufacturers to develop automated transmitters.

Beer burst. Rheingold beer's first major campaign through Peerless Advertising (house agency of Chock Full O'Nuts Corp., New York, which owns Rheingold) will cost \$3 million (divided among TV, radio and newspapers; percentages still to be determined). Major radio placement (60-second spots) has begun, with 30-second TV spots to follow, all in Northeast with focus on New York City.

Access waivers. FCC's Broadcast Bureau is recommending that commission grant limited number of waivers of prime-time access rule during upcoming year in which, by order of

Compromise. All three TV networks scheduled in their evening newscasts last Friday, coverage of news conference demonstrating dangers of consumer "trouble light." Consumer Product Safety Commission had asked federal district court to force manufacturer and distributors to buy network TV time and newspaper space, but earlier last week court, commission and manufacturer agreed on news conference as possible solution. Court will hold hearing tomorrow (Sept. 3) on effectiveness of news conference as warning and whether to grant request of safety commission for paid ads.

U.S. Court of Appeals in New York, commission cannot modify rule. Bureau would exempt three series previously seen on networks — *National Geographic*, *Animal World*, *Wild Kingdom* — so long as substantial number of episodes in each have not previously been on networks — and some children's specials that had been on networks — *Uncle Sam Magoo*, *Mr. Magoo's Christmas*, *Pinocchio*, *Aladdin*, *Jack and the Beanstalk* and *Emperor's New Clothes*. Bureau also recommends continuation of waiver for prime-time network news and for sports runovers. FCC passed action on waivers last week (see page 28).

Changing formats. Starr Broadcasting Group's WNCN(FM) New York, classical-music station for 17 years, will switch to pop-music format under new call letters, WQIV(FM), because expenses have exceeded income over past 18 months, according to Starr chairman, William F. Buckley Jr. Peter Starr, company's president, reported inquiries from three New York FM stations for WNCN's classical-record library, which he valued at \$750,000. One inquiry was from nonprofit Pacifica Foundation's WBAI-FM New York, listener-sponsored station, which is re-evaluating its whole programming schedule because of critically low subscriber renewal rate.

Nose to nose. Court battle may be shaping up over ownership of TV rights to 1973 hit movie, "Papillon." CBS-TV announced Thursday (Aug. 29) it has leased, at undisclosed price, "Papillon" for three showings from film's producer, Robert Dorfmann, and executive producer, Ted Richmond. Allied Artists Pictures Corp., distributor of "Papillon," said next day, through its president and chairman, Emanuel L. Wolf, that AAP has sole TV rights to film in this country and that it had "made no sale" of film to CBS. Mr. Wolf said Allied possibly would seek "injunctive relief" if CBS does not retract its Thursday announcement. Sources at CBS said that network stands by its announcement.

On escalator. FCC Chairman Richard E. Wiley appears to be on way to presidency of Federal Bar Association in 1976. He is expected to be nominated without opposition this week as vice president. Traditionally, vice president moves up to president.

Late Fates. *Sylvia Henkin*, public affairs director, KSOO-(AM)-KPAT(FM) Sioux Falls, S.D., elected president and general manager, succeeding husband, Morton H. Henkin, who died Aug. 25 (see page 45). *Joseph M. Engle Jr.*, sales manager, radio broadcast equipment, Gates division, Harris Corp., Quincy, Ill., named director, domestic sales; *Walter B. Rice*, district manager-radio sales, Gates, succeeds Mr. Engle as sales manager, radio broadcast equipment, and *Curtis A. Lutz*, radio sales specialist, succeeds Mr. Rice as district manager-radio sales. *Ted Kavanau*, who resigned few weeks ago as VP and news director, WNEW-TV New York, joins WPIX(TV) New York news department as managing editor. *Mac Allen*, program director of Sonderling Broadcasting Co.'s KIKK(AM) Pasadena, Tex., and KIKK-FM Houston, given additional responsibilities as program coordinator for all Sonderling radio stations. *Tom Will* of Peters, Griffin, Woodward, Chicago, elected president of Chicago

chapter of Station Representatives Association, succeeding *Browning Holcombe* of Petry Television; *Ed Theobald* of Harrington, Richter & Parsons elected chapter VP; *Vic Ferrante* of Katz Agency, treasurer, and *Bill Haight* of Petry Television, secretary. Members also voted to extend terms of all officers from one year to two. *Vernon P. Wilson*, supervisory engineer, enforcement division, FCC's Field Operations Bureau, named chief, regional services division. *Irving Novick*, VP and labor relations director, ABC Inc., named VP, labor relations, West Coast. *William S. Gennerich*, general attorney, ABC labor relations, becomes labor relations director, East Coast. *Stephen Solomon*, attorney, labor relations department, succeeds Mr. Gennerich. *S. Arthur Schimmel*, VP, film and program marketing services, ABC Entertainment, Los Angeles, named to additional post of VP, contracts, West Coast. *Dick Ebersol*, director of program development and administrative assistant to president, ABC Sports, New York, appointed to new position of director, weekend late-night programming, NBC-TV, New York. *Delmer Ports*, National Cable Television Association vice president for engineering, listed in stable condition at Arlington (Va.) hospital intensive care unit late last week after suffering heart attack Tuesday (Aug. 27). For earlier reports, see "Fates & Fortunes," page 41.

Headliners



Mead



Doubleday

Robert Mead, CBS News White House producer, Washington, named television adviser to President Gerald Ford (story, page 35).

John W. Doubleday, general manager of Sonderling Broadcasting's KDIA(AM) Oakland, Calif., named director of radio broadcasting, in charge of Sonderling's six AM and four FM stations and Bernard Howard & Co., company's radio sales representation firm. Mr. Doubleday, with KDIA 25 years, will be based at company's new national headquarters at Miami. As KDIA general manager he'll be succeeded by **J. Walter Carroll**, station's general sales and marketing manager.

Ted Ashley, chairman and chief executive of Warner Brothers Inc., motion picture subsidiary of Warner Communications Inc., to give up day-to-day responsibilities, effective Jan. 1, and become co-chairman under extended employment contract calling for his exclusive services in motion picture, TV and related businesses through September 1980.

Frank Wells, Warner Brothers president, to become co-chairman and chief executive; **John Calley** to become president in addition to present post as executive in charge of worldwide production.

Broadcast Advertising	29	Closed Circuit	3	Finance	38	Open Mike	11
Broadcast Journalism	34	Datebook	12	For the Record	45	Playlist	36
Cablecasting	32	Editorials	58	Media	14	Profile	57
Changing Hands	22	Fates & Fortunes	41	Monday Memo	10	Programing	26

Monday Memo®

A broadcast advertising commentary from Robert D. Miller, executive vice president and creative director, Warwick, Welsh & Miller, New York.

Functional creativity— Red Rose's cup of tea

"Is it functional?"

That was the question asked again and again by the Bauhaus, the legendary school of design that flourished in Europe in the 1920's. Fifty years later, Warwick, Welsh & Miller thinks that question still applies.

It was the Bauhaus belief that "form follows function"—that every object should be designed, simply and truthfully, according to its intrinsic law. "The process of designing a great building or a simple chair differs only in degree," that school taught. "Both must serve their basic function."

Charles Eames, a Bauhaus admirer and designer of the chair that bears his name, summed it up clearly: "Thinking of how a chair looks comes pretty far down in the list of things I worry about when I am designing. I only think about how it looks in relation to how it's doing its job."

At Warwick, Welsh & Miller, we believe this philosophy is as true for advertising as it is for the arts.

We believe the commercials we create have only one function: to sell the clients' products. Truthfully. And tastefully. And the only kind of creativity we believe in is functional creativity: creativity that helps us sell.

And so with every bit of advertising we do, we ask ourselves: Is the concept functional? Is it the clearest, simplest, most convincing way of selling the product?

Is the language functional? Could it be more direct? Could it be sharper?

We're convinced that when every element of a commercial is truly functional—when it's pared down to its simplest, straightest, purest form—then the commercial will work. And not only will the content of the commercial work, but the esthetics of the commercial will work; it will be clean, simple, and tasteful in its form as well as in its message.

No campaign we've ever done illustrates this point of view better than Red Rose tea.

When we were assigned this account in 1972, our strategy was to appeal to that large, growing segment of the tea market that wants a stronger, gutsier, more robust cup of tea. We started out by creating five different TV campaigns for testing. The campaigns had different executions, different theme lines, but all used the same agreed-on functional strategy.

The commercials were then tested in slide form, with pre-recorded sound



Robert D. Miller began his agency career at BBDO where he moved from copywriter to copy group head to VP and copy supervisor, until he was named associate creative director in 1966. He joined Warwick & Legler in 1969 as senior vice president and creative director. When he was named executive vice president and a principal in that agency in 1973, the agency's name was officially changed to Warwick, Welsh and Miller. Mr. Miller is a Yale graduate and is married to a neurologist, Dr. Edith Miller. They have five sons and live in New York City.

tracks. When the results were in, we analyzed the numbers and ended up *not* recommending the obvious winner, but going with the runner-up. A good hard look at the figures convinced us that the number-two campaigns would accomplish our strategy far better than number one. (Sometimes the most unfunctional thing you can do is to follow the numbers blindly. We've learned time and again that research figures should serve as a guide, not as an edict.)

The finished commercial was as pure and simple and functional as a commercial can be—one single person on camera, one set, one camera angle, one camera move. As the commercial opened, the viewer was led to believe that our spokesman was talking to an unseen lover. (The need to get attention on television is often as functional and necessary as the need to describe the product.) Our spokesman began: "I hate to do it, baby. But it's

all over between us. You've lost your kick. You're too thin, too pale. You're just not my cup of tea any more. I've found Red Rose."

And then, as our hero reached off-camera to pick up his cup of Red Rose, the voice-over announcer said simply (and functionally): "For a deeper, richer, kickier cup of tea, switch to Red Rose. It's a potent cup of tea."

And finally the super: "Red Rose. It's a potent cup of tea."

(Even the word "potent" was the result of a long, tough search for a fresh, *functional* word that would describe our flavor, yet avoid the clichés: robust, hearty, brisk, full-bodied. I think the search was worth the effort.)

And so our Red Rose tea campaign began—functional creativity at work.

During the first year in the marketplace, the advertising worked so well that we decided to continue the campaign a second year. Only this time we played the campaign more broadly, so the viewer would know instantly, the minute each commercial began, that it was a put-on. The characters we chose were a World War II Spitfire pilot, a gritty little grandmother who was full of pep and vinegar (not to mention Red Rose tea), and a butter - would - melt - in - her - little - 'ol-mouth Southern belle. We must have auditioned over 200 actors and actresses until we got just the ones we wanted—people who could find the narrow line between satire and farce, and hold it.

I must admit that I liked the second year's commercials even better than the originals. They had a stronger point of view and a richer sense of character. But at no time did the executions get in the way of the message.

The TV commercials both years ran in heavy schedules in the Northeast and in the northern Pacific states. And on radio both years we simply converted the 30-second tracks into 60's by adding music at the beginning and end of the commercials and making the announcer section slightly longer. The radio campaign, surprisingly enough, worked almost as well as the TV.

Our plans now are to stay with our three most recent commercials next year, too—for the third year of the campaign. Sales are strong, and we see no reason to change a word. The client agrees.

And so our functional campaign rolls potently along. And the results continue to be functional in the only way it really counts: According to the latest consumer audits, Red Rose has recorded the highest share of market in the history of the brand.

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Open Mike®

Waiting line

EDITOR: It would seem that it is now time for the FCC to get on with the business of processing applications and breaking the logjam of paper work.

My partners and I went to considerable expense of both time and money to prepare an application for a Class A FM in Uvalde, Tex. It was filed in January. We made several amendments to the original application as the commission required to conform to public interest. Time moved on. In June, I began to pressure my attorneys about the time delay. We were asked to get a handful of ranchers interviewed for community needs and file another amendment. Although I am some 1,400 miles from Uvalde, we complied. On Aug. 12, we were informed by telegram from the commission that the application for a construction permit had been granted. Bravo, after seven to eight months of work, we had received a grant. But wait. A second telegram arrived rescinding the first and the application. It seems the FCC had overlooked a competing application filed just four days before our grant.

We are all busy people. The FCC is no exception. However, the above events are uncalled for and unnecessary. We now face new expenses of time and energy, and the city of Uvalde will have to wait for FM service and an alternative voice to the one AM there now. I think broadcasters deserve better.—Tom Joyner, *president-general manager, WKKX-(AM) Deland, Fla.*

Other side of the camera

EDITOR: Thank you for the photo you used in the impeachment-hearings story on page 18 in the Aug. 5 issue. Many people have called me to express their interest in noting my picture.

It might be interesting to note some side information on the coverage of the impeachment hearings. My pool camera was directly across the room from Chairman Rodino. Since it was requested by the committee that the televising be as comfortable as possible, we operated on a strictly adhered program that kept lighting at 100 foot candles. Normally for color it is in the range of 250-300 foot candles. This created havoc for the videomen and, of course, the cameramen.

The depth of field was extremely critical. Focusing on glasses might throw the tip of the nose out of focus if a committee member moved back and forth. Since lenses were long lenses (16 to 1) any movement by the cameraman was magnified. To shift from foot to foot became an art, although some shakes were unavoidable. We were on the camera for 10 to 12 hours a day with brief reliefs.—Ernie Lane, *ABC-TV camera-man and engineer, New York.*

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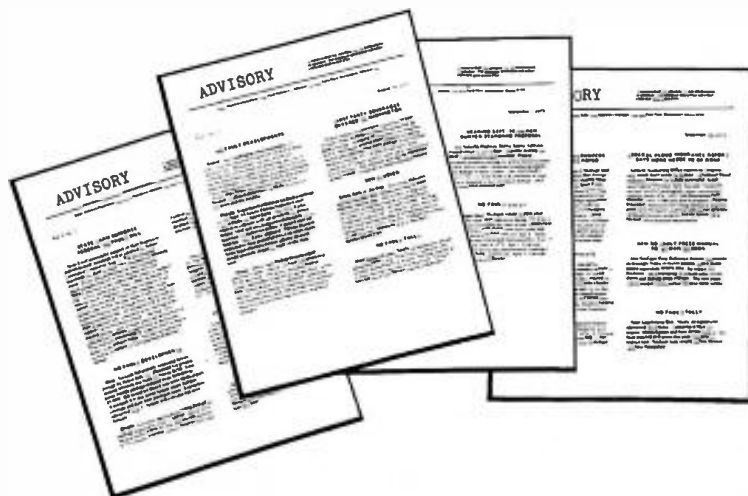
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Datebook

■ Indicates new or revised listing.

This week

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

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

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

Also in September

■ Sept. 9—Federal Communications Bar Association luncheon. Army-Navy Club, Washington. Commissioner James Quello, guest speaker.

Sept. 11-13—Radio Television News Directors Association 1974 annual convention. Speakers: Richard Wiley, FCC chairman; Elmer Lower, former ABC News president. Queen Elizabeth hotel, Montreal.

■ Sept. 13-14—South Dakota Broadcasters Association eighth annual broadcasters' day. South Dakota State University, Brookings.

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

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

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

■ Sept. 15-17—Louisiana Association of Broadcasters fall meeting. Guests: Senator Russell Long (D-La.), Senator J. Bennett Johnson Jr. (D-La.). Royal Sonesta hotel, New Orleans.

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

Sept. 18—Deadline for entries. First Annual Uniroyal Journalism Safety Awards contest. Categories are newspapers, radio, television, trade publications and general magazines. Nomination forms from Uniroyal, Box 723389, 1230 Avenue of the Americas, New York 10020.

Sept. 18-21—VIDCOM, International Market for Video Communications. Palais des Festivals, Cannes, France.

■ Sept. 18—Inaugural newsmaker luncheon of International Radio and Television Society, with FCC Chairman Richard E. Wiley as speaker. Waldorf-Astoria hotel, New York.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

October

Oct. 1-2—NAB television code review board fall meeting. Hilton Palacio del Rio hotel, San Antonio, Tex.

Oct. 1-3—Video Expo V, featuring exhibits of 100-plus firms in cable-industrial-educational hardware and software. Madison Square Garden, New York.

Oct. 2-4—Tennessee Association of Broadcasters annual convention. Airport Hilton motel, Nashville.

Oct. 2-8—Telecom 75, second World Telecommunications Exhibition. Palais des Expositions, Geneva.

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

Oct. 4-8—American Women in Radio and Television midwest area conference. Sheraton Valley Forge, Valley Forge, Pa.

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

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

Oct. 7—Deadline for reply comments to FCC in prime-time access proceeding (Docket 19822), 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. 8-10—Illinois Broadcasters Association fall convention. Hyatt-Regency O'Hare, Chicago.

Oct. 9-11—Western Educational Society for Telecommunications annual convention. Golden Gateway Holiday Inn, San Francisco.

Oct. 10-13—Missouri Broadcasters Association fall meeting. Crown Center, Kansas City.

Oct. 10-13—National Association of FM Broadcasters annual convention. Fairmont hotel, New Orleans.

Oct. 11-13—American Women in Radio and Television southern area conference. Mills Hyatt House, Charleston, S.C.

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

Oct. 16-18—Ohio Association of Broadcasters and the Indiana Broadcasters Association joint fall convention. Kings Island Inn, Mason.

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

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

Oct. 17—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. 18-19—New York State Associated Press Broadcasters Association meeting. Holiday Inn, Grand Island, N.Y.

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

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

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

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

Oct. 21-23—NAB fall conference. Waldorf-Astoria hotel, New York City.

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

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

Oct. 25—NAB Radio Code Board fall meeting. Royal Orleans hotel, New Orleans.

Oct. 25-26—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—NAB fall conference. Hyatt Regency hotel, Atlanta.

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

Oct. 29—17th annual National Press Photographers Association Flying Short Course. Plister 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—NAB fall conference. Hyatt-Regency O'Hare hotel, Chicago.

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

November

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

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

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

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

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

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

Major meeting dates in 1974-75

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

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

Oct. 10-13—National Association of FM Broadcasters annual convention. Fairmont hotel, New Orleans.

Oct. 21-23—NAB fall conference. Waldorf-Astoria hotel, New York City.

Oct. 27-29—NAB fall conference. Hyatt Regency hotel, Atlanta.

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

Oct. 29-31—NAB fall conference. Hyatt O'Hare hotel, Chicago.

Nov. 13-15—NAB fall conference. Fairmont hotel, Dallas.

Nov. 13-18—Society of Professional Journalists, Sigma Delta Chi annual national convention. TowneHouse hotel, Phoenix.

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

Nov. 17-19—NAB fall conference. Brown Palace, Denver.

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

Nov. 19-21—NAB fall conference. Sands hotel, Las Vegas.

Feb. 8-12, 1975—National Association of Television Program Executives annual conference. Hyatt Regency hotel, Atlanta.

April 8-9, 1975—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.

April 13-17, 1975—National Cable Television Association 24th annual convention. New Orleans.

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

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Media

TV finances: '73 goes down as record; another in works for '74

While FCC confirms expectations about last year's business, speculation about this year's is for a repeat performance, especially with increases in political and energy advertising

Details of television's record 1973 financial performance are being released by the FCC today (Sept. 2) to a broadcasting business that is increasingly confident that this year will set an even bigger record.

The 9% increase in 1973 TV revenues that was revealed in preliminary FCC figures and confirmed in the current report represents the general order of in-

crease that many sales authorities expect to occur this year, based on sales to date and prospects for a solid fourth quarter.

Thus TV's gross advertising revenues, which passed the \$4 billion mark in 1973, would move toward \$4.4 billion this year. And local TV would have its first billion-dollar year.

The Television Bureau of Advertising, whose 1973 projections were generally confirmed by FCC's figures, said last week that it anticipated further gains this year of 11% in network revenues, 5% in national and regional spot and 10% in local, for a total gain of 9% over 1973. Harvey Spiegel, TVB senior vice president, recapped FCC's 1973 figures on gross advertising revenues and TVB's comparable projections for 1974 in this table:

	1973	1974
Network	\$1,839,700,000	\$2,045,000,000
Spot	1,230,200,000	1,290,000,000
Local	932,200,000	1,025,000,000
TOTAL	\$4,002,100,000	\$4,360,000,000

In assessing the current year's performance, network officials were uniformly confident of exceeding 1973 sales levels, probably by wide margins. Spot sales experts were generally confident but less agreed on how big the increases would be; individual estimates ranged all the way from about 3% for one firm to

20% for another.

The still-growing strength of local sales was repeatedly underscored by national reps, who also noted that parity between local and national rates is becoming more and more commonplace. Local's strength, intensified by the onset of 1974 off-year political advertising, was also credited with helping to keep national rates firm and in many cases to increase them, although political advertising in itself was often regarded as a drag because of the mandatory discounts it carries.

A greater surge of new products into the marketplace this year after economic controls were lifted was also seen as a contributor to 1974's gains. And it was noted that the seeming ending of the energy crisis had brought back fuel and other energy-related advertisers who cut back all advertising in late 1973.

Among the network sales chiefs, the most jubilantly confident was Frank M. Smith Jr., sales vice president of CBS-TV, which has been getting 36%-37% of network dollars thus far this year and is running more than 15% ahead of its year-ago pace. "Network business per se is quite good and our business is unusually good," he asserted. He left no doubt he expected CBS-TV to end 1974 with a sales increase equalling if not exceeding the 10% gain FCC's figures showed for the networks as a whole in 1973.

Mike Weinblatt, sales vice president of NBC-TV, which has been accounting for about one-third of the network dollars and is currently about 7% ahead of its August 1973 level, says 1974 should be "a superb year." After a somewhat slow start attributable to the energy crisis, he said, NBC-TV's second and third quarters have both been "excellent" and the fourth should be 8%-10% ahead of last year's. There's been "a steadier and larger" flow of expenditures in the last six to eight weeks than there was a year ago, and virtually all advertisers are spending as much as in 1973 and "a good number" are spending more, Mr. Weinblatt asserted.

At ABC-TV, which has been accounting for a little over 30% of network business thus far this year and is 8%-9% ahead in sales of where it stood in August 1973, James T. Shaw, vice president in charge of sales, was on vacation last week, but there was no absence of confidence. Warren Boorum, vice president and general sales manager, did not hesitate to predict ABC's 1974 sales gain would exceed 10%. And fourth-quarter business, he reported, is "sensational."

Among TV station reps, confidence was equally apparent but estimates of probable 1974 gains varied widely.

Thus the general sales manager of one

Broadcast revenues, expenses and income of television networks and stations, 1972-1973
(In millions of dollars)

	1973	1972	% increase 1972-1973
Broadcast revenues¹			
3 networks	\$1,404.9	\$1,271.3	10.5
15 network owned-and-operated stations	353.1	327.1	7.9
All other stations			
474 VHF ²	1,497.4	1,395.6	7.3
177 UHF ³	209.4	185.4	12.9
Subtotal	1,706.8	1,581.1	7.9
INDUSTRY TOTAL	3,464.8	3,179.4	9.0
Broadcast expenses			
3 networks	\$1,220.0	\$1,160.4	5.1
15 network owned-and-operated stations	250.3	224.6	11.4
All other stations			
474 VHF ²	1,124.3	1,040.9	8.0
177 UHF ³	217.0	201.4	7.7
Subtotal	1,341.4	1,242.3	8.0
INDUSTRY TOTAL	2,811.7	2,627.3	7.0
Broadcast income (before federal income tax)			
3 networks	\$ 184.8	\$ 110.9	66.6
15 network owned-and-operated stations	102.8	102.5	0.3
All other stations			
474 VHF ²	373.1	354.7	5.2
177 UHF ³	(7.7)	(15.9)	—
Subtotal	365.4	338.8	7.8
INDUSTRY TOTAL	653.1	552.2	18.3

¹ Net, after commissions to agencies, representatives and brokers, after cash discounts.

² The 474 VHF stations represent 496 operations including 22 satellite stations that filed a combined report with their parent stations. The 1972 data reflect 475 VHF stations representing 493 operations including 18 satellites that filed a combined report with their parent stations.

³ The 177 UHF stations represent 181 operations including 4 satellites that filed a combined report with their parent stations. The 1972 data reflect 173 UHF stations representing 182 operations including nine satellites that filed a combined report with their parent stations.

Notes: Last digits may not add to totals because of rounding. () denotes loss.

firm representing a limited list of major market stations said his company is running about 3% ahead of last year's pace and he expects it to end the year 3% or so ahead. "The over-all spot economy hasn't been that good lately," he said. "In a good year, we'd expect a 10% to 12% increase in sales."

Another specialist in major markets was, if anything, less enthusiastic about the year to date. He figured his firm's sales were running about even with, maybe slightly ahead of, last year. But now he's seen a turn-around. For the fourth quarter, he said, "it's a seller's market. We're getting more requests than at this same time last year and [making sales at] a better cost per unit." He attributed part of the increased activity to better May rating books this year than last, part to a combination of other factors. And fourth-quarter political ads, he said, should "tighten up the universe" of availabilities so that "the law of supply and demand will drive up prices on the remaining inventory."

One of the leading rep firms, with stations in middle-sized to large markets, reported its 1974 sales about 2%-3% ahead of a year ago but projected a 5% increase for the year as a whole. "There seem to be more new products on the market this year," the firm's president said. "Also, the rate structure seems

firmer, seems more reflective of what's going on in the individual marketplace. In the past, the national rate structure used to be greater than the local. But now national and local rates are about the same. Local business is booming and, under the classic law of supply and demand, that means rates will go up."

One of the biggest rep firms said its 1974 sales were up by 12% from a year ago and should reach 20% by the end of 1974. "Local spending has been particularly strong all year and that's causing high demand in the marketplace," a spokesman asserted. He also noted that many stations were able to boost rates in line with demand when government controls were lifted, that new-product advertising has increased this year, that fuel-related businesses have begun to resume advertising and that "aggressive primary fights in several states" are producing an "inflow of political money" that helps to keep prices firm.

Another leading rep, currently running about 7% ahead of year-ago sales levels, similarly saw a combination of reasons for optimism. Among these: strong local sales plus an influx of political business to keep inventory tight, plus spillover from virtually sold-out network schedules. "The fourth quarter will be a solid quarter," the firm's president asserted.

This year's spot sales business is only "marginally" above that of last year at this time, another rep firm executive noted, and he echoed those who felt that the last half of 1974 is going to be what pulls the year through. By year-end, 1974's business will "probably" be up around 5-7% over the 1973 total, he said. "Last year's last half wasn't very hot, anyway," he added. But 1973's first six months "were the best half-year the business ever had," which "evens things out."

According to this rep source, medium-sized TV markets are doing better than large markets, and would continue to do better than larger markets in terms of political advertising revenues. "For the same amount of activity, the stations will do better as political time forces up their rates," he said.

Strong third- and fourth-quarter sales are expected to offset a weak first half for an over-all 1974 increase of as much as 5% over 1973 for another major rep firm. This year's third quarter looks especially strong, an executive said, compared to a weak second quarter; however, year-to-date figures show 1974 about even with spot sales revenues this time last year. This rep firm's spokesman estimated 1974's fourth quarter sales would beat those of 1973's last four months by 6-7%, with October and No-

Revenue and expense items for all TV stations reporting, 1973 (in thousands of dollars)

	Individual Items	Totals		Individual Items	Totals
Broadcast revenues					
A. REVENUES FROM THE SALE OF STATION TIME:					
(1) Network			PROGRAM EXPENSES:		
Sale of station time to networks:			Payroll for employees considered "talent"		
Sale of station time to major networks, ABC, CBS, NBC (before line or service charges)	\$ 227,310		Payroll for all other program employees	251,115	
Sale of station time to other networks (before line or service charges)	5,699		Rental and amortization of film and tape	218,601	
Total		\$ 233,009	Records and transcriptions	1,451	
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).			Cost of outside news services	16,269	
Sale of station time to national and regional advertisers or sponsors	1,221,058		Payments to talent other than reported above	11,799	
Sale of station time to local advertisers or sponsors	895,663		Music-license fees	41,557	
Total		2,116,721	Other performance and program rights	23,486	
Total sale of station time		2,349,730	All other program expenses	116,398	680,677
B. BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME (after deduction for trade discounts but before cash discounts and before commissions):			SELLING EXPENSES:		
(1) Revenues from separate charges made for pro- grams, materials, facilities and services sup- plied to advertisers or sponsors in connection with sale of station time:			Selling payroll	99,317	
(a) to national and regional advertisers or sponsors	9,121		All other selling expenses	101,192	
(b) to local advertisers or sponsors	36,454		Total selling expenses		200,510
(2) Other broadcast revenues	30,338		GENERAL AND ADMINISTRATIVE EXPENSES:		
Total broadcast revenues, other than from time sales		75,913	General and administrative payroll	91,300	
C. TOTAL BROADCAST REVENUES		2,425,644	Depreciation and amortization	107,921	
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or em- ployes) and less cash discounts	365,797		Interest	37,964 ²	
D. NET BROADCAST REVENUES¹		2,059,847	Allocated costs of management from home office or affiliate(s)	44,357 ³	
Broadcast expenses			Other general and administrative expenses	215,145	496,688
TECHNICAL EXPENSES:			Total general and administrative expenses		1,591,044
Technical payroll	\$ 146,993		TOTAL BROADCAST EXPENSES		
All other technical expenses	66,176		Broadcast income		
Total technical expenses		\$ 213,169	Net broadcast revenues		\$2,059,934 ⁴
			Broadcast expenses		1,591,718 ⁴
			Broadcast operating income		468,216
			Total of any amounts included in expenses, which represent payments (salaries, commissions, man- agement fees, rents, etc.) for services or materials supplied by the owners or stockholders or any close relative of such persons or any affiliated company under common control		
					32,809 ³

¹ Includes \$61,438,000 from barter and trade-out transactions.

² Interest expense is being reported separately for the first time in 1973. Previously this item was part of "other general and administrative expenses."

³ "Allocated costs of management from home office or affiliates" is being reported separately in 1973 for the first time. Previously this was included in "other general and administrative expenses". This allocated cost of management should also be reported as "payments to principals" in Schedule 3 line 4, but a number of stations failed to include it there this year.

⁴ Stations reporting less than \$25,000 in total revenues are not required to report items under revenues and expenses but are required to report total income. Therefore, totals under revenues and expenses are somewhat lower than totals under income.

Note: Last digits may not add to totals because of rounding.

This Season, NBC Is Something Special

Never before has any television network scheduled so promising an array of Special events. Here's a sample of what's coming in the next few months alone:



SEPTEMBER 4:

Henry Fonda as Clarence Darrow

Henry Fonda's most acclaimed performance. Of the stage presentation, *The New York Times'* critic said, "I urge everyone interested in justice in America to see this play.... It is just plain wonderful."

SEPTEMBER 6:

Carl Sandburg's Lincoln Part I: Mrs. Lincoln's Husband

The first of six spellbinding dramas based on Sandburg's Pulitzer Prize-winning biography. Hal Holbrook stars as Lincoln; Sada Thompson stars as Mary Todd Lincoln.

SEPTEMBER 7:

The One and Only Miss America Pageant

A unique moment in the world of entertainment—combining beauty, theatrical magic and the thrill of *live* competition.

OCTOBER 12:

Major League Baseball's World Series

The great October show-down. Two weekend games followed by at least two games in the evening hours.

OCTOBER 21:

James Earl Jones in The Cay

Mr. Jones gives a towering performance as a West Indian sailor who rescues an 11-year-old American boy from the sea during World War II.

NOVEMBER 12:

Noel Coward's Brief Encounter

Richard Burton and Sophia Loren are the shining stars of a shatteringly real love story. Miss Loren's first appearance in a television drama.



NOVEMBER 16 AND 18:

Francis Ford Coppola's The Godfather

The great dramatic blockbuster Academy Award winner that set new box-office records. Starring Marlon Brando, James Caan and Al Pacino.

NOVEMBER 22:

Charles Dickens' Great Expectations

A master-novelist's masterpiece becomes a colorful television play. With a fabulous cast including Margaret Leighton, James Mason, Sarah Miles, Robert Morley, Rachel Roberts and Michael York.

NOVEMBER 27:

Daniel Defoe's Robinson Crusoe

Perhaps the most enduring of all adventure classics. Filmed on Tobago in the Caribbean and starring Stanley Baker.

NOVEMBER 29:

Winston Churchill's **The Gathering Storm**

From that part of Churchill's autobiography embracing the years leading up to World War II comes a story of conflict on a global scale. Richard Burton stars as Churchill.

DECEMBER 2:

Paul Newman and Joanne Woodward in **Wild Places**

Mr. and Mrs. Newman's first appearance together in a television production. A visually stunning study of America's wilderness areas.



DECEMBER 3:

Stephen Crane's **The Red Badge of Courage**

The unflinching American novel about war as it really is. Starring Richard Thomas as the young soldier facing — and enduring — his first battle.



DECEMBER 10:

Arthur Miller's **After The Fall**

The world-famous play about a man afraid to love — and the stunning, self-destructive entertainer who almost drags him down with her. A two-and-a-half hour adaptation by Mr. Miller, starring Faye Dunaway and Christopher Plummer.

JANUARY 9:

NBC News' **Women/Men**

A three-hour-long NBC News White Paper that examines the stimulating, wrenching, baffling effects of the new relationship between the sexes.

JANUARY 12:

The NFL's **Super Bowl**

The classic gridiron combat that determines, in one afternoon, the championship of pro football.

News Specials

Look, too, for these prime-time

NBC News Specials

OCTOBER 6

"Tomado! 4:40 PM, Xenia, Ohio"

NOVEMBER 5

"Decision '74 — Election Night"

NOVEMBER 24

"And Who Shall Feed This World?"

DECEMBER 15

The latest info on UFO's

DECEMBER 23

The culture and plight of the Navahos
— and regular editions of a new
late-night magazine, "Weekend"

Variety Specials

And Variety Specials starring

Jack Benny • Bing Crosby

Peggy Fleming • Bob Hope

Dean Martin • Wayne Newton

Burt Reynolds • George Segal

Andy Williams • Flip Wilson



Plus All-Family Holiday Specials:

Willy Wonka and the Chocolate Factory

Macy's Thanksgiving Day Parade

Winnie the Pooh

A new two-hour-long version of Scrooge

The Little Drummer Boy

The Bear Who Slept Through Christmas

The Tournament of Roses Parade

The Rose Bowl Game

The Orange Bowl Parade

The Orange Bowl Game

*Note: All programs and dates subject to change

National Broadcasting Company

vementer the key months due to last year's heavy December figures.

A major limited-list rep firm spokesman found this year's first two quarters' sales considerably below last year's for the same period, and predicted that gains in the last two quarters would result in just about the same total sales for 1974 as for 1973. "We're looking for a flat year," he said.

Contrary to many firms' reports, another rep official described as "just fine" 1974's first two quarters, and said business increased some 9% during that period. To date, the firm's business compares favorably—up about 10-15%—with this time last year. "We're not the only ones doing well," he said, "the TV business per se is in pretty good shape."

FCC confirms what all had expected: the television industry set records in 1973 in over-all revenues, profits

That 1973 was a fat year for television generally was suspected for some time and made a matter of record two weeks ago when the FCC issued summary figures culled from its then-numbered annual report on television broadcast financial data (BROADCASTING, Aug. 19). The release of the complete report

today (Sept. 2) shows in considerable detail where television scored its second-in-a-row record performance in terms of revenues, and another best-year-ever in pre-tax profits, one surpassing the previous high of 1969.

Revenues broke through to \$3.46 billion, for a 9% rise over 1972, while pre-tax profits jumped 18.3%, to \$653 million—\$100 million over the record that was set in 1969. The profits record was set in spite of another record that was set for expenses—\$2.8 billion.

But amid all that rich black ink, there was some red. UHF independent television stations, for instance, were reported to have lost, over-all, \$10,329,000. (Not all UHF independents lost money, however. Of the 53 reporting, 16 were said to have been profitable.)

The breakout of figures on UHF independents is contained in one of four tables new to the financial report this year. The others show that UHF network-affiliated television stations had operating income of \$2,651,000; that VHF network-affiliated outlets and operating income of \$458,805,000, and that VHF independents had operating income of \$17,090,000.

All told, 472 of the 622 stations reporting ended 1973 in the black. These include 374 of 425 VHF affiliates, 61 of

of 112 UHF affiliates and 21 of 32 VHF independents, as well as the 16 of the 53 UHF independents.

Leading the way into the land of fat revenues and profits were the three television networks. Over-all, they scored a 66.6% gain in profits, to \$185 million, on revenues of \$1.40 billion, an increase of 10.5% from 1972. These figures are for network operations and are separate from those of owned-station operations.

Individually, all did well, with NBC-TV recording the sharpest gain in profits, according to reports for which confirmation was obtained. NBC-TV, with revenues of \$471.2 million, reported a 114% increase in pre-tax profits—\$60 million, up from \$28.1 million in 1972. ABC reported a 62% increase in pre-tax profits, from \$22.6 million to \$36.7 million; its revenues last year were \$436.4 million. CBS topped the other two networks in absolute figures—\$497.2 million in revenues and \$88.2 million in pre-tax profits, a 47% gain over the previous year's \$60.2 million.

The networks' owned-and-operated stations did not do as well. While revenues were up, so were expenses. The result—an increase in profits, if only 0.3% to \$102.8 million. The other stations recorded gains in profits of 7.8%, to \$365 million.

Broadcast financial data of three television networks and 692 stations, 1973 (in millions of dollars)

Broadcast revenues, expenses and income	Networks	% change over previous year	15 owned-and-operated TV stations	% change over previous year	677 other TV stations ¹	% change over previous year	Total three networks and 692 stations ¹	% change over previous year
Sales to advertisers for time, programs, talent, facilities, and services.								
Network sales	\$1,835.3	9.1						
Deduct: Payments to owned-and-operated stations	35.3	2.9						
Deduct: Payments to other affiliated stations	193.3	4.3						
Retained from network sales	1,606.7	9.8	\$ 35.42	2.9	\$ 197.62	3.9	\$1,839.7	9.0
Nonnetwork sales								
To national and regional advertisers	—		\$273.43	0.2	956.73	5.7	1,230.23	4.5
To local advertisers	—		113.43	34.7	818.83	12.8	932.23	15.1
Total nonnetwork sales	—		386.8	8.4	1,775.6	8.9	2,162.4	8.8
Total sales to advertisers	1,606.7	9.8	422.3	7.9	1,973.1	8.4	4,002.1	8.9
Sales to other than advertisers	74.9	21.4	5.8	(4.9)	24.6	(8.6)	105.2	11.1
Total sales	1,681.6	10.3	428.1	7.7	1,997.7	8.1	4,107.3	9.0
Deduct: Commissions to agencies, representatives, etc.	276.7	9.2	74.9	6.5	290.9	9.1	642.5	8.8
TOTAL BROADCAST REVENUES	1,404.9	10.5	353.1	7.9	1,706.8	7.9	3,464.8	9.0
TOTAL BROADCAST EXPENSE	1,220.0	5.1	250.3	11.4	1,341.4	8.0	2,811.7	7.0
TOTAL INCOME (before federal income tax)	184.8	66.6	102.8	0.3	365.4	7.8	653.1	18.3

¹ Includes 64 satellites, 26 of which filed combined reports with their parent stations.

² Includes payments from networks other than ABC, CBS or NBC.

³ A part of the increase in local sales for both network owned-and-operated stations and all other stations is due to a change in the way some stations classified national and local sales in 1973. These stations apparently reported as local sales some sales that would have been classified as national/regional in prior years. Although the full extent of this shift is unknown, comparisons of 1973 data for these categories with data for prior years should only be made with this in mind. These shifts would not affect total nonnetwork sales and year to year comparisons would be valid.

Notes: Last digits may not add because of rounding. () indicates decline.

Broadcast expenses and revenues of three networks and TV stations 1973¹ (in thousands of dollars)

Item	Technical	Program	Technical plus program	Selling	General and administrative	Total broadcast expenses	Total* broadcast revenues
3 Networks	²	²	\$1,075,815	\$ 40,836	\$103,369	\$1,220,020	\$1,404,900
15 Network owned-and-operated stations	\$ 42,604	\$128,702	171,306	30,751	48,267	250,324	353,100
410 Other VHF network-affiliated stations	117,081	372,687	489,768	116,054	326,722	932,544	1,650,956
110 UHF Network-affiliated stations	17,332	37,553	54,885	16,045	41,666	112,595	118,631
Total 535 network-affiliated stations	177,017	538,942	715,959	162,850	416,655	1,295,463	1,769,596
32 VHF independent stations	20,518	98,201	118,720	20,009	43,777	182,506	199,595
50 UHF independent stations	13,012	40,763	53,775	15,716	30,455	99,946	90,664
Total 82 independent stations	33,531	138,964	172,495	35,725	74,232	282,452	290,259
Total 617 stations	210,547	677,906	888,453	199,575	490,886	1,577,915	1,908,075
Total 3 networks and 617 stations	—	—	1,964,268	239,411	594,256	2,797,935	3,464,800

¹ Excludes part-year stations, satellite stations and those with less than \$25,000 of time sales.

² Because methods of treating technical and program expenses differ among the networks, the two figures have been combined.

Note: Last digits may not add to totals because of rounding.

* After commissions. This column of figures was extrapolated from other FCC-released information, some of which is not published here.

Market by market: TV revenues, expenses, profits in 1973

Market	Total stations reporting 1973 1972	Time sales 2					Barter and trade-outs			Total broadcast revenues 4			Total broadcast expenses			Total broadcast income 5		
		Network		Spot 3		Local 3	1973		1972	1973		1972	1973		1972	1973		1972
		1973	1972	1973	1972		(000)	(000)		(000)	(000)		(000)	(000)		(000)	(000)	
Albany-Schenectady-Troy, N.Y.	3	\$ 1,891	\$ 1,801	\$ 6,455	\$ 6,459	\$ 5,317	\$ 4,678	\$ 296	\$ 302	\$ 11,788	\$ 11,116	\$ 10,265	\$ 9,892	\$ 1,523	\$ 1,224	\$ 1,523	\$ 1,224	
Albuquerque, N.M.	3	874	837	2,247	1,957	4,233	3,630	143	137	6,464	5,655	5,338	4,988	1,126	668	1,126	668	
Amarillo, Tex.	3	594	599	1,136	1,136	2,023	1,977	114	53	3,542	3,487	4,260	4,325	-719	-838	-719	-838	
Anchorage	3	221	181	441	416	1,260	1,359	153	34	1,843	1,882	1,830	1,765	14	117	1,765	117	
Atlanta	4	2,136	2,003	20,277	17,040	14,167	11,836	574	497	31,174	26,489	21,465	18,162	9,690	8,327	9,690	8,327	
Augusta, Ga.	2	538	497	2,515	2,132	2,914	2,830	107	—	5,264	4,956	4,435	4,147	829	809	4,147	809	
Austin, Tex.	3	539	529	1,404	1,182	1,501	1,304	106	121	2,977	2,652	3,158	2,836	-181	-181	2,836	-181	
Bakersfield, Calif.	3	2,314	2,173	16,646	15,976	11,092	10,033	1,165	1,294	25,279	23,868	17,157	16,444	8,122	7,425	8,122	7,425	
Baltimore	5	539	543	711	645	1,110	1,214	40	28	2,210	2,269	2,518	2,249	-308	39	2,249	-308	
Bangor, Me.	3	821	776	1,303	1,272	3,468	3,551	179	143	5,110	5,041	5,261	4,858	-152	183	4,858	-152	
Baton Rouge	3	646	630	1,121	1,175	2,088	1,781	45	26	3,568	3,256	3,369	3,221	198	35	3,221	198	
Beaumont-Port Arthur, Tex.	3	923	918	1,892	1,699	1,599	1,556	179	132	3,929	3,787	3,871	3,287	59	480	3,287	59	
Binghamton, N.Y.	3	2,653	2,653	6,240	5,408	4,910	4,372	265	165	12,354	10,995	6,440	6,095	5,914	4,900	6,095	5,914	
Birmingham, Ala.	3	4,363	4,429	44,053	43,522	20,755	19,063	2,438	2,283	58,167	56,069	42,608	39,000	15,559	17,069	42,608	15,559	
Boston	5	2,721	2,572	22,877	20,720	6,799	6,697	1,011	961	27,072	25,043	18,500	16,630	8,573	8,413	18,500	8,573	
Buffalo, N.Y.	4	931	875	1,824	1,909	1,120	1,005	63	77	3,568	3,451	5,338	5,015	784	494	5,015	784	
Burlington, Vt.-Plattsburgh, N.Y.	3	1,101	1,052	2,595	2,256	3,164	2,827	103	136	3,264	3,509	3,518	3,227	45	37	3,227	45	
Cedar Rapids-Waterloo, Iowa	3	682	669	1,458	1,379	1,879	1,828	91	95	3,564	3,529	5,329	4,994	2,693	2,713	4,994	2,693	
Charleston, S.C.	3	1,810	1,817	4,090	4,046	3,107	2,765	161	91	13,247	13,032	9,939	9,240	3,307	3,793	9,240	3,307	
Charlotte-Huntington, W. Va.-Ashland, Ky.	3	1,965	1,927	7,776	8,084	5,461	5,044	618	580	13,247	13,032	9,939	9,240	3,307	3,793	9,240	3,307	
Charlotte, N.C.	4	814	784	1,937	1,710	2,972	2,773	156	146	5,202	4,801	3,668	3,428	1,533	1,373	3,428	1,533	
Chattanooga	3	6,533	6,533	76,302	76,810	34,669	27,660	2,649	2,313	102,483	97,089	75,692	72,626	26,791	24,464	75,692	26,791	
Chicago	7	2,483	2,582	10,251	9,784	8,968	7,647	687	572	18,423	18,423	15,151	14,153	3,911	4,271	15,151	3,911	
Cincinnati	4	4,439	4,186	26,673	24,989	15,101	12,619	1,607	1,180	39,348	36,774	28,564	27,095	10,785	9,679	28,564	10,785	
Cleveland	5	565	530	1,974	1,853	2,251	1,948	50	58	4,160	3,658	3,243	2,902	917	757	3,243	917	
Colorado Springs-Pueblo	3	653	653	1,955	2,399	2,366	1,728	81	56	4,813	4,549	3,329	3,299	1,484	1,250	3,329	1,484	
Columbia, S.C.	3	497	484	962	922	1,186	1,030	141	92	2,502	2,260	2,260	2,260	242	168	2,260	242	
Columbia-Jefferson City, Mo.	3	1,104	1,084	1,270	1,171	2,522	2,251	128	66	4,476	4,120	3,529	3,231	948	888	3,529	948	
Columbus, Ga.	3	1,879	1,716	8,499	8,604	8,943	7,988	736	662	16,844	15,435	11,430	10,396	5,414	5,039	11,430	5,414	
Columbus, Ohio	3	525	515	1,036	1,152	2,286	2,062	102	102	3,459	3,537	3,460	3,105	—1	—1	3,460	—1	
Corpus Christi, Tex.	3	2,499	2,499	21,524	21,027	14,767	14,062	621	769	35,274	34,088	23,669	23,052	11,606	11,036	23,052	11,606	
*Dallas-Fort Worth	5	2,581	2,499	21,524	21,027	14,767	14,062	621	769	35,274	34,088	23,669	23,052	11,606	11,036	23,052	11,606	
Davenport, Iowa-Rock Island-Moline, Ill.	3	1,357	1,371	2,845	2,497	1,895	1,825	192	153	5,744	5,353	4,937	5,082	807	271	4,937	807	
Dayton, Ohio	3	2,059	1,958	6,827	6,555	5,924	5,466	330	310	12,947	12,179	9,391	8,194	3,984	3,984	9,391	3,984	
Denver	4	1,525	1,487	14,216	11,935	12,918	11,386	264	189	24,158	21,151	15,877	14,204	8,281	6,947	15,877	8,281	
Des Moines-Ames, Iowa	3	1,074	1,041	4,198	3,877	2,734	2,564	269	338	6,905	6,522	5,531	5,537	1,374	966	5,531	1,374	
Detroit	5	4,873	4,488	37,069	32,615	20,042	18,719	967	883	52,071	47,366	32,746	30,534	19,324	16,832	32,746	19,324	
Duluth, Minn.-Superior, Wis.	3	949	937	1,401	1,316	1,420	1,401	84	108	3,610	3,477	3,629	3,534	—19	—57	3,629	—19	
El Paso	3	526	514	1,172	1,259	3,444	2,928	334	229	4,838	4,476	4,308	3,840	530	636	4,308	530	
El Paso	3	526	514	1,172	1,259	3,444	2,928	334	229	4,838	4,476	4,308	3,840	530	636	4,308	530	
Evansville, Ind.	3	776	756	1,108	1,041	2,035	1,715	83	87	3,608	3,212	3,242	2,982	366	220	3,242	366	
Fargo-Valley City, N.D.	3	835	842	1,214	1,079	2,737	2,626	74	93	4,318	4,129	3,654	3,328	663	802	3,654	663	
Flint-Saginaw-Bay City, Mich.	3	767	731	1,196	1,037	2,023	1,796	43	4	3,815	3,530	3,624	3,278	191	252	3,624	191	
Fort Smith, Ark.	3	1,345	1,241	4,683	3,989	4,927	4,211	317	364	9,519	8,264	8,176	7,325	1,342	940	8,176	1,342	
Fort Wayne, Ind.	3	345	246	407	426	1,178	1,238	55	131	1,783	1,769	1,917	1,767	—134	2	1,917	—134	
*Fresno-Hanford-Tulare, Calif.	3	724	725	2,332	2,008	3,093	2,755	270	159	5,544	4,857	4,419	4,034	1,134	822	4,419	1,134	
Green Bay, Wis.	7	940	914	4,023	3,345	3,864	3,672	414	355	7,700	6,965	7,875	7,242	—115	—277	7,875	—115	
Grand Rapids, Mich.	4	2,152	2,038	7,123	7,321	5,068	3,436	364	329	12,338	11,126	9,055	8,514	2,823	2,613	9,055	2,823	
Greensboro-High Point-Winston-Salem, N.C.	3	1,147	1,141	2,589	2,403	3,452	2,886	84	107	6,625	6,076	5,999	5,483	628	593	5,999	628	
Greenville-Spartanburg, S.C.-Asheville, N.C.	3	1,424	1,390	4,643	4,319	4,446	4,308	170	177	9,125	8,713	6,341	5,776	2,784	2,937	5,776	2,784	
Greenville-Washington-New Bern, N.C.	4	1,249	1,224	6,064	5,568	3,129	2,791	344	337	9,073	8,353	6,082	5,390	2,991	2,963	6,082	2,991	
Harrisburg-Lancaster-York-Lebanon, Pa.	3	829	782	2,499	2,536	1,949	1,825	75	115	4,827	4,784	3,834	3,669	993	1,115	3,834	993	
Hartford-New Haven-New Britain-Waterbury, Conn.	5	1,634	1,554	5,664	4,914	3,312	3,109	154	182	9,020	8,145	6,974	6,253	2,046	1,891	6,974	2,046	
Honolulu	4	2,780	2,635	16,337	13,675	6,257	7,496	355	258	21,320	20,211	14,282	14,384	7,038	5,827	14,282	7,038	
Houston-Galveston	4	865	854	2,029	2,229	8,050	6,777	145	195	10,202	9,316	9,095	9,296	1,107	21	9,095	1,107	
Huntsville-Decatur, Ala.	5	2,198	2,054	19,026	18,996	16,158	13,168	654	363	32,888	29,712	19,885	17,608	12,803	12,103	19,885	12,803	
Indianapolis	3	589	520	1,221	1,117	1,462	1,480	103	98	3,076	2,878	2,808	2,565	268	313	2,808	268	
Jackson, Miss.	5	1,960	1,905	13,151	12,548	12,685	11,031	310	226	23,941	21,716	16,332	14,174	7,609	7,542	16,332	7,609	
Jackson, Miss.	3	849	814	1,693	1,815	3,083	2,623	90	90	5,212	4,859	4,627	4,257	584	602	4,627	584	

Time sales 2

Total stations reporting 1973-1972

Network

Spot 3

Local 3

Barter and trade-outs

Total broadcast revenues 4

Total broadcast expenses

Total broadcast income 5

Market

1973 (000)

1972 (000)

1973 (000)

1972 (000)

1973 (000)

1972 (000)

Market	1973 (000)	1972 (000)	1973 (000)	1972 (000)	Spot (000)	Local (000)	Barter and trade-outs (000)	Total broadcast revenues (000)	Total broadcast expenses (000)	Total broadcast income (000)						
Jacksonville, Fla.	3	3	1,234	1,224	6,418	5,899	3,958	3,778	189	226	10,046	9,476	8,430	7,317	1,616	2,159
Johnson City-Kingsport, Tenn.- Bristol, Va.	3	3	653	634	1,601	1,547	1,788	1,555	152	85	3,677	3,378	2,941	2,880	736	498
Johnstown-Altoona, Pa.	3	3	1,497	1,289	1,996	1,861	1,734	1,601	144	113	4,944	4,490	4,514	3,802	429	688
Joplin, Mo.-Pittsburg, Kan.	3	3	930	941	1,149	1,065	1,616	1,404	61	61	3,519	3,258	2,827	2,461	692	798
*Kansas City, Mo.	4	4	1,955	2,047	12,038	10,948	9,049	8,927	318	418	19,650	18,864	12,746	11,668	8,905	7,196
Knoxville, Tenn.	3	3	1,184	1,086	2,611	3,023	3,487	2,266	257	255	6,544	5,732	4,668	4,158	1,876	1,575
Lafayette, La.	3	3	445	421	864	960	2,235	2,281	34	38	3,362	3,463	2,645	2,706	717	758
Las Vegas-Henderson, Nev.	4	4	466	422	1,813	1,698	4,348	3,823	232	263	6,023	5,892	5,447	5,447	131	261
Lexington, Ky.	3	3	555	552	2,465	2,222	1,804	1,482	119	97	4,442	3,933	4,143	3,825	300	108
Lincoln-Hastings-Kearney, Neb.	5	5	822	793	1,962	1,785	2,090	1,985	115	163	4,495	4,182	3,974	3,725	521	1,363
Little Rock, Ark.	3	3	924	898	2,760	2,507	5,121	4,719	329	271	8,034	7,344	6,353	5,981	1,681	1,363
Louis Angeles	11	10	7,141	6,826	94,794	91,715	54,932	50,002	5,148	5,484	134,100	127,462	105,684	98,844	28,417	28,618
Louisville, Ky.	4	4	1,900	1,891	6,866	6,457	5,951	5,557	319	217	13,087	12,500	11,308	10,576	1,779	1,924
Lubbock, Tex.	3	3	868	854	978	1,100	2,375	2,422	171	219	4,129	4,124	4,143	3,990	—15	134
Madison, Wis.	3	3	772	756	2,348	2,085	1,736	1,560	200	47	4,308	3,945	3,866	3,567	442	378
Memphis	3	3	1,769	1,733	6,826	5,871	6,295	5,513	258	222	12,966	11,984	7,990	7,315	4,976	4,669
Miami	6	6	2,044	1,956	20,990	18,510	14,981	12,864	1,010	759	32,319	28,357	23,323	20,466	8,996	7,891
Milwaukee	4	4	2,167	2,191	12,539	11,924	9,150	8,091	324	256	20,669	18,975	15,229	13,777	5,439	5,198
Minneapolis-St. Paul	4	4	2,479	2,361	17,331	17,331	12,836	12,084	674	509	28,540	27,435	21,203	19,223	7,336	8,203
Mobile, Ala.-Pensacola, Fla.	3	3	987	972	2,781	2,611	3,263	3,017	45	58	6,180	5,919	4,669	4,550	1,511	1,369
Monroe, La.-El Dorado, Ark.	3	3	667	591	1,529	1,357	1,450	1,357	149	66	3,306	3,065	2,945	2,945	361	—
Montgomery, Ala.	3	3	891	861	1,679	1,801	2,140	1,586	90	66	4,125	3,718	2,907	2,626	1,218	1,091
Nashville	3	3	1,504	1,466	5,359	4,948	6,000	5,338	294	143	12,076	10,812	10,734	9,081	1,342	1,731
New Orleans	4	4	1,554	1,508	7,461	7,145	9,711	8,702	602	582	17,063	15,555	14,517	12,665	2,481	2,891
New York	9	8	13,982	13,476	138,865	138,978	46,834	30,975	4,938	4,261	173,359	159,429	132,851	121,065	40,507	38,363
Norfolk-Portsmouth-Newport News- Hampson, Va.	3	3	1,397	1,389	3,896	3,808	5,941	4,835	89	160	9,987	8,996	7,570	7,113	2,417	1,883
Odessa-Midland-Monahans, Tex.	4	4	523	455	598	689	1,795	1,565	73	103	2,791	2,556	2,810	2,567	—18	—12
Oklahoma City-Enid	3	3	1,554	1,557	5,775	5,191	7,000	6,139	238	177	12,771	11,548	9,198	8,560	3,573	2,988
Omaha	3	3	1,365	1,472	4,292	3,853	4,641	4,027	192	130	9,115	8,368	6,967	6,422	2,147	1,946
Orlando-Daytona Beach, Fla.	3	3	1,076	1,073	5,072	4,409	5,801	5,039	236	192	10,482	9,146	7,559	6,841	2,923	2,306
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill.	4	4	953	927	2,278	2,084	1,614	1,475	53	54	4,474	4,108	3,456	3,334	1,018	774
Pasco, Wash.	2	1	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Peoria, Ill.	3	3	880	865	2,120	1,955	3,058	2,660	171	145	5,531	4,967	5,280	4,633	251	334
Philadelphia	6	6	6,249	6,200	46,427	44,590	26,228	24,948	3,232	3,206	66,054	63,194	49,969	47,121	16,085	16,073
Phoenix-Mesa	5	5	1,213	1,118	11,281	10,050	9,479	9,316	298	302	19,278	16,160	13,122	11,626	6,156	4,584
Pittsburgh	3	3	3,361	3,294	21,731	20,041	10,818	9,316	1,273	1,474	30,270	28,019	20,772	19,529	9,498	8,490
Ponce, Puerto Rico	2	2	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Portland, Ore.	4	4	1,725	1,015	10,105	9,766	6,538	6,264	514	404	16,091	15,540	13,800	12,841	2,291	2,699
Portland-Poland Springs, Me.	3	3	995	985	2,053	1,967	2,531	2,424	69	48	5,147	5,066	4,343	4,160	803	905
Providence, R.I.-New Bedford, Mass.	3	3	2,018	1,979	7,327	7,634	5,515	4,792	517	228	12,667	12,252	9,418	9,041	3,248	3,211
Raleigh-Durham, N.C.	3	3	2,080	2,018	3,617	3,793	3,926	3,218	179	134	8,793	8,209	6,081	5,572	2,622	2,636
Reno	3	3	426	396	817	738	2,138	1,789	83	41	3,035	2,705	2,858	2,754	178	—49
Richmond-Petersburg, Va.	3	3	1,198	1,196	4,081	3,645	4,201	3,853	349	372	8,226	7,611	6,358	5,287	1,868	1,376
Rio Grande-Lynchburg, Va.	4	4	1,050	1,002	3,004	2,855	2,901	2,593	202	168	6,256	5,528	4,704	4,098	728	1,056
Rochester, N.Y.	3	3	1,364	1,332	4,661	4,195	4,109	3,640	150	164	8,779	7,990	6,821	6,803	1,958	1,167
Rochester-Austin, Minn.-Mason City, Iowa	3	3	695	694	1,029	1,359	3,252	2,791	56	53	3,076	2,828	2,443	2,468	633	359
Rockford-Freepot, Ill.	3	3	1,170	1,158	1,558	1,359	3,252	2,791	70	63	4,555	4,878	4,704	4,098	751	780
Sacramento-Stockton, Calif.	4	4	1,819	1,749	10,435	10,571	9,009	8,400	478	451	18,354	17,879	13,850	13,080	4,504	4,799
Salinas-Monterey-San Jose, Calif.	4	4	815	791	2,227	2,456	4,132	2,998	473	375	6,620	5,802	5,682	5,382	939	421
San Antonio, Tex.	3	3	1,173	1,143	5,421	4,474	5,507	4,908	423	416	11,012	9,824	9,084	8,527	1,928	1,297
San Diego	4	4	1,624	1,246	4,263	4,473	6,926	6,240	417	403	11,345	10,604	7,492	6,801	3,853	3,803
San Francisco-Oakland	3	3	1,749	1,155	8,751	7,537	8,210	6,116	487	249	16,314	13,027	12,767	10,947	3,547	2,080
San Juan-Caguas, Puerto Rico	6	7	3,870	3,751	39,825	46,695	30,116	18,583	3,496	2,697	62,337	57,536	45,409	40,614	16,927	16,927
Savannah, Ga.	3	3	483	446	1,005	864	3,529	3,912	281	355	14,410	13,109	12,027	11,302	1,910	2,131
Seattle-Tacoma, Wash.	3	4	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Shreveport, La.-Texarkana, Tex.	5	5	2,062	2,058	14,650	13,742	8,946	8,625	614	397	22,049	20,902	17,854	16,943	4,195	3,959
Sioux City, Iowa	3	3	1,090	1,154	2,463	2,293	2,574	2,270	113	72	5,571	5,139	4,490	4,146	1,081	993
Sioux Falls-Mitchell, S.D.	3	3	1,012	1,005	1,225	1,094	1,446	1,339	181	164	3,428	3,227	3,260	3,005	169	222
South Bend-Eikhart, Ind.	3	3	898	910	2,197	2,022	1,057	965	95	171	3,786	3,575	3,375	3,330	211	307
Springfield-Decatur-Champaign- Urbana-Danville, Ill.	3	3	697	695	1,647	1,538	3,281	2,692	225	257	5,008	4,487	4,294	3,982	714	505
Spokane, Wash.	4	4	1,294	1,275	2,935	2,811	4,184	3,927	173	166	8,021	7,622	6,600	6,093	1,421	1,528
	3	3	942	2,972	2,737	2,737	2,001	1,655	123	123	5,192	4,620	4,346	4,126	646	494

Springfield, Mo.	3	3	616	576	1,577	1,459	2,147	1,868	83	18	3,923	3,498	3,443	3,092	480	405
St. Louis	5	5	2,675	2,685	19,807	19,476	10,405	8,138	1,485	995	27,996	25,714	22,758	20,508	5,238	5,206
Syracuse, N.Y.	3	3	1,632	1,648	6,519	6,083	3,979	3,130	388	358	10,332	9,321	7,937	7,185	2,395	2,136
Tampa-St. Petersburg, Fla.	4	4	1,902	1,850	10,424	9,208	9,236	7,866	188	189	18,935	16,450	11,900	10,226	7,034	6,223
*Terre Haute, Ind.	3	3	785	959	4,686	4,898	1,616	3,900	64	—	3,095	9,648	7,027	6,785	157	2,863
Toledo, Ohio	3	3	2,231	2,120	4,686	4,838	1,838	3,711	340	340	10,412	9,648	7,027	6,785	3,385	3,385
Traverse City-Cadillac, Mich.	3	3	506	495	1,137	978	1,298	1,080	64	58	2,761	2,407	2,620	2,344	140	63
Tucson, Ariz.	4	4	534	506	2,554	1,901	3,735	3,056	130	126	5,947	4,810	5,618	4,765	330	45
Tulsa	3	3	1,207	1,198	3,566	2,959	5,491	4,978	191	130	9,349	8,544	6,865	6,584	2,483	1,961
Waituku, Hawaii	2	2	..	..	..	..	..	..	..	..	..	..	..	..	..	..
*Washington	6	6	2,612	2,480	28,750	27,032	16,929	14,203	1,111	970	41,878	37,575	36,687	31,855	5,191	5,719
Wichita Falls, Tex.-Lawton, Okla.	3	3	582	574	980	904	2,249	2,114	142	115	3,666	3,502	3,347	2,854	319	648
Wichita-Hutchinson, Kan.	3	3	1,055	1,048	2,991	2,720	3,222	3,079	164	263	6,705	6,287	4,989	4,812	1,715	1,475
Wilkes-Barre-Scranton, Pa.	3	3	1,204	1,110	3,016	2,466	3,063	2,426	163	232	6,393	5,295	5,165	4,662	1,229	633
Yakima, Wash.	3	3	474	602	710	912	1,163	1,167	133	128	2,118	2,406	2,123	2,653	—	—
Youngstown, Ohio	3	3	677	682	2,510	2,239	1,668	1,529	80	77	4,246	3,937	3,850	3,479	396	458

TOTALS:																
Markets of three or more stations (reporting)	487	483	207,034	198,622	1,168,303	1,115,587	825,622	713,465	58,367	52,236	1,918,483	1,774,728	1,467,297	1,349,974	451,186	424,754
Markets of fewer than three stations (reporting)	179	180	25,975	25,867	54,755	51,765	70,041	64,605	3,071	2,435	141,451	133,401	124,421	116,875	17,030	16,525
All markets	666	663	233,009	224,489	1,223,058	1,167,352	\$895,663	\$778,070	\$61,438	\$54,672	\$2,059,934	\$1,908,129	\$1,591,718	\$1,466,850	\$468,216	\$441,279

1 Does not include 26 satellites that filed combined reports with their parent stations.
2 National and regional spot and local spot sales are for time only. Excluded are revenues from programs, talent, materials, facilities and services sold in connection with the sale of time.
3 Before commissions to agencies, representatives and brokers. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with figures for years prior to 1969.
4 Total time sales less commissions to advertising agencies, representatives and brokers, plus sales of programs, materials, facilities and services, plus other broadcast revenue.
5 Before federal income tax. Minus sign indicates loss.
6 A significant portion of the reported 1973 local time sales for this market came from a shift in the way one station allocated sales between national and local categories. Had this station used the same allocation procedures in 1972, the San Francisco-Oakland market figures, for that year would have been (approximately): national/regional, \$40.3 million; local, \$24.9 million.
* One or more stations did not report data for the full year.
** Data withheld to maintain confidentiality of individual station figures.

Revenue and expense items of three national television networks, 1973 (In thousands of dollars)

	Amount
Net broadcast revenues	
I. NETWORK REVENUES:	
(a) Revenues from sale of time when program is supplied by advertiser	\$ 44,134
(b) All other advertising revenues	1,791,167
(c) Revenues from stations for cooperative programs	4,226
(d) All other broadcast revenues	70,855
Total gross broadcast revenues	1,910,182
Value of trade-out and barter transactions included in "all other broadcast revenues"	11,004
II. DEDUCT:	
(a) Payments to stations	228,568
(b) Commissions to advertising agencies, representatives, brokers and others, and cash discounts	276,745
Total deductions	505,314
III. NET BROADCAST REVENUES	1,404,869
Network broadcast expenses	
GENERAL CATEGORIES OF EXPENSES:	
Technical expenses	\$ 1,075,815
Program expenses	40,836
Selling expenses	103,369
General and administrative expenses	1,220,020
TOTAL BROADCAST EXPENSES	1,404,869
SELECTED EXPENSE ITEMS	
Salaries, wages and bonuses of officers and employees engaged in following categories:	
(a) Technical	163,421
(b) Program	14,559
(c) Selling	48,682
(d) General and administrative	226,663
(e) Total (all officers and employees)	18,390
Depreciation of tangible property	624,430
Amortization expense on programs obtained from others (total)	140,481
(a) Feature film shown or expected to be shown in U.S. theaters	17,391
(b) All other feature film	466,558
(c) All other programs	3,128
Records and transcriptions	6,248
Music-license fees	75,467
Other performance or program rights	53,148
Cost of intercity and intracity program relay circuits	139,836
Total expense for news and public affairs ²	
Network broadcast income	
Broadcast revenues	\$1,404,869
Broadcast expenses	1,220,020
Broadcast operating income	184,848

¹ Because methods of treating technical and program expense differ among the networks, the two figures have been combined.

² This figure contains costs already shown above. Costs of sports programs are not included.

Note: Last digits may not add to totals because of rounding.

Investment in tangible broadcast property of TV networks and 666 TV stations as of Dec. 31, 1973 (In thousands of dollars)

	Number of stations ¹	Original cost ²	Original cost minus depreciation
Three National networks	—	\$ 245,798	\$103,395
Network owned-and-operated stations	15	93,954	33,194
Other TV stations			
VHF	474	1,161,795	491,153
UHF	177	229,110	121,362
TOTAL	666	\$1,730,658	\$749,104

¹ Eight of these stations did not report investment in tangible property; some of these may be operating under lease arrangements. The count of 666 stations represent 692 operations including 26 satellites whose figures were reported in the parent stations' reports.

² In case of stations which have been sold, represents that portion of price assigned by licensee to property.

Note: Last digits may not add to totals because of rounding.

Tables continue on next page

Number of television stations reporting profit or loss by amount of profit or loss, 1973*

	Total		Network affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting	457	165	425	112	32	53
Number of stations reporting profits	395	77	374	61	21	16
Profitable stations as percent of total	86.4	46.7	88.0	54.5	65.6	30.2
Number of stations reporting profits of:						
\$5,000,000 or over	18	—	18	—	—	—
3,000,000-5,000,000	26	—	25	—	1	—
1,500,000-3,000,000	56	1	51	—	5	1
1,000,000-1,500,000	37	—	33	—	4	—
600,000-1,000,000	44	6	41	4	3	2
400,000-600,000	40	6	39	5	1	1
200,000-400,000	66	16	60	13	6	3
100,000-200,000	45	12	45	9	—	3
50,000-100,000	27	16	26	15	1	1
25,000-50,000	16	7	16	4	—	3
Less than 25,000	20	13	20	11	—	2
Number of stations reporting losses	62	88	51	51	11	37
Unprofitable stations as percent of total	13.6	53.3	12.0	45.5	34.4	69.8
Number of stations reporting losses of:						
Less than \$10,000	4	2	4	1	—	1
10,000-25,000	4	9	4	5	—	4
25,000-50,000	6	9	6	7	—	2
50,000-100,000	18	18	17	13	1	5
100,000-200,000	12	15	7	9	5	6
200,000-400,000	12	18	10	14	2	4
400,000 and over	6	17	3	2	3	15

* Stations operating full year only excluding satellite stations. Profits are before federal income tax.

Total employment for TV networks and 666 TV stations as of Dec. 31, 1973

	Fulltime	Parttime	Total
3 networks	10,803	1,619	12,422
15 network owned-and-operated stations	4,789	202	4,991
All other stations:			
VHF stations (474)	32,433	3,383	35,816
UHF stations (177)	6,197	809	7,006
Total 3 networks and 666 TV stations ¹	54,222	6,013	60,235

¹ The count of 666 stations represents 692 operations including 26 satellites whose figures were reported in the parent stations' reports.

Changing Hands

Announced

■ **WTLV(TV)** Jacksonville, Fla.: Preliminary agreement reached for sale by Television 12 of Jacksonville Inc. to Harte-Hanks Newspapers Inc. for about \$11 million ("Closed Circuit," Aug. 26). Agreement is subject to ratification by licensee's board and to approval by FCC. There are 74 stockholders in WTLV; largest is Wometco Enterprises, 11%. Harte-

Hanks stock is traded on New York Stock Exchange. Firm owns 46 newspapers, including 21 dailies. Its only broadcast property is KENS-TV San Antonio, Tex. WTLV, on ch. 12, is NBC affiliate.

Approved:

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

■ **WGAI(AM)** Elizabeth City, N.C.: Sold by Smiles of Elizabeth Inc. to Campbell Broadcasting Inc. for \$345,000. Principals in seller are Norman J. Suttles and Derwood H. Goodwin who also have interests in **WFBS(AM)** Spring Lake, **WISP(AM)** Kinston, **WSML(AM)** Graham, **WRNC(AM)** Raleigh and **WSMY(AM)** Weldon, all North Carolina, and have purchased **WLPM(AM)**-**WFOG(FM)** Suffolk, Va., subject to FCC approval which has been deferred pending response to FCC's inquiry concerning buyers' nonentertainment programming proposal for **WFOG(FM)**. Principal in buyer of WGAI is A. Hartwell Campbell, who owns apartment houses in Raleigh, N.C. WGAI is on 560 khz with 1 kw day and 500 w night.

■ Other sales approved last week: **KVSL(AM)** Show Low, Ariz.; **WINE-AM-FM** Brookfield, Conn.; **WNRK(AM)** Newark, Del.; **WJCM(AM)** Sebring, Fla.; **KGLX(AM)** The Dalles, Ore.; **WARV(AM)** Warwick-East Greenwich, R.I.; **WJMT-AM-FM** Merrill, Wis.; and **KWIV(AM)** Douglas, Wyo. See page 46 for details.

KOLS-KKMA, KOKA renewed despite challenges to operating procedures

KOLS(AM) and **KKMA(FM)** Pryor, Okla., and **KOKA(AM)** Shreveport, La., were granted license renewals over objections alleging negligent maintenance of required FCC documents.

KOKA Broadcasting Co. failed to include in its application a "statement of program service," but the commission rejected **Bossier Broadcasting Corp.**'s petition to deny, since **KOKA** had operated the station for less than the six-month grace period the FCC permits an assignee or transferee before requiring that information to be filed.

Lakes Area Broadcasting Co., licensee of **KOLS** and **KKMA**, was charged by **Vinita Broadcasting Co.**, former licensee of **KVIN(AM)** Vinita, Okla., with failing to maintain all FCC required documents, violating operating log requirements, misidentifying its city of license and misrepresenting its allocated power. **Vinita** also charged **Lakes Area** with failure to file a time brokerage contract, originating more than 50% of its programming outside of Pryor and moving its main studio without FCC consent. As a result of **Vinita**'s complaints, the commission launched an investigation in May 1971 and found several violations of its rules. Accordingly it assessed **Lakes Area** a \$2,000 forfeiture. The FCC said the forfeiture was adequate and the remaining allegations by **Vinita** raised no substantial question concerning **Lake Area**'s fitness as a licensee.

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74-43

OTP comes down on side of NAB on renewal bill

Agency opposes efforts by Hart to delete section dealing with case-by-case restructuring

The Office of Telecommunications Policy is letting it be known it is unhappy with what it reads about Senate Communications Subcommittee Chairman John Pastore's (D-R.I.) likely plans for the license renewal bill.

"If the trade press is right," an OTP spokesman said last week, "the bill is not the kind of thing this administration will support."

But to say the bill is being threatened with a presidential veto is premature, the spokesman said, because the bill has not yet taken shape. When the bill is ready to be submitted to the White House, OTP will make its recommendations to the President. And it has said that "not just any bill will do."

OTP's principal cause for concern is the possible deletion of Section 2(B) of the House-passed H.R. 12993, which bars the FCC from restructuring the broadcast industry case by case (BROADCASTING, Aug. 26). That bar was in OTP's proposed renewal bill, unveiled by the agency's director, Clay T. Whitehead, in December 1972.

The stories which prompted OTP's reaction reported that Senator Pastore has given indications he might favor altering Section 2(B), perhaps even deleting it, to fend off a threatened referral of the bill to Senator Philip Hart's (D-Mich.) Antitrust Subcommittee. Senator Hart has said he would request the bill's referral to his subcommittee, if Section 2(B) is retained, to study the "antitrust implications" in that section. Observers say the delay caused by the bill's referral could bring about its demise.

OTP never stumped for passage of the House's renewal bill, but, the OTP spokesman said, "generally we agree with the way it addressed the crossownership issue." Section 2(B) would prohibit the denial of license renewals on grounds of multimedia ownerships or integration of management and ownership if the licensees were in compliance with FCC rules.

OTP was disappointed that some of its original recommendations were left out of the House bill—for example, a ban on the use of quantitative standards in judging a renewal applicant's programming performance. That provision, which was part of OTP's proposed renewal legislation, was aimed at an FCC proposal to require television licensees to carry certain categories of programs—e.g. news and public affairs—with minimum standards stated as specific percentages of a station's total programming.

But "if the Senate passed a bill like the House's, we'd feel better than we do when we read what the Senate is doing," the OTP spokesman said.

The answer, he added, "is not to emas-

culate the bill and come up with something that says nothing." Then he repeated that if the finished bill ignores issues relating to the First Amendment and crossownership, "We're going to have serious reservations."

Acting OTP Director John Eger has discussed the renewal bill with executives at the National Association of Broadcasters, who are campaigning hard to keep Section 2(B) in the bill. Both sides expressed their concerns over the renewal legislation and found they shared many of the same views.

"Basically we are very much in synchronization with OTP on license renewal," said Grover Cobb, NAB's senior executive vice president.

But the two organizations formed no tactical alliance and none is anticipated. There is, however, "a new spirit of co-operation" between NAB and OTP, according to OTP's spokesman.

If there was an old spirit of cooperation, it had been dampened by Mr. Whitehead's storied address before the Indianapolis chapter of Sigma Delta Chi in December 1972. That speech was taken as a call for television stations to demand that networks alter their news in exchange for liberalized renewal legislation. The media and members of Congress read intimidation into Mr. Whitehead's speech.

Despite the advantages to broadcasters of the renewal bill Mr. Whitehead offered at that time, NAB could not have worked with OTP after the Indianapolis speech, Mr. Cobb said.

When the two sat down together recent-

ly they agreed on two goals a renewal bill should accomplish: to define what a broadcast licensee need to do to have his license renewed, and to shield the licensee from any further consideration of his ownership structure in subsequent renewal applications once it has been approved initially by the FCC.

CPB and OTP will make joint effort to push for action on funding

In a concerted action to prompt congressional action before the anticipated adjournment next month, the Office of Telecommunications Policy and the Corporation for Public Broadcasting are joining forces in pressing for expedient consideration of the pending CPB long-range funding bill.

CPB and OTP officials agreed last week to mount a collective "educational effort" aimed particularly at having hearings on the bill (S. 3825) promptly scheduled in the House. Senator John Pastore's (D-R.I.) Communications Subcommittee has already conducted similar proceedings and has reported out a measure that would provide public broadcasting with up to \$612 million in federal funding over a five-year period (BROADCASTING, Aug. 19). Floor action in the Senate has yet to be scheduled because the bill must still clear Senator Warren Magnuson's (D-Wash.) Appropriations Subcommittee.

While no hearings yet have been

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scheduled on the House side, there were indications last week that they soon will be. Representatives Clarence Brown (R-Ohio) and Lionel Van Deerlin (D-Calif.), both influential members of the Commerce Committee, have strongly suggested that Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) consider the bill during this session of Congress. In addition, it was reported that Public Broadcasting Service Chairman Ralph Rogers and President Hartford Gunn met with Mr. Macdonald several weeks ago and left with the congressman's assurance that an attempt would be made to schedule hearings.

An OTP spokesman last week emphasized that the office has made a full commitment to push for passage of a funding bill. "We're going right to the wall on this one," he said. It is likely, however, that once the bill comes up for consideration in the House, OTP and the broadcasters will part company as far as the proposed funding ceilings are concerned. (The legislation passed by the Pastore subcommittee is \$175 million heavier than the measure suggested by OTP.) "We will likely make our views known to the [Macdonald] committee that the ceilings are too large," the spokesman said. "We stand by our original bill."

NAB to shift emphasis at fall conferences

Agenda to offer more sessions keyed to station operations, sales

The National Association of Broadcasters is changing the format of its fall conferences in hopes of increasing attendance.

The string of conferences begin in New York, Oct. 22-23, and will continue through the remainder of October and November in Atlanta, Chicago, Dallas, Denver and Las Vegas.

The design is to steer away from the previous years' Washington-oriented reports to the membership and stress more how-to workshops aimed at helping individual stations improve operations. According to an NAB executive, "it's an attempt to broaden them [the conferences] and bring them down to earth."

The conference program will attempt to address a variety of broadcast functions. Sales managers will participate in the production of a local audio commercial from scratch under the guidance of Chuck Blore Creative Services. Program directors will gather to discuss ideas for counterprogramming and children's programs.

In addition, three workshops are planned for each conference, one led by the Radio Advertising Bureau to give tips on how to increase January and February revenues, another to update legal and management problems and a third to discuss the implications of satellite-to-home television on commercial television. And chief engineers will meet to consider engineering problems. Also to be presented in this third workshop is a Television

Information Office slide presentation on self-regulation in children's programming and advertising.

While the luncheon speaker has usually been a politician or industry leader in past conferences, this year's key speaker will be Dr. Herb True, billed as a "research psychologist, humorist, consultant, lecturer and showman." Dr. True will speak on creativity and motivation. "While you think, he makes you laugh," says the NAB announcement.

New for this year's programs is an invitation for NAB members to bring along nonmembers, as another incentive to boost attendance and promote new memberships.

FCC steps into Mexican FM case

Schafer firm told it violates Communications Act in sending programming to Tijuana stations

The U.S. government, this time in the person of the FCC, is attempting a new approach in the effort to shut the Mexican border to the signals of XHIS(FM) and XHERS(FM), both Tijuana. But if the new approach is successful, the effect would be felt by other Mexican stations that are now no more than passive observers to the aggravation the Mexican-owned Tijuana FM's are causing San Diego broadcasters. And it could even cause complications in U.S.-Mexican relations.

The aggravation is a product of the American-style programming XHIS and XHERS beam into the San Diego market, where they compete with the AM and FM stations for advertising.

The new approach is a show-cause order aimed at the operation which produces and records the program material and delivers it by courier, and sells the advertising time. The order alleges that Time Sales Inc., of San Diego, and two of its officers, Paul C. Schafer and Larry Shushan, are violating the Communications Act by producing and delivering the tapes without first obtaining FCC permission.

Section 325(b) of the Communications Act says FCC approval is needed by anyone wishing to produce "mechanical or physical reproduction of sound waves" and then transport them to a foreign station that broadcasts into the U.S.

For almost 40 years, however, the section has been read to apply to wire or microwave transmission of programming to the foreign country. In 1937, the U.S. Court of Appeals for the Fifth Circuit held that the recording of speeches in Texas "on disks resembling phonograph records" which were then physically shipped across the border for play on Mexican stations heard in the U.S. did not violate Section 325(b).

If the commission is successful in wiping out that precedent, Time Sales Inc. might not be the only company that would be obliged to seek FCC approval to use a courier to ship program material to stations in Mexico. Five other com-

panies in southern California have similar arrangements for supplying programming to three AM's and one TV in Tijuana and one AM in Rosarito, and none of the companies has FCC permission.

But the Time Sales Inc. operation is the only one causing concern in San Diego and would probably be the only one that would run into serious opposition if it was required to seek FCC approval to continue its operation. The commission has received about 40 letters from San Diego broadcasters complaining about the XHIS and XHERS operations.

Mr. Schafer, while in Washington lining up legal counsel to represent Time Sales in the show-cause proceeding, professed to be mystified by the anger his operations have aroused. He considers XHIS and XHERS relatively small operations; they grossed \$150,000 last year, he said. However, FCC financial figures for 1972 show that on an over-all basis, San Diego radio stations were losing money; the loss attributed to FM operations was almost \$300,000. And XHIS, which broadcasts "adult contemporary" music, and XHERS, which describes its format as "soul," do very well in the ratings book for San Diego.

A major ground for complaint on the part of the San Diegans is their view that the Tijuana FM's have not been brought into compliance with the side agreement that the U.S. and Mexico signed in November 1972 at the same time they concluded an agreement concerning the allocation of FM commercial and noncommercial stations along each side of the border. The side agreement, a product of pressure the San Diego broadcasters brought to bear on the State Department, was designed to solve the XHIS-XHERS problem, and the Americans were sure it would. It says that stations established under the main agreement "within the jurisdiction of each [government] will be assigned and operated for the basic purpose of providing an effective service to nationals within its frontiers."

Some FCC officials are said to share the sense of frustration being experienced in San Diego. Indeed, impatience with the Mexican government's failure to require compliance as the Americans understood the term was a factor in the commission's decision to issue the show-cause order.

However, the situation contains potential international complications. As one commission staffer put it, "it would be embarrassing if we got a Schafer application [under 325(b)], and turned it down, and the Mexican government said that XHIS and XHERS were operating in accordance with Mexican law."

The Mexican government at the time the two agreements were signed said it would conduct an inquiry to determine whether the Tijuana FM's were complying with the terms of the side agreement. And last month, the U.S. embassy in Mexico City received a note from the Mexican Department of Foreign Affairs which appeared to indicate the Americans had gotten their wish; it said that the two stations had modified their system "so that the greater part of their signal is

no longer being directed" to the U.S.

The note was delivered before the show-cause order was adopted, but a translation was not transmitted to the FCC until after that action was taken. But FCC officials said that until the Mexican government provides technical information indicating that the stations' signals toward the border are being substantially suppressed, they could not be certain that the problem has been eliminated.

And Mr. Schafer indicated that the kind of suppression commission officials feel is necessary has not occurred. He said that the changes that were made did not substantially affect the stations' signal strength in San Diego and that he was continuing to sell time there as before.

What does that mean to the State Department? If it appears that XHIS and XHERS are continuing to operate as before, in terms of programing and signal strength to the north, a State Department official said, "We can always go back to Mexico and ask them to try again. But that will take two or three years. They don't answer these things so fast."

An FCC open house for small-market stations

The Small Market Radio Committee of the National Association of Broadcasters will get a peek at the FCC's operation during a tour of the FCC September 9. The tour was suggested by FCC Chair-

man Richard Wiley to reciprocate a visit FCC commissioners and staff made to small market radio stations in Virginia last spring.

At the September 9 visit the small market radio committee members will meet with Chairman Wiley and the FCC commissioners in their offices, then attend a briefing by the FCC staff.

Following the briefing the committee members will participate in a question-and-answer session with FCC General Counsel Ashton Hardy, Broadcast Bureau Chief Wallace Johnson and his assistant, Harold Kassens, Broadcast Facilities Chief Martin Levy, Complaints and Compliance Chief William Ray, Renewal and Transfer Division Chief Richard Shiben and Executive Director John M. Torbet.

FCC prodded to study N.J. VHF situation

The New Jersey Coalition for Fair Broadcasting has notified the FCC that, if no action is taken by Sept. 30 on its March 4 request for an inquiry into the adequacy of VHF service for New Jersey, the coalition will file a petition for review with the U.S. Court of Appeals.

The coalition contended that the state is ill-served, since most VHF programing originates from and caters to neighboring states of New York and Pennsylvania. This "shortage of broadcast cov-

erage" has been ignored by the commission since three months ago when comments were due on the original petition, it was argued. In the meantime, according to the coalition, there have been FCC decisions affecting New Jersey allocations, and the pending license-renewal applications for New York and Pennsylvania stations will complicate the existing situation.

Media Briefs

Fact finding. Senator Vance Hartke's (D-Ind.) Subcommittee on Foundations will hold two days of hearings Sept. 9-10 on role of foundations in public broadcasting. Sessions are part of ongoing subcommittee probe, begun last October, into tax status of such groups.

Good start. Concerned Marketing Co., Dallas broadcast marketing firm, added 13 clients in first four weeks of operation. Following AM's have joined list: KSEO Durant, Okla.; KJIN Houma, La.; WROS Scottsboro, Ala.; WBEU Beaufort, S.C.; KTMC McAlester, Okla.; KVLH Pauls Valley, Okla.; WWJB Brooksville, Fla.; KMHT Marshall, Tex.; KELK Elko, Nev.; KRED Eugene, Ore.; KNOT Prescott, Ariz.; KIVM Lihue, Hawaii, and KBLF Red Bluff, Calif.

Stop and go. Clark College, Atlanta, has announced that students in its mass communications sequence may alternate semesters of study with semesters of full-time work in their field. College, pre-

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dominantly black, said it was seeking placements in broadcasting for alternate-semester students.

School time. FCC Chairman Richard E. Wiley has announced that professional education program within commission will begin on limited basis in October. It is to provide FCC employees opportunity for education in communications. Initially, "in-house" instructors will teach subjects designed to broaden employee's knowledge of other facets of commission not directly involved with daily routine.

Thanks. National Association of Educational Broadcasters' annual distinguished service award this year goes to Ford Foundation, public broadcasting's most prolific private benefactor. Award will be made to Ford President McGeorge Bundy at NAEB's 50th convention in Las Vegas next November.

Talking it out. FCC will hold oral argument Sept. 18 on challenges to license renewals of Alabama Educational Television Commission's eight TV stations. Black viewers claim that stations practice racial exclusion. FCC Administrative Law Judge Chester Naumowicz Jr. had proposed that renewals be granted.

Chicano check. A scholarship fund of \$3,000 for use by underprivileged students in mass communications has been donated to the Bilingual Bicultural Coalition for Mass Media by KCOR(AM)-KQXT(FM) San Antonio, Tex.

Programing

Broadcasters sit on both sides of fence on FCC proposal to extend duplication ban

Metromedia favors rule; NBC, ABC among those advocating go-slow approach to FM growth

In comments filed with the FCC last week, some broadcast groups, including Metromedia Inc., have sided with citizen groups in favoring the proposed FCC extension of AM-FM program nonduplication; many others have reiterated their opposition to the proposals—which would extend the 50% duplication rule to communities of less than 100,000 and prohibit all duplication in larger communities except for news and public affairs.

Farmville Broadcasting Co., licensee of WFAG(AM)-WRQR(FM) Farmville, N.C., has taken the side of those opposing AM-FM duplication but expressed concern that AM may become second rate to FM in terms of potential for gaining advertising dollars. In an unusual stance for AM-FM broadcasters, Farmville agreed with citizen groups that overall duplication should not be allowed, though it suggested that there are instances where news or public affairs

should be duplicated since the programs could be applicable to both AM and FM audiences.

Of major concern to Farmville is the weakened position of daytime AM in the competition for the "inelastic advertising revenues" of smaller markets. In order to ease the initial transition to non-duplication and to retain parity with FM stations, Farmville would like to see a waiver of the FCC acceptance criteria that preconditions AM applications for a power increase on frequency change. According to Farmville, this easing of the rules would provide AM stations needed economic relief and serve as an incentive towards "meaningful nonduplication."

Another broadcaster on the citizen group side of the fence was Shepard Broadcasting Corp., licensee of WLAV-AM-FM Grand Rapids, Mich. and WLTV(AM) Fort Wayne, Ind. Shepard also approved of the FCC proposal to extend the duplication ban, but wasn't as fearful for the viability of AM radio. According to Shepard, independent AM's would gain an equal footing with those affiliated with an FM, since a ban on simulcasting would eliminate the present setup where independent AM's are literally competing with two stations for listenership.

Metromedia Inc. went further than other broadcasters by suggesting stronger nonduplication requirements than proposed. Metromedia would prohibit an FM station from duplicating any programming of an AM in the same contiguous SMSA (standard metropolitan statistical area) with three exceptions: simulcasting news and public affairs, live sports and "special events" not to exceed 1% of all annual programming.

By definition an SMSA contains at least one community of 50,000 people or more, but Metromedia insisted that the SMSA parameter would yield more "uniform results" than a 50,000 cutoff. Otherwise, Metromedia argued, stations licensed in a larger city would not be able to duplicate programming, but stations serving the same area though licensed in a smaller contiguous town could simulcast.

More in keeping with the position taken by other broadcasters earlier in the proceeding (BROADCASTING, Aug. 19), NBC, ABC, General Electric Broadcasting Co. and several individual licensees stood against the proposed rulemaking that would extend the partial ban on AM-FM duplication. They argued changes in today's radio industry, marked by a rapid FM growth period and a proliferation of FM formats and services that have led to a loss of "national advertising effectiveness," dictate a go-slow approach to further rules prodding FM development. The broadcasters also pointed to the large number of independent FM's that are "loss operations" as a further signal to slow down.

General Electric called for a "time for stabilization and consolidation in FM development" and added that the FCC should allow the "forces already put into motion to reach their logical conclusion"

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before further rulemaking.

Five licensees filing joint comments claimed the proposed rulemaking disregards FM's function as a supplement to AM; FM is not fully competitive by virtue of restricted nighttime service and limited facilities.

The Nebraska Broadcasters Association pointed out that FM growth was built on AM affiliates and sustained initially on duplicated programming. More than two-thirds of all FM stations now operating came into being before the FCC nonduplication rule, it added. "Isn't it time to leave well enough alone?" the Nebraska Broadcasters concluded.

Those broadcasters opposed to the two principal proposals—the extension of the 50% duplication rule to smaller communities and prohibition of duplication except for news and public affairs in larger communities—do favor the proposed option to exempt the midnight-to-6-a.m. time period from any duplication requirements. NBC would like to see the present rule amended to allow for duplication of all nonentertainment programming and all "special" entertainment not regularly carried, such as the Super Bowl game.

Interstate Broadcasting Co., licensee of classical music stations WQXR-AM-FM New York, wants to insure that any new rule would preserve the limited waivers permitting duplication previously granted by the commission to Interstate and others that provide the only AM classical format in their markets.

Other broadcasters commenting against the proposed rule changes last week included Plough Broadcasting Co. Inc. and KFAB-AM-FM Omaha.

The comments were made as part of a final round of filings on the nonduplication proposals; final deadline for comments is Sept. 3.

PBS mixes it up in new schedule

Public network offerings range from practical shows on cooking to an anthology of Japanese films

Expanded by a record budget and the new station program cooperative, the Public Broadcasting Service's new fall schedule promises to be unprecedented in quantity and diversity.

Highlighting the PBS line-up, released Aug. 22, is a 13-part series on the history of science produced by WGBH-TV Boston, the *Ascent of Man*, which premieres in January. The program will join the continuing *Nova* and a new series on man's use of the sun's powers, *Solar Energy*, in the scientific category. Among other new PBS offerings this year will be the Children's Television Workshop health series geared to general audiences, *Feeling Good*; WNET-TV New York's examination of contemporary American life, *American Chronicles*, and an anthology of Japanese motion pictures, *Japanese Film*.

The PBS schedule reflects a high degree of specialization. It includes a new series on yoga, *Lilias, Yoga and You*; a Maryland Center for Public Broadcast-

ing-produced series on grassroots crime prevention, *Burglar Proofing*, and a nature program stressing the need for wildlife conservation, *Walsh's Animals*. Julia Child has completed her run on the noncommercial system, but in her place are two new offerings demonstrating culinary techniques, *The Romagnolis' Table* and *Zee Cooking School*.

Special-interest programming will be more visible than ever. *Black Journal* and *Black Perspective on the News* will be joined by several bilingual series, *Villa Allerge*, *Accion Chicano* and the *Carrascollendas* children's series, and WNET(TV) Buffalo, N.Y.'s *Woman*. Music will also be prevalent, with four classical series, a six-part jazz series—*At the Top*—and

15 taped concerts featuring jazz, country and blues artists, *Soundstage*. Also scheduled are a 13-part retrospective on great moments in sports history, *The Way It Was*; a six-part musical history of the 50th state, *Mele Hawaii*, and a five-part biography of the Renaissance master, *The Life of Leonardo Da Vinci*.

Alistair Cooke's highly acclaimed *America* documentary will be shown in half-hour segments on PBS after two runs on the commercial networks.

The PBS schedule, with premiere dates:

Sunday: *Walsh's Animals*, 7 p.m. (Nov. 10); *The Romagnolis' Table*, 7 p.m. (Jan. 19); *Nova*, 7:30 p.m. (Nov. 3); *Masterpiece Theater*, 8:30 p.m. (Oct. 6); *Firing Line*, 9:30 p.m. (Nov. 3);

Monday: *Washington Straight Talk*, 7:30 p.m. (Oct.

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7); *Special of the Week*, 8 p.m. (Oct. 7);

Tuesday: *Zee Cooking School*, 7:30 p.m. (Oct. 1); *American Chronicles*, 7:30 p.m. (Jan. 7); *America*, 8 p.m. (Oct. 1); *Evening at the Symphony*, 8:30 p.m. (Oct. 1); *The Ascent of Man*, 8:30 p.m. (Jan. 7); *Woman*, 9:30 p.m. (Oct. 1); *Accion Chicano*, 10 p.m. (Oct. 1); *Soundstage*, 10 p.m. (Nov. 12); *Burglar Proofing*, 10:30 p.m. (Oct. 1);

Wednesday: *Book Beat*, 7:30 p.m. (Oct. 9); *Feeling Good*, 8 p.m. (Nov. 20); *The Life of Leonardo da Vinci*, 9 p.m. (Nov. 20); *In Recital*, 10 p.m. (Nov. 27); *Mele Hawaii* (repeat of Saturday), 10:30 p.m. (Nov. 27); *Theater in America*, 9 p.m. (Jan. 8);

Thursday: *The Way It Was*, 8 p.m. (Oct. 3); *Con-sumer Survival Kit*, 8 p.m. (Jan. 9); *Religious America*, 8:30 p.m. (Oct. 10); *Arabs and Israelis*, 8:30 p.m. (Jan. 2); *Solar Energy*, 8:30 p.m. (Feb. 27); *The Japanese Film*, 9 p.m. (Jan. 9); *Behind the Lines*, 10 p.m. (Oct. 3);

Friday: *Aviation Weather*, 7 p.m. (Oct. 4); *Black Perspective on the News*, 7:30 p.m. (Oct. 4); *Washington Week in Review*, 8 p.m. (Oct. 4); *Wall Street Week*, 8:30 p.m. (Oct. 4); *Masterpiece Theater* (repeat), 9 p.m. (Oct. 4);

Saturday: *Accino Chicano* (repeat), 7 p.m. (Oct. 5); *World Press*, 7 p.m. (Nov. 23); *Mele Hawaii*, 7:30 p.m. (Oct. 5); *Evening at the Symphony* (repeat), 8 p.m. (Oct. 5); *Special of the Week* (repeat), 9 p.m. (Oct. 5).

Access session delayed

Absenteeism forces Wiley to hold up interim policy talks for one week

A shortage of commissioners last week prompted the FCC to hold off consideration of interim policies for execution of the prime-time access rule.

The commission was scheduled to act on the access matter at its regular meeting Wednesday (Aug. 28). But with only four commissioners present, Chairman Richard Wiley decided to postpone the matter until a full complement is on hand. That is expected to be this Thursday (Sept. 5), the next scheduled meeting date.

The commission has been forced to establish interim policies in light of an appellate court decision last June which stayed the extensive revisions the agency had hoped to make in the rule in time for the fall 1974 network season. In ordering the revised rule held in abeyance for at least another season, the court strongly indicated that the commission's homework on the issue was substandard.

Only four commissioners attended Wednesday's meeting—Chairman Wiley, James Quello, Glen Robinson and Benjamin Hooks—the last still suffering from diverticulitis, an ailment that has bothered him for years. All seven commissioners are expected at this week's session.

Program Briefs

Tidied up. ABC-TV has confirmed that it will telecast hit movie, "Midnight Cowboy," some time during 1974-75 season ("Closed Circuit," Aug. 5). Film, originally distributed by United Artists, "was edited in accordance with network policies, as established by ABC's Broadcast Standards and Practices Division," said network.

HEW funding. U.S. Department of Health, Education and Welfare has awarded eight contracts, totaling \$6.9 million, for children's TV series devoted to cross-cultural understanding. Programs will be funded under educational television provisions of Emergency School

Universal to NBC to CBS. Reruns of the various rotating elements of the *NBC Mystery Movie* will be given an extended network life—on CBS. Last week, Fred Silverman, vice president for programming at CBS, announced the purchase of more than 125 episodes of *NBC Sunday Mystery Movie* segments such as *Columbo* (Peter Falk), *McMillan and Wife* (Rock Hudson) and *McCloud* (Dennis Weaver) for use on the *CBS Late Movie* (Monday through Friday, 11:30 p.m. NYT). CBS paid the producer of these made-for-TV movies, Universal Television, a reported \$12 million for the package. Under the terms of the agreement, CBS is prohibited from showing series that are still a part of the *Sunday Mystery Movie* (8:30-10:30 p.m.) before the fall of 1976. But some rotating segments that have already been canceled—*Banacek*, *Hec Ramsey* and *The Snoop Sisters*—may begin their rerun schedules on CBS as early as this fall.

Aid Act, and are to be aired on public TV stations. All contracts went to non-commercial stations or nonprofit film makers. WTTW(TV) Chicago received \$1.8-million contract for 13 hour shows on school desegregation. WGBH-TV Boston was awarded \$2-million contract for 26 half-hour shows on lives of children of different ethnic and racial backgrounds, and KLRN(TV) Austin-San Antonio, Tex. received \$1.8-million contract for 39 half-hour programs to continue Spanish-English educational series. Five smaller contracts of approximately \$250,000 each were awarded to Maine Public Broadcasting Network, KWSU(TV) Pullman and KSPS(TV) Spokane, both Washington; Connecticut Public Television, and Young Filmmakers Inc., New York.

Salty work. Bill Burrud Productions, Los Angeles, and Sea World Inc., San Diego, will jointly own new SWB Productions Inc., Los Angeles. First production will be series of 26 half-hour programs, *World of the Sea*, for syndication beginning January 1975. Bill Burrud is president, and David M. DeMotte, president of Sea World, which operates oceanariums in San Diego, Cleveland and Orlando, Fla., is vice president of new firm. Burrud Productions specializes in TV nature pro-

grams (*Animal World*, *Safari to Adventure*).

Game revived. Jack Barry Productions has obtained rights to *Break the Bank*, which will be revamped and offered for network sale and syndication.

Westward. The Rev. Ardon D. Albrecht, production executive for all Lutheran Television programs, is moving his headquarters from St. Louis to Hollywood where church's *This is the Life*, 23-year-old weekly syndicated TV drama series, as well as two holiday, half-hour animated specials, *Christmas Is* and *Easter Is*, are produced. Lutheran Television executive producer Dr. Martin J. Neeb remains in St. Louis where Lutheran Church-Missouri Synod is headquartered.

'Little House' for export. Worldvision Enterprises Inc. has bought worldwide syndication rights (outside continental U.S.) to *Little House on the Prairie*, NBC-TV series that debuts this month (Wednesday, 8-9 p.m., NYT). Worldvision also announced its first sale ever to Soviet Union: old off-network Chuck Connors series called *Cowboy in Africa* (taking advantage of well-publicized bear hug of Mr. Connors by Soviet party chief Leonid Brezhnev on his visit to U.S. last year).

Hunter with Paramount. Ross Hunter has signed exclusive, long-term contract with Paramount Pictures and Paramount Television to develop and produce major motion pictures for theatrical release and new series and movies for TV. This will be first in TV for star of "Airport" and 45 other feature films.

Joint venture. Group of two-hour specials for CBS about FBI is being undertaken by Quinn Martin Productions and Warner Bros. Television. Titled *The FBI Story*, each segment of long-form series will be based on landmark FBI case (first will be on capture of Alvin Karpis), with Philip Saltzman of Quinn Martin Productions as producer.

Boy and animal. Lorimar Productions, Los Angeles, announces it will produce *The Runaways*, 90-minute feature for CBS-TV. It is adventure story about runaway boy and wild animal based on novel by Victor Canning, with teleplay by John McGreevey. Philip Capice, Lorimar VP for creative affairs, is producer; Harry Harris is director.

Friendly game. Vidistrib Inc., Los Angeles, announces it is syndicating worldwide *Twilight Cheat*, half-hour TV special on home card-game odds produced by Don Stern Productions Inc., Los Angeles. Don Adams narrates program.

Windy City film meet. Chicago International Film Festival will celebrate its 10th anniversary at Nov. 8-21 competition. Ten categories open to film and tape entries include feature film, documentary, short subject, student film, entertainment film for children, TV production, business and industrial, TV commercial, theatrical commercial and filmstrips. Entry form deadline is Sept. 10, with fee and film due Sept. 25. *Chicago International Film Festival*, 12 East Grand Avenue, Room 301, Chicago 60611.

Premium makers challenge legality of proposed ban on TV promotions

PAAA and others hit at facts behind agency's contemplated rule and its authority to implement it; parents, consumers give some support

With comments beginning to filter in to the Federal Trade Commission on its proposed ban on TV advertising of premiums to children, the response is predictably divided between advertisers and premium company executives, who challenge the legal and factual grounds for the FTC proposal, and some groups and parents, who applaud the FTC action.

Those opposing the FTC action challenge both the FTC's authority to promulgate such a ban and the reasoning behind its focus on TV advertising. The proposed guide is an "abrogation of excessive power unauthorized by the FTC Act," according to the Premium Advertising Association of America, in a filing that argues that the FTC has not demonstrated that TV premium advertising to children constitutes an "unfair" trade practice. PAAA argues that premium advertising is a legal marketing tool that enhances competition and that in any event, "children under 12 years of age rarely make their own purchases."

In a similar vein, National Premium Sales Executives Inc., calls the proposed ban "distinctly anticompetitive," and says further that the guide is based on a "patently false" premise. Rather than basing an appeal on premiums which are irrelevant to the merits of the product itself, as the FTC staff asserts, premium advertising is "an integral part of a purchase decision," NPSE says. Premium offers enhance the value of the product to the consumer by providing a "tangible benefit not otherwise available," the association argues.

Individual premium manufacturers and promoters argued that premiums are neither harmful nor unfair. "Why the FTC should single out the TV medium as the evil doer is completely without foundation. I could better understand the commission's attitude if premium products were harmful and not in the best interests of the children," according to Philip Anoff, president of Philip R. Anoff and Associates, Charlotte, N.C. Mr. Anoff added that premium offers in the past by the likes of Little Orphan Annie, Captain Midnight and Jack Armstrong "didn't add to confusion, but did add a definite 'flavor' to American advertising."

Lloyd A. Tait, president of Per Pak Corp., wrote that 80% of his firm's business consisted of package premiums for cereal companies; "If this ban is effected, our company will be forced out of business," he said.

Custom Promotions, Freehold, N.J.,

asked the FTC to "leave the decision to buy in the home, where it belongs," adding that children are "considerably wiser and more discriminating than the proposed guide gives them credit for in that they will not purchase a product they do not find personally acceptable. And the J. J. Gordon Co., Skokie, Ill., said, "We live, not by disappointing the consumer, but by continuing to fulfill orders year after year. That requires confidence on the part of the consumer."

Some parents opposing the FTC action said the proposed guide threatens to take buying decisions out of parental hands, that children do not make buying decisions without parental consultation, and that the FTC, in the words of one parent, "is engaged in tilting at windmills at the expense of the American public."

A state consumer agency also voiced objections to the proposed ban; the Department of Consumer Protection of Connecticut said such an action "could set a dangerous precedent," and instead recommended that the FTC require advertisers to balance premium offers by sponsoring equal time for informative messages on good nutrition habits or product safety.

On the other side of the fence, the National Parent Teacher Association supported the premium ban on the ground that youngsters "can't adequately judge the merits of the product being pushed by TV salesmen." Most families must stretch their food dollars to purchase nutritional foods, it said, and "should not

How NBC will trim. NBC-TV announced last week it will accomplish its cutback in nonprogramming time in Saturday morning programming, effective Jan. 1, by lopping off 30 seconds of commercial time per hour, knocking out two 17-second network ID's, cutting one station break from 60 seconds to 30 and eliminating in-program trailers that promote other programs. This, NBC officials said, will get it down from the current 12 minutes to 10 minutes of nonprogramming time per hour in weekend children's programming, in line with changes in the National Association of Broadcasters' television code (*Broadcasting*, July 1, et seq.). When the code changes drop the limit from 10 minutes to nine and a half minutes, effective in January 1976, NBC said it would shorten another 60-second break to 30 seconds. The 30-second reduction in commercial time will cut the total from its present nine minutes to eight and a half.

have to counter ad-induced pressure from youngsters for foods of empty calories."

Hugh Exnicios, national director of Truth in Advertising, New Orleans, called the FTC proposal "a step of comfort taken by one motivated toward protecting the innocents from the unfair and abusive techniques of selling," but rather than force a showdown between advertisers and the FTC, he asked the FTC

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Bette Midler

The Harlem

Globetrotters

Rex Harrison

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Jack Jones
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Music, comedy...and the first
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A contemporary—and
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igs

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Together for the first time on
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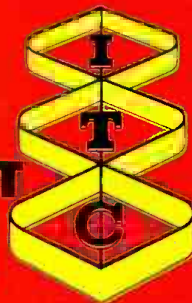
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Directed by Dwight Hemion

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to back TIA's attempts to negotiate a voluntary advertising code with children's product manufacturers (BROADCASTING, July 15).

Parents writing in support of the ban focused on the premium as a "gimmick" unrelated to product merits and also objected to the use of premiums as a "hard sell" technique. When it comes to children's clamors for products as a result of premium promotions, "parents are completely at the mercy of the tube," one said.

Comments may be filed with the FTC until Sept. 9. The commission is expected to act on its proposal shortly after the comment deadline has passed, according to an FTC spokesman.

Business Briefs

Rep appointments. KEWT(FM) Sacramento, Calif.: HR/Stone, New York ■ WPNH(AM) Plymouth, N.H.: Eckels & Queen, Boston.

Shoe-in for radio. Butler's Shoe Stores division of Zale Corp., Atlanta, through Bloom Agency, Dallas, will use radio for first time in new campaign aimed at 13-to-35-year-old women. Seventy-five percent of undisclosed budget for this year-long campaign will go into radio (with newspaper ads and store displays accounting for remainder). Spots will be produced in English and in Spanish and will be test-marketed in Chicago, Detroit, Miami, New Orleans and Macon, Ga.

Milk group stands fast. Federal Trade Commission, which had challenged California Milk Producers Advisory Board's advertising on benefits of milk consumption (BROADCASTING, April 15), has announced that consent settlement negotiations were unsuccessful and agency will litigate matter. FTC had questioned radio and TV commercials that featured celebrities such as Mark Spitz, Vida Blue, Ray Bolger and "Dear" Abby Van Buren endorsing nutritive value of milk in com-

mercials that claimed: "Milk has something for everybody" and "Everybody needs milk." FTC contended that ads falsely represent milk is beneficial to everyone and that consumption reduces probabilities of contracting colds or arthritis. State of California plans to seek injunction on ground that FTC lacks authority to move against semipublic agency.

Endorsement. Canadian Association of Broadcasters has approved thrust of April Canadian Radio-Television Commission proposal that no broadcast station in country air commercials produced outside of Canada. CAB said it favors Canadian production "to the maximum degree practicable." However, broadcasters propose phasing-out of U.S. commercials as alternative to outright exclusion advanced by commission. CAB proposes commercial product to be 70% Canadian by 1976, 75% by 1977 and 80% by 1978, with review to be conducted thereafter.

CAB stiffens code. Canadian Association of Broadcasters has tightened provisions of its Broadcast Code for Advertising to Children. Commercials involving premiums, as of March 1, 1975, must place major emphasis on product rather than on premium, and premium promotions are restricted to 20 seconds or one-half of commercial, whichever is less (those same time standards are in effect in National Association of Broadcasters code). Second revision forbids use of subliminal techniques—attempts to transmit sales pitches below threshold of awareness. That second standard resulted from existence of "imported" commercial by a toy manufacturer that flashed "get it" across screen for short intervals, according to CAB official. Another code change relating to children requires that commercials during schoolday morning hours "must be directed to the family, the parent or an adult, rather than to children," which, in effect, bans commercials aimed at preschoolers.

Cablecasting

NCTA backs MPAA call for suspension of antisiphoning rules

NAB, however, can find no reason to lift them pending revision

The National Cable Television Association is pressing the FCC for a temporary suspension of the commission's antisiphoning rules. In a filing with the agency last week, NCTA claimed that broadcasters would suffer no damage if the present restrictions on pay cablecasting were lifted while the commission completes its re-examination of the matter. But, it added, "each day that passes works irreparable damage" both to motion picture producers and the cable industry.

NCTA was responding to a petition filed last July by the Motion Picture Association of America (BROADCASTING, Aug. 5), which cited delays in the commission's handling of the pay issue (the proceeding began more than two years ago) and asked for the temporary suspension. The commission has since ordered a second oral argument on the issue for Oct. 23-25 (BROADCASTING, Aug. 12).

And while the pay issue remains unsettled, NCTA said last week, pay cable entrepreneurs "are on difficult economic ground because of the severe restrictions on salable product." Further, NCTA contended, there is no evidence to suggest that a suspension of the present restrictions would create a hardship for broadcast interests. It noted that there are presently only 60,000 pay cable subscribers in the country and maintained that the present rules had been promulgated and maintained despite "a total absence of any data supporting the siphoning theory which underlies the rules."

That argument failed to impress broadcast interests. In a separate response to the MPAA petition, the National Association of Broadcasters claimed that there is no basis for suspension of the present rules pending the outcome of the current revision proceeding (Docket 19554). If cable and film concerns have experienced "irreparable" injury from the rules, NAB observed, it is difficult to understand why they didn't request a suspension of the restrictions sooner. In any event, the association added, it expects Docket 19554 to be resolved soon, and a suspension of the current rules would ultimately prove counterproductive.

Cable Briefs

The right place. Nine cable systems that have filed class action suit in U.S. Court of Claims seeking refund of fees paid FCC claim commission lacks authority to determine legitimacy of their claim. And even if commission had that authority, they add, it would be inappropriate

BAR reports television-network sales as of Aug. 18

ABC \$392,733,400 (30.3%), CBS \$474,001,900 (36.6%), NBC \$429,148,800 (33.1%)

Day parts	Total minutes week ended Aug. 18	Total dollars week ended Aug. 18	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.*	62	\$ 410,800	2,160	\$ 14,647,600	\$ 15,311,300
Monday-Friday 10 a.m.-6 p.m.	1,011	8,001,800	32,667	281,889,800	242,770,000
Saturday-Sunday Sign-on-6 p.m.	260	2,511,200	9,117	123,202,700	112,849,700
Monday-Saturday 6 p.m.-7:30 p.m.	96	1,475,400	3,227	67,274,600	60,000,200
Sunday 6 p.m.-7:30 p.m.	11	95,200	452	9,771,200	10,025,000
Monday-Sunday 7:30 p.m.-11 p.m.	390	16,772,900	12,863	709,144,100	652,882,300
Monday-Sunday 11 p.m.-Sign-off	178	3,133,700	5,643	89,954,100	77,991,100
Total	2,008	\$32,401,000	66,129	\$1,295,884,100	\$1,171,829,700

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

for it to exercise it, since commission is "advocate" in proceeding. Systems made argument in opposing earlier Department of Justice motion to dismiss their suit. Justice claimed systems had not exhausted administrative remedy open to them at FCC.

More time. FCC, at request of National Association of Broadcasters, has extended time for filing comments regarding network program exclusivity protection by CATV systems from Aug. 27 to Oct. 1. Trickle of comments opposing suggested rule modifications were filed last week by individual broadcasters including WRBL-TV Columbus, Ga.; WCPO-TV Cincinnati; KRGV-TV Weslaco, Tex.; KNOE-TV Monroe, La., and XYZ Television Inc.

Record called 'stale.' National Cable Television Association wants FCC to solicit more input from outside parties before it acts on Docket 19417—pending rulemaking which would place restrictions on cable carriage of distant TV sports coverage. Noting several significant developments since proceeding was initiated several years ago—including 1973 congressional passage of TV sports-blackout bill and progress of copyright revision legislation—NCTA claimed commission's present record in docket is "stale," needs to be freshened with new data. Its request was in line with similar motion last June by ABC.

Six-week report. After month of promotion and only two weeks of operation, Cinca Communications Corp.'s Walnut Creek, Calif., pay-cable service has 1,600 subscribers, according to Dimitri Villard, Cinca chairman. Cinca's "Channel 1" movie package service, for which monthly charge is made, also is being offered to 1,100 subscribers in Long Beach and 1,500 subscribers in Escondido, both California, bringing total of Cinca's pay customers to 4,200.

Turning key. New cable-construction contracts: Mount Kisco Communications Inc., has chosen Scientific-Atlanta Inc. to provide turnkey installation to 7,000-potential subscriber system at Mount Kisco, N.Y.; Milford (Conn.) Cablevision Co. has picked Magnavox Co. to construct first 63 miles of its 5,000 potential system, for fall completion; Circleville (Ohio) Cablevision has selected Scientific-Atlanta for complete installation of 5,000-potential system.

Manchester connection. FCC has rescinded part of Aug. 9 order requiring United Cable Co. of New Hampshire to discontinue service to subscribers in Manchester, N.H., connected after June 7. Original order stemmed from allegations of competing cable operator, Continental Cablevision of New Hampshire Inc., charging United with anticompetitive and discriminatory conduct. Prohibitions in original order against further construction and installation of additional drops will remain until hearing is concluded, but FCC felt requirement to withdraw service would be "unnecessarily disruptive to the public."

AT&T stonewalls pole-attachment talks

Telco meets with NCTA, but doesn't engage in negotiations; speculation is that Bell wants FCC to step in

Despite a renewal of talks between the cable industry and AT&T over a proposed formula to settle the continuing controversy over CATV pole attachments, little or no progress has been reported.

The National Cable Television Association's pole negotiating committee, headed by former NCTA Chairman Amos Hostetter, met with AT&T representative Chuck Stanford Aug. 22. But according to sources present at that meet-

ing, Mr. Stanford voiced no response to NCTA's cost-determination proposal—an inaction which proved somewhat disheartening to cable officials.

The AT&T envoy's only concrete suggestion, sources reported, was to propose a further meeting for early October. That proposal, however, was considered by some to raise questions regarding the Bell System's desire to come to terms prior to an FCC assertion of authority over the pole issue.

The commission staff is drafting an order declaring jurisdiction over pole-related matters. Indications are that the agency, which has threatened to take action for the past year but has deferred in hope that an outside settlement would be reached, is prepared to move early this fall. One cable source speculated that

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AT&T's failure to indicate its posture, and its apparent unwillingness to do so at least within the next month, "indicates that they're not panicked over the prospect that the commission is going to move."

AT&T officials would not comment on the company's present intentions. Observers believed, however, that the Bell System could be looking toward court action challenging the FCC's authority.

The Aug. 22 AT&T-NCTA meeting, one source said, "couldn't be considered a negotiating session." It consisted primarily of Mr. Stanford requesting a "considerable detailed explanation" of the NCTA proposal.

At the same time, General Telephone, the other telco interest involved in the negotiations, has reviewed the NCTA plan—which involves a formula for determining CATV pole-rental costs based on an assessment of the phone company's annual pole maintenance costs divided on the portion of the pole normally occupied by cable facilities (BROADCASTING, Aug. 19). General's response to the plan is expected shortly.

Meanwhile, there was no word on the status of the separate California proceeding in which cable operators have threatened a \$300-million-plus class action suit against Pacific Gas & Electric Co. and several other utilities (BROADCASTING, Aug. 26).

NCTA loses pay cable skirmish with WCBS-TV

Feldstein may ask full FCC review; association's next front is FTC

The National Cable Television Association's first attempt to use the fairness doctrine as a deterrent to broadcasters using their own facilities to promote their antipay cable sentiments has received a cool reception from the FCC.

Arthur Ginsberg, assistant chief of the commission's complaints and compliance division, notified the association last week that its fairness complaint against WCBS-TV New York warrants no further action, based on a finding that the station met its responsibility to address both sides of the pay issue.

The decision drew criticism from NCTA General Counsel Stuart Feldstein,

who said he may ask full commission review of the staff decision.

The NCTA complaint, filed with the commission last May (BROADCASTING, May 13), accused WCBS-TV of violating the fairness doctrine in airing a news story last December about a speech by CBS President Arthur Taylor which was highly critical of pay cable and its alleged intention to siphon programming from free TV. NCTA argued that CBS had been so active in the antipay effort, it indicated that the newscast was intended to do more than merely inform the public. CBS rejected that claim, maintaining that the Taylor story was the result of a news judgment.

The issue nearly became moot last June when, in response to the NCTA protests, WCBS-TV televised a discussion of the pay issue involving NCTA President David Foster and Television Information Office Director Roy Danish. NCTA, however, charged that WCBS-TV's airing of the pay debate as part of its regular *Pat Collins Show* did not satisfy its fairness obligation because a broadcast spokesman appeared on the program.

Mr. Ginsburg last week disagreed. Rejecting the basic fairness obligations to which all broadcast licensees are committed, he stated that the commission "cannot conclude that WCBS-TV has violated the fairness doctrine" based on the evidence before it.

NCTA's Mr. Feldstein, stating that he was "very dissatisfied" with the staff decision, said he may ask the commission to reconsider the matter. He noted that WCBS-TV had supplied the commission with a list of six broadcasts in which cable had been treated in a favorable light in an attempt to show that it had been fair in addressing the pay issue. Only one of those broadcasts—the *Collins* show—dealt with pay cable, Mr. Feldstein claimed.

Meanwhile, NCTA is making another legal maneuver to combat the antipay actions of broadcast interests. The association's legal department last week was drafting a complaint to the Federal Trade Commission, charging the National Association of Broadcasters with fraudulent advertising. The complaint ("Closed Circuit," Aug. 19) will concern several advertisements placed by TIO and NAB's Special Committee on Pay TV in several major daily newspapers in the past year.

RTNDA in Montreal bigger than ever

Wiley, Lower among speakers; Small to receive top award at convention that promises to draw record attendance

Judging by some 500 hotel reservations made as of early last week, the Radio Television News Directors Association annual convention Sept. 11-13 in Montreal should have a record turn-out. The meeting will have headquarters at the Queen Elizabeth hotel.

A highlight will be the Paul White reception Friday evening (Sept. 13), at which RTNDA's most prestigious award will be presented to William Small, senior vice president and former Washington bureau chief of CBS News.

Early-bird workshops, a new addition to the RTNDA convention, will feature "nuts and bolts" sessions about news equipment, women in broadcast journalism, broadcast election coverage, formats, consumer reporting and Canadian supervision and regulation of broadcasting.

Panel discussions will take a look at press-government relations as broadcasters, who were in the Nixon administration, tell "what it's like on the other side." Panelists are former RTNDA president Bill Roberts, deputy press secretary to Gerald Ford during the latter's Vice Presidency and now on White House news staff; former CBS newsmen Al Snyder, who was radio-television adviser to President Nixon, and former WINS(AM) New York news director Stan Scott, special assistant to Mr. Nixon for minority affairs.

Kidnapping and extortion coverage will be the topic for Reg Murphy, *Atlanta Constitution* editor who was a kidnapping victim; Marilyn Baker, KQED(TV) San Francisco, who covered the Patty Hearst and SLA shootout stories, and Ron Handberg, WCCO-TV Minneapolis, who has reported several recent kidnapping and violence stories. Seminars on the fairness doctrine, broadcast consultants and management development will also be held during the conference.

Prominent speakers include Elmer Lower, former ABC News president; U.S. Attorney General William Saxbe; FCC Chairman Richard E. Wiley, and Canadian Radio and TV Commission Chairman Harry Boyle.

RTNDA elections will take place 9:15 a.m.-noon Thursday (Sept. 12), for vice president, treasurer and four at-large directors. Nominated for vice president: Curt Beckmann, WCCO(AM) Minneapolis and John Salisbury, KXL-AM-FM Portland, Ore., both current board members. Nominated for treasurer: incumbent Paul Davis, WCIA-TV Champaign, Ill., and former board member Fred Douglas, WKZO-TV Kalamazoo, Mich. For at-large director: Ed deForest, KWKH(AM) Shreveport, La.; Bob White, KMGH-TV Denver; Ed Kennedy, WWLP-TV Springfield, Mass.; Dick Bieser, WHIO-TV Dayton, Ohio;

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Dick Westbrook, WAND-TV Decatur, Ill., and Ray Miller, KPRC-TV Houston.

Already elected by mail ballot are the following regional directors: West—John Salisbury, KXL-AM-FM Portland, Ore.; Midwest—Jim Marshall, WBAY-AM-FM-TV Green Bay, Wis.; Northeast—Roger Allan, WRKO(AM)-WROR(FM) Boston; Southeast—Dave Riggs, WSB-TV Atlanta, and Alec Gifford, WVUE(TV) New Orleans, elected for a one-year term; Canada—Karl Sepkowski, CJIC-TV Sault St. Marie, Ontario.

AP Radio details offerings

Editors of the newly formed Associated Press Radio system have met in New York with the audio advisory committee of AP Broadcasters Association to define services to be offered to member stations when AP Radio commences Oct. 1. Bob Benson, APR managing editor, told the committee that radio test feeds will begin Sept. 23. The meeting resulted in the following APR format outlines:

APR will carry all presidential news conferences, presidential speeches and "stories of equal importance" live and from start to finish; if a speech begins on the hour, it will be preceded by a newscast; if it runs over a scheduled hourly or half-hourly newscast, the speech will be followed by two minutes of general news.

And APR will offer to its subscriber stations fresh actualities every hour on the half-hour, with wrap-ups of actualities five times daily. There will be regional feeds to each of four sections of the country twice daily. And there will be nine-second sports feeds 11 times daily, 60-second business programs eight times daily; and three-and-one-half-minute agriculture reports three times daily.

Journalism Briefs

Election help. Data Communications Corp., Memphis, has set up computer service for election returns transmitted on line to TV stations for broadcast. The system, first used on experimental basis during recent Memphis primaries, had area jaycees phoning in tallies direct from each precinct to main computer which then displayed data on cathode-ray-tube terminals. Mask from terminal screen was shot directly by camera for live broadcast feed to all three network affiliates: WREC-TV, WMC-TV, and WHBQ-TV. Data Communications spokesman estimated 75% of all election coverage used visual computer read-out, allowing other portion for local color team and station's own tally boards.

Backlash. WTOP-TV Washington and two daily newspapers there are being sued for \$4 million by Washington attorney John R. Buckley, who is alleged to have conducted political intelligence duties for Committee to Re-Elect President. Mr. Buckley claims editorials on station and in commonly owned *Washington Post*, as well as in *Washington*

Star-News, caused him "considerable mental distress and public humiliation." Editorials were in regard to Mr. Buckley's connection with campaign of Representative Lawrence Hogan (R-Md.) for Maryland governorship. WTOP-TV news story on same issue also cited in suit.

Opportunity. Minorities training program for broadcast journalists has been established by CBS News in cooperation with three CBS-TV affiliates and two CBS-owned TV stations. Program is open "to members of minority groups both within and outside CBS who have had only a limited amount of journalistic experience or training," according to CBS News. Five candidates will be selected for two-year on-job training as reporters for stations. Participating are: WWL-TV New Orleans, KOOL-TV Phoenix and WCCO-TV Minneapolis, CBS affiliates, and CBS-owned WCAU-TV Philadelphia and KMOX-TV St. Louis. Information: *Dorothy Townsend, CBS News, 524 West 57th Street, New York 10019.*

Don't waste that broadcast. National Association of Recycling Industries has announced NARI media awards program offering five \$1,000 prizes for outstanding coverage of solid-waste recovery and recycling during 1974. Television and radio award are included among award categories. *Media Awards National Association of Recycling Industries 330 Madison Avenue New York 10017.*

Why they watch. Children, uncoached and unrehearsed, talk about why they watch TV newscasts and what they've learned from them in two spots to be released shortly by Television Information Office. Example: Watch so that "when you're talking about something, you'll know what you're talking about." One 60-second and one 30-second version will be distributed on 16mm color film to TIO member stations without charge as part of TIO's continuing public relations campaign. Nonmembers may order them at \$25 for either or \$40 for both. *TIO, 745 Fifth Avenue, New York.*



Ford and Nessen

Marjorie Hunter of the *New York Times*, Roger Gittines of UPI Audio, Tom DeFrank of *Newsweek*, Bob Leonard of *Voice of America*, and David Hume Kennerly, formerly a photographer for *Time* magazine who is now the President's photographer. The group also included two cameramen, George Sozio of NBC and Ralph Santos of CBS, and two technicians, Roy Anderson of NBC and Harry Clark of CBS.

And since it was his house, Mr. Nessen also invited some NBC colleagues—John Chancellor, anchorman of the NBC *Nightly News* show; Lester M. Crystal, executive producer of that program, and Tom Brokaw, NBC's White House correspondent.

CBS News producer tapped by Ford as TV adviser

Bob Mead, who worked around White House during all of Nixon administration, will coordinate broadcast coverage of President

It was officially announced last week that Bob Mead, CBS News White House producer, has been named "television adviser" to President Ford.

Mr. Mead, who says he twice turned down similar offers by former President Nixon's press secretary, Ron Ziegler, says he was offered this post by a member of President Ford's transition team the night Mr. Nixon resigned.

Mr. Mead, 39, had been "Dan Rather's producer," as he says, for the five and a half years of the Nixon administration. He is still officially with CBS until he is replaced, but he "unofficially helped out" with President Ford's televised news conference last week.

As Mr. Mead sees it, his new job will entail advancing and coordinating broadcast coverage of presidential trips and White House appearances. And one policy he says he will implement at the White House is that TV appearances by administration personnel will no longer require high-level White House approval. Producers, he says, can now invite White House speakers directly; in the past, "they had to get permission from Mr. Ziegler."

Mr. Mead, a self-described "great admirer" of Mr. Ford, says he will follow his new boss's example in soliciting outside counsel by asking broadcasters for "input on what they need, what they would like me to do."

Mr. Mead will assume functions at the White House formerly delegated to Alvin Snyder and Mark Goode. Mr. Snyder is expected to leave the administration soon.

Just Jerry. After eight months and 118,000 miles, not to mention a presidential succession, the reporters who covered Vice President Ford thought a party was in order. So, apparently, did President Ford, who accepted the invitation to the home of NBC correspondent Ron Nessen, in the Washington suburb of Bethesda, Md., on Sunday—and then presented his Boswells with certificates naming them members of Ford's Flying Fellowship. President Ford, pictured here with his host, arrived at the party shortly after 6 p.m., after playing a round of golf, and stayed for about two and a half hours.

Besides Mr. Nessen, members of the Flying Fellowship on hand included Phil Jones of CBS, Bill Zimmerman of ABC, Roger Gittines of UPI Audio, Tom DeFrank of *Newsweek*, Bob Leonard of *Voice of America*, and David Hume Kennerly, formerly a photographer for *Time* magazine who is now the President's photographer. The group also included two cameramen, George Sozio of NBC and Ralph Santos of CBS, and two technicians, Roy Anderson of NBC and Harry Clark of CBS.

And since it was his house, Mr. Nessen also invited some NBC colleagues—John Chancellor, anchorman of the NBC *Nightly News* show; Lester M. Crystal, executive producer of that program, and Tom Brokaw, NBC's White House correspondent.

The Broadcasting Playlist™ Sep 2

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	The Night Chicago Died (3:30) Paper Lace—Mercury	1	2	1	1
3	2	2	(You're) Having My Baby (2:32) Paul Anka—United Artists	3	1	2	2
2	3	3	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	2	3	3	3
8	4	4	I Shot the Sheriff (3:19) Eric Clapton—Atlantic	4	4	6	4
6	5	5	Tell Me Something Good (3:30) Rufus—ABC/Dunhill	6	5	4	5
4	6	6	Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	5	6	5	6
17	7	7	I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	7	7	9	8
13	8	8	Rock Me Gently (3:28) Andy Kim—Capitol	8	10	8	10
14	9	9	Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	9	8	10	7
16	10	10	Can't Get Enough of Your Love (3:15) Barry White—20th Century	10	9	7	9
11	11	11	Please Come to Boston (3:57) Dave Loggins—Epic	15	11	12	11
7	12	12	Rock Your Baby (3:14) George McCrae—T.K. Records	11	12	13	13
10	13	13	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	14	14	11	12
5	14	14	Annie's Song (2:58) John Denver—RCA	13	13	15	14
12	15	15	Sideshow (3:25) Blue Magic—Atco	12	15	14	16
19	16	16	Nothing from Nothing (2:40) Billy Preston—A&M	16	16	16	15
25	17	17	Another Saturday Night (2:28) Cat Stevens—A&M	17	17	17	18
9	18	18	Rock the Boat (3:05) Hues Corp.—RCA	18	18	19	17
20	19	19	Hang On in There Baby (3:23) Johnnie Bristol—MGM	19	19	18	19
29	20	20	I Honestly Love You (3:35) Olivia Newton-John—MCA	20	20	21	20
23	21	21	Wild Thing (2:56) Fancy—Big Tree	22	23	20	23
47	22	22	You Haven't Done Nothin' (3:20) Stevie Wonder—Tamla	23	21	25	22
21	23	23	Wildwood Weed (2:40) Jim Stafford—MGM	21	22	24	26
26	24	24	Who Do You Think You Are (2:59) Bo Donaldson & the Heywoods—ABC/Dunhill	25	24	22	21
27	25	25	You & Me Against the World (3:08) Helen Reddy—Capitol	24	25	23	27
36	26	26	Sweet Home Alabama (3:20) Lynyrd Skynyrd—MCA	26	26	26	28
22	27	27	Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill	28	28	31	25
31	28	28	It's Only Rock'n Roll (4:46) Rolling Stones—Rolling Stones	31	27	28	29
30	29	29	Keep on Smiling (3:25) Wet Willie—Capricorn	33	29	30	24
34	30	30	Let's Put It All Together (2:55) Stylists—Avco	27	32	27	31
24	31	31	Radar Love (2:53) Golden Earrings—MCA	34	33	29	30
39	32	32	Steppin' Out (Gonna Boogie Tonight) (2:51) Tony Orlando & Dawn—Bell	29	30	33	34
15	33	33	The Air That I Breathe (3:33) Hollies—Epic	30	34	32	32
33	34	34	Beach Baby (3:02) First Class—U. K. Records	32	31	34	33
18	35	35	Waterloo (2:46) ABBA—Atlantic	35	37	40	35
40	36	36	On and On (3:20) Gladys Knight & the Pips—Buddah	36	39	35	38
35	37	37	Clap for the Wolfman (3:29) Guess Who—RCA	39	35	39	39
38	38	38	Rub It In (2:12) Billy "Crash" Craddock—ABC/Dunhill	37	36	37	42
32	39	39	Call on Me (4:00) Chicago—Columbia	44	38	38	36
41	40	40	Earache, My Eye (5:17) Chaeach & Chong—A&M	41	43	36	37
42	41	41	Free Man in Paris (2:56) Joni Mitchell—Atlantic	38	40	42	40

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
37	42	42	Sure as I'm Sitting Here (2:55) Three Dog Night—ABC/Dunhill	40	41	41	41
61	43	43	You Little Trustmaker (2:49) Tymes—RCA	43	44	43	45
45	44	44	Kung Fu (3:47) Curtis Mayfield—Curton	51	42	47	44
71	45	45	Never My Love (2:27) Blue Swede—EMI	46	48	45	50
52	46	46	Sundown (3:37) Gordon Lightfoot—Reprise	42	62	44	48
43	47	47	Sugar Baby Love (3:33) Rubettes—Polydor	45	47	48	51
49	48	48	Can't Get Enough (3:20) Bad Company—Atlantic	50	49	46	46
—	49	49	Skin Tight (2:05) Ohio Players—Mercury	52	45	50	43
55	50	50	I Love My Friend (2:24) Charlie Rich—Epic	47	46	58	56
—	51	51	Kings of the Party (3:20) Brownsville Station—Big Tree	55	55	52	47
62	52	52	Stop & Smell the Roses (2:55) Mac Davis—Columbia	49	53	56	58
46	53	53	Shinin' On (3:23) Grand Funk—Capitol	56	54	57	52
51	54	54	Eyes of Silver (2:47) Doobie Brothers—Warner Brothers	60	52	60	54
—	55	55	Love Me for a Reason (3:45) Osmonds—MGM	53	58	54	60
—	56	56	Do It Baby (2:55) Miracles—Tamla	65	50	63	53
50	57	57	I Saw a Man and He Danced with His Wife (3:13) Cher—MCA	58	57	51	55
28	58	58	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	54	61	55	63
53	59	59	Band on the Run (5:09) Paul McCartney & Wings—Apple	48	78	49	81
—	60	60	The Bitch Is Back (3:50) Elton John—MCA	64	56	53	57
44	61	61	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	72	51	65	49
66	62	62	Moonlight Special (3:47) Ray Stevens—Barnaby	57	65	61	62
59	63	63	Time for Livin' (3:15) Sly and the Family Stone—Epic	63	60	59	67
56	64	64	Tin Man (3:25) America—Warner Brothers	61	59	67	61
—	65	65	Jazzman (3:43) Carole King—Ode	59	64	66	64
64	66	66	It Could Have Been Me (3:17) Sami Jo—MGM South	62	63	64	69
73	67	67	River's Rise'n (2:52) Edgar Winter Group—Epic	68	66	72	59
48	68	68	One Hell of a Woman (2:52) Mac Davis—Columbia	69	67	62	68
—	69	69	Boogie Bands & One Night Stands (3:25) Kathy Dalton—Discreet	66	69	75	77
65	70	70	You Can Have Her (3:00) Sam Neely—A&M	67	68	73	72
75	71	71	Falling in Love (3:30) Souther, Hillman, Furay Band—Asylum	75	71	69	66
—	72	72	All Shook Up (3:48) Suzi Quatro—Bell	79	72	71	85
57	73	73	Captain Howdy (3:16) Simon Stokes—Casablanca	91	70	68	70
—	74	74	Travelin' Prayer (3:03) Billy Joel—Columbia	76	76	70	73
74	75	75	Rock a Doodle Doo (3:13) Linda Lewis—Reprise	71	77	79	74

Alphabetical list (with this week's over-all rank): The Air That I Breathe (33), All Shook Up (72), Annie's Song (14), Another Saturday Night (17), Band on the Run (59), Beach Baby (34), The Bitch Is Back (60), Billy Don't Be a Hero (61), Boogie Bands & One Night Stands (69), Call on Me (39), Can't Get Enough (48), Can't Get Enough of Your Love (10), Captain Howdy (73), Clap for the Wolfman (37), Do It Baby (56), Don't Let the Sun Go Down on Me (6), Earache, My Eye (40), Eyes of Silver (54), Falling in Love (71), Feel Like Makin' Love (3), Free Man in Paris (41), Hang On in There Baby (19), (You're) Having My Baby (2), I Honestly Love You (20), I Love My Friend (50), I Saw a Man and He Danced with His Wife (57), I Shot the Sheriff (4), It Could Have Been Me (66), I'm Leaving It (All) Up to You (7), It's Only Rock'n Roll (28), Jazzman (65), Keep on Smiling (29), Kings of the Party (51), Kung Fu (44), Let's Put It All Together (30), Love Me for a Reason (55), Moonlight Special (62), Never My Love (45), The Night Chicago Died (1), Nothing from Nothing (16), On and On (36), One Hell of a Woman (68), Please Come to Boston (11), Radar Love (31), Rikki Don't Lose that Number (27), River's Rise'n (67), Rock a Doodle Doo (75), Rock Me Gently (8), Rock the Boat (18), Rock Your Baby (12), Rock & Roll Heaven (58), Rub It In (38), Shinin' On (53), Sideshow (15), Skin Tight (49), Steppin' Out (Gonna Boogie Tonight) (32), Stop & Smell the Roses (52), Sugar Baby Love (47), Sundown (46), Sure as I'm Sitting Here (42), Sweet Home Alabama (26), Taking Care of Business (13), Tell Me Something Good (5), Then Came You (9), Time for Livin' (63), Tin Man (64), Travelin' Prayer (74), Waterloo (35), Who Do You Think You Are (24), Wild Thing (21), Wildwood Weed (23), You Can Have Her (70), You Haven't Done Nothin' (22), You Little Trustmaker (43), You & Me Against the World (25).



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Finance

Teleprompter losses continue, but slower, in second quarter

Outlook for year is for profit in second half, though not enough to offset reversals of first

Teleprompter Corp., New York, last week reported a net loss of \$1,244,000, or eight cents a share, for the second quarter of 1974 but noted this reflects continued improvement: In the first quarter it had a net loss of \$1,807,000 or 11 cents a share. For the first six months the net loss came to \$3,051,000 (19 cents a share) on revenues of \$39,026,000, versus net earnings of \$3,430,000 or 20 cents a share on \$33,931,000 in the same period of 1973.

Teleprompter said it expects to report a profit in the second half, based on subscriber rate increases, gains in subscribers and anticipated profits of Filmmation, its film production company. But it said it now doubts second-half profits will offset first-half losses, due mainly to unprecedentedly high interest rates, greater losses than expected at Theta Cable (the Los Angeles system owned 50-50 by Teleprompter and Hughes Aircraft Co.), and its failure to meet its forecast for additional cable subscribers.

Despite the first-half net loss, Teleprompter also asserted, operating profits have shown a marked improvement,

reaching \$6,102,000 for the first half of 1974 from operating losses of \$461,000 for the first half of 1973.

Teleprompter also reported successful completion of negotiations with the Times Mirror Co. whereby Times Mirror gives up its right to 1,380,000 additional Teleprompter shares and will be paid \$6 million by Teleprompter in five equal annual instalments beginning Aug. 31, 1975.

The company also noted it had closed the sale of its Greenville, S.C., system for more than \$2.2 million in cash, and said it is continuing to negotiate for revisions in its bank-loan agreement.

Price-rigging charged in Teleprompter suit

Officers, directors alleged to have issued misleading financial reports prior to transfers of stock

A shareholder class-action suit charging Teleprompter Corp. and certain of its officers and directors with issuing false and misleading financial reports in 1972 and 1973 and thus artificially inflating the price of Teleprompter stock has been filed in the U.S. Southern District Court in New York. It seeks unspecified damages for the plaintiff, Stephen Bush, as administrator for the late Alexander Bush, and in addition it seeks to recover on behalf of Teleprompter approximately \$12 million allegedly involved in spe-

cific stock sales by four officer-directors.

The suit charges that Jack D. Wrather, president and chairman of Wrather Corp., caused his company to sell 240,000 shares of Teleprompter stock at \$40 a share in August 1972, using inside information as to Teleprompter's true financial condition and that in 1973 he sold some 35,000 shares personally in four transactions at prices ranging from \$24 to \$30 a share; that under similar circumstances J. R. Barrington sold 2,000 shares at \$40.50 each, Leonard Tow 48,000 shares at \$39 each and J. M. Gartenlaub 25,600 shares at \$34 each.

The suit asks that Teleprompter recover the difference between these shares at these prices and the same number of shares at \$3 each, which the suit said was the price of Teleprompter stock on the New York Stock Exchange at the time the suit was being prepared. (Early last week it was selling at just under \$3.)

Messrs. Barrington and Gartenlaub are described as former officers of Teleprompter; Mr. Tow is still an officer. Others named defendants include Jack Kent Cooke, Raymond P. Shafer, William J. Bresnan, Berle Adams, Marvin Carton, Ralph F. Lewis, Philip L. Lowe, Charles Luckman, Maurice B. Mitchell, Allen E. Puckett, John D. Richardson and Monte E. Livingston, all described as directors; Robert C. Todd Jr., Leslie H. Read, Roger G. Wilson, Hugh E. Flaherty and Bernard D. Fischman, described as officers; Hubert J. Schlafly, former director, and the firm of Touche, Ross & Co., public accountant and independent auditor for Teleprompter.

August, 1974

\$1,700,000

Gulf Coast Cablevision, Ltd.

Senior Secured Loan, due 1984

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

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P&S adds its okay to merger with CCC

Deal expected to be completed within days; Tyler steps down

Long-pending, off-again, on-again merger of Pacific & Southern Broadcasting Co. with Combined Communications Corp. was finally approved by P&S shareholders last week and the company said the deal would be officially consummated within days.

John S. Tyler, P&S president and chief executive, announced he would leave those posts effective with consummation of the merger and was resigning as general manager of P&S's WXIA-TV Atlanta effective yesterday (Sept. 1).

The merger deal calls for the exchange of 0.6924 shares of Combined Communications common stock for each outstanding P&S share. In addition to WXIA-TV, the properties are WWDJ(FM) Hackensack, N.J.; WSAI(AM)-WJDJ(FM) Cincinnati and KKDJ(FM) Los Angeles. They will join a CCC portfolio that already includes six TV's and one AM-FM.

The merger had been held up by concern over the possibility that the energy crisis might have adverse effects on CCC's outdoor advertising division. The final stockholder vote, announced last week, was 1,197,222 shares for, 89,584 shares against. FCC approval was obtained earlier.

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

Company	Period/Ended	CURRENT AND CHANGE						YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share		Revenues	Net Income	Per Share
Harris Corporation	1 yr. 6/30	502,141,000	+ 12.2%	18,191,000	+ 11.2%	2.92		447,469,000	16,363,000	2.60
Tektronix	1 yr. 5/25	271,428,000	+ 33.9%	21,353,000	+ 27.6%	2.47		202,855,000	18,739,000	1.94
United Cable Television Corp.	1 yr. 5/31	12,529,000	+ 34.5%	2,371,000	+ 11.6%	.37		9,318,000	2,125,000	.33
Wells, Rich, Greene Inc.	9 mo. 7/31	21,142,600	+ 5.5%	2,442,632	+ 0.4%	1.50		20,045,000	2,433,000	1.50

Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Aug. 28	Closing Wed. Aug. 21	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N 18	19 1/2	- 1 1/2	- 7.69	28 3/8	18	6	16,582	298,476
CAPITAL CITIES	CCB	N 27	29	- 2	- 6.89	39 1/4	22 3/4	10	7,164	193,428
CBS	CBS	N 31 3/4	34 3/4	- 3	- 8.63	40	25	9	28,092	891,921
CONCERT NETWORK*	D	1 1/4	1 1/4		.00	7/8	1/4		2,200	550
COX	COX	N 12 1/8	12 3/4	- 5/8	- 4.90	19 3/8	12 1/8	6	5,831	70,700
GROSS TELECASTING	GGG	A 7 1/2	8 1/4	- 3/4	- 9.09	13 5/8	7 1/2	5	800	6,000
LIN	LINB	O 2 1/8	2 7/8	- 3/4	- 26.08	6 3/4	2 1/8	2	2,297	4,881
MODNEY*	MDON	O 2 3/8	2 1/2	- 1/8	- 5.00	3 5/8	2 1/4	6	385	914
PACIFIC & SOUTHERN	PSOU	O 4 1/2	4	+ 1/2	+ 12.50	6 1/4	3 1/8	1	1,750	7,875
RAHALL	RAHL	O 2 3/4	2 1/2	+ 1/4	+ 10.00	6	2 1/2	6	1,297	3,566
SCRIPPS-HOWARD	SCRP	O 14	14 1/4	- 1/4	- 1.75	17 1/2	14	6	2,589	36,246
STARR	SBG	M 4 1/8	5	- 7/8	- 17.50	9	4 1/8	3	1,069	4,409
STORER	SBK	N 13 1/8	13 5/8	- 1/2	- 3.66	17 3/8	11 1/4	5	4,751	62,356
TAFT	TFB	N 14 7/8	15 7/8	- 1	- 6.29	23 3/8	14 7/8	5	4,011	59,663
WOODS COMM.*	D	5/8	3/4	- 1/8	- 16.66	1	1/4	5	292	182
TOTAL									79,110	1,641,167

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 1 3/4	1 5/8	+ 1/8	+ 7.69	2 1/2	1 3/8	5	1,259	2,203
AVCO	AV	N 4 1/8	4 1/4	- 1/8	- 2.94	8 7/8	4	4	11,481	47,359
BARTLE MEDIA	BMC	A 1	1		.00	2 3/8	1	2	2,257	2,257
JOHN BLAIR	BJ	N 5	5 1/4	- 1/4	- 4.76	7 1/2	4 7/8	4	2,403	12,015
CAMPTOWN INDUSTRIES*	O	1 1/4	1 1/4		.00	7/8	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N 2 1/8	2 1/8		.00	4 1/4	2 1/8	8	4,162	8,844
COMBINED COMM.	CCA	A 7 3/4	8	- 1/4	- 3.12	13	7 3/4	5	3,280	25,420
COWLES	CWL	N 5 1/4	5	+ 1/4	+ 5.00	7 1/8	5	10	3,969	20,837
DUN & BROADSTREET	DNB	N 19 7/8	23	- 3 1/8	- 13.58	36	19 7/8	13	26,555	527,780
FAIRCHILD IND.	FEN	N 5	5 5/8	- 5/8	- 11.11	6 3/4	4 1/8	7	4,550	22,750
FUQUA	FQA	N 6	6 1/2	- 1/2	- 7.69	10 3/4	6	3	7,273	43,638
GENERAL TIRE	GY	N 12 5/8	13 1/2	- 7/8	- 6.48	18 1/4	12 5/8	4	21,515	271,626
GLDBRETROTTER	GLBTA	D 1 3/4	2	- 1/4	- 12.50	4 3/4	1 3/4	2	2,731	4,779
GRAY COMMUN.*	D	6	6		.00	8 1/2	6	4	475	2,850
HARTE-HANKS	HHN	N 7 3/4	8 1/8	- 3/8	- 4.61	14 1/4	7 3/4	6	4,330	33,557
JEFFERSON-PILOT	JP	N 23	22 1/2	+ 1/2	+ 2.22	38 1/4	22 1/8	11	24,126	554,898
KAISER INDUSTRIES*	KI	A 6	6 1/8	- 1/8	- 2.04	8 1/2	5 1/8	4	27,487	164,922
KANSAS STATE NET.*	KSN	D 3 1/2	3 1/2		.00	3 7/8	3 1/4	6	1,741	6,093
KINGSTIP	KTP	A 2 5/8	3 3/4	- 1 1/8	- 30.00	6 3/4	2 5/8	4	1,154	3,029
LAMB COMMUN.***	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A 14 1/2	14 3/8	+ 1/8	+ .86	16 1/4	10 3/4	9	3,352	48,604
LIBERTY	LC	N 8 3/4	8 7/8	- 1/8	- 1.40	15 5/8	8 3/4	4	6,632	58,030
MCGRAW-HILL	MHP	N 7 1/4	7 3/8	- 1/8	- 1.69	9	6	6	23,426	169,838
MEDIA GENERAL	MEG	A 20 3/4	21 3/4	- 1	- 4.59	26 1/2	20	9	3,552	73,704
MEREDITH	MDP	N 8 5/8	9 3/4	- 1 1/8	- 11.53	11 3/8	8 1/4	4	2,908	25,081
METROMEDIA	MET	N 5 3/4	6 1/8	- 3/8	- 6.12	10 5/8	5 3/4	6	6,447	37,070
MULTIMEDIA	MMED	O 10 1/2	10 3/4	- 1/4	- 2.32	14 1/4	10 1/2	7	4,388	46,074
NEW YORK TIMES CO.	NYKA	A 9 1/8	10	- 7/8	- 8.75	13 3/4	9 1/8	6	10,231	93,357
OUTLET CO.	OTU	N 7 1/2	8 1/8	- 5/8	- 7.69	9 3/4	7 1/2	3	1,379	10,342
POST CORP.	PDST	D 6 1/2	6 1/2		.00	10 3/4	6	5	882	5,733
PSA	PSA	N 5 1/4	5 5/8	- 3/8	- 6.66	10	5 1/4	6	3,181	16,700
REEVES TELECOM	RBT	A 1 1/4	1 1/8	+ 1/8	+ 11.11	1 3/4	1 1/8	14	2,376	2,970
RIDDER PUBLICATIONS	RPI	N 14 1/2	15 1/2	- 1	- 6.45	16 5/8	11	9	8,305	120,422
ROLLINS	ROL	N 7	8	- 1	- 12.50	19 3/4	7	6	12,705	88,935
RUST CRAFT	RUS	A 6 1/2	6 7/8	- 3/8	- 5.45	10 1/4	6	5	2,366	15,379
SAN JUAN RACING	SJR	N 8 3/8	9	- 5/8	- 6.94	13 3/8	8 3/8	6	2,367	19,823
SCHERING-PLOUGH	SGP	N 50	46 1/2	+ 3 1/2	+ 7.52	74 3/8	46 1/2	23	53,823	2,691,150
SONDERLING	SDB	A 5	5 1/4	- 1/4	- 4.76	10	5	3	788	3,940
TECHNICAL OPERATIONS	TO	A 3 3/4	3 5/8	+ 1/8	+ 3.44	6 3/4	3 5/8	4	1,344	5,040
TIMES MIRROR CO.	TMC	N 10 3/4	11 1/2	- 3/4	- 6.52	17 5/8	10 3/4	7	31,385	337,388
TURNER COMM.***	O	3 3/8	3 3/8		.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPD	A 17 1/4	18	- 3/4	- 4.16	24 3/8	14 3/4	6	4,749	81,920
WDMETCO	WDM	N 7 1/2	7 5/8	- 1/8	- 1.63	10 1/4	7 1/2	5	6,034	45,255
TOTAL									346,354	5,757,122

Cablecasting

AMECO**	ACD	D 1/8	7/8	- 3/4	- 85.71	1 7/8	1/8		1,200	150
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	Stock symbol	Exch.	Closing Wed. Aug. 28	Closing Wed Aug. 21	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
AMER. ELECT. LABS	AELRA	O	1 1/8	1 1/2	- 3/8	- 25.00	2 1/8	3/4	3	1,673	1,882
AMERICAN TV & COMM.	AMTV	O	7 1/4	8	- 3/4	- 9.37	19 1/4	7	17	3,181	23,062
ATHENA COMM.**		O	1/4	1/4		.00	3/4	1/4		2,374	593
BURNUP & SIMS	BSIM	O	4 5/8	4 3/4	- 1/8	- 2.63	24 1/8	4 5/8	5	7,907	36,569
CABLECOM-GENERAL	CCG	A	2	2 1/2	- 1/2	- 20.00	4 1/2	1 3/4	11	2,560	5,120
CABLE FUNDING*	CFUN	O	4 1/2	4 3/4	- 1/4	- 5.26	7 3/8	4 1/2	20	1,121	5,044
CABLE INFO.		O	1/4	1/2	- 1/4	- 50.00	3/4	1/4	1	663	165
CITIZENS FIN.**	CPN	A	1 3/8	1 3/4	- 3/8	- 21.42	4 1/4	1 3/8	7	2,697	3,708
COMCAST*		O	2 1/2	2 1/2		.00	2 1/2	1 1/2	10	1,705	4,262
COMMUNICATIONS PROP.	COMU	O	1 1/2	1 3/4	- 1/4	- 14.28	3 3/8	1 3/8	17	4,761	7,141
COX CABLE	CXC	A	3 7/8	4 1/4	- 3/8	- 8.82	15 1/4	3 7/8	7	3,560	13,795
ENTRON*	ENT	O	5/8	5/8		.00	7/8	1/2	4	1,358	848
GENERAL INSTRUMENT	GRL	N	7 3/4	8 3/4	- 1	- 11.42	17 1/8	7 3/4	4	7,060	54,715
GENERAL TV*		O	1 1/4	1 1/4		.00	1 1/2	3/4	63	1,000	1,250
SCIENTIFIC-ATLANTA	SFA	A	5 3/8	6	- 5/8	- 10.41	9 1/2	5 3/8	6	917	4,928
TELE-COMMUNICATION**	TCOM	O	1 3/8	1 5/8	- 1/4	- 15.38	5 3/4	1 3/8		5,181	7,123
TELEPROMPTER**	TP	N	2 5/8	2 3/4	- 1/8	- 4.54	8 1/4	2 5/8		16,013	42,034
TIME INC.	TL	N	30 3/4	30 3/4		.00	40 1/4	30 3/4	6	9,986	307,069
TOCOM*	TOCM	O	3	3		.00	4 7/8	2 1/2	7	634	1,902
UA-COLUMBIA CABLE	UACC	O	4 3/8	4 3/8		.00	6	3 3/4	10	1,795	7,853
UNITED CABLE TV CORP	UCTV	O	2 1/8	2 1/4	- 1/8	- 5.55	4 5/8	2 1/8	43	1,879	3,992
VIACOM	VIA	N	3 5/8	3 5/8		.00	7 1/2	3 5/8	5	3,850	13,956
VIKOA**	VIK	A	1 5/8	1 7/8	- 1/4	- 13.33	4	1 5/8	7	2,534	4,117
TOTAL										85,609	551,278

Programming

COLUMBIA PICTURES**	CPS	N	1 5/8	2 1/4	-	5/8	-	27.77	4 3/4	1 5/8		6,748	10,965
DISNEY	DIS	N	33 1/2	35	-	1 1/2	-	4.28	54 1/2	33 1/2	21	29,155	976,692
FILMWAYS	FWY	A	2 3/4	2 5/8	+	1/8	+	4.76	6	2 5/8	4	1,791	4,925
FOUR STAR			3/4	5/8	+	1/8	+	20.00	1 3/8	5/8	1	665,950	499,462
GULF + WESTERN	GW	N	19 1/2	20 5/8	-	1 1/8	-	5.45	29 1/8	18 3/8	4	14,088	274,716
MCA	MCA	N	20 1/2	20 3/4	-	1/4	-	1.20	26 1/2	19 1/4	6	8,386	171,913
MGM	MGM	N	13 3/8	14 1/4	-	7/8	-	6.14	16 3/8	9 1/4	13	5,918	79,153
TELE-TAPE****	O		1/2	1/2				.00	3/4	1/8		2,190	1,095
TELETRONICS INTL.*	O		2 1/4	2 1/4				.00	4 1/8	2 1/4	5	943	2,121
TRANSAMERICA	TA	N	5 7/8	6 1/4	-	3/8	-	6.00	10 3/8	5 7/8	5	65,115	382,550
20TH CENTURY-FOX	TF	N	5 3/4	6 3/8	-	5/8	-	9.80	9 1/8	4 3/4	8	8,280	47,610
WALTER READE**	WALT	O	1/4	1/4				.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	8 1/4	9 1/8	-	7/8	-	9.58	18 1/2	8 1/4	3	16,317	134,615
WRATHER	WCO	A	4 1/2	4 7/8	-	3/8	-	7.69	8 1/8	4 1/8	50	2,229	10,030
TOTAL											831,577	2,596,963	

Service

BRDO INC.	O	11 3/8	11 1/2	-	1/8	-	1.08	14 1/4	10	5	2,513	28,585	
COMSAT	CQ	N	24 7/8	25 1/2	-	5/8	-	2.45	40 3/8	24 7/8	6	10,000	248,750
CREATIVE MANAGEMENT	CMA	A	3	3			.00	6 5/8	3	4	1,016	3,048	
DOYLE DANE BERNBACH	DOYL	O	6 3/4	7	-	1/4	-	3.57	11 1/2	6 3/4	4	1,796	12,123
ELKINS INSTITUTE****	ELKN	O	3/8	3/8			.00	5/8	1/4		1,897	711	
FOOTE CONE & BELDING	FCR	N	7	7 1/2	-	1/2	-	6.66	11 1/4	7	4	2,065	14,455
GREY ADVERTISING	GREY	O	6 1/2	6 5/8	-	1/8	-	1.88	8 3/8	6 1/2	3	1,255	8,157
INTERPUBLIC GROUP	IPG	N	9 1/8	9 1/4	-	1/8	-	1.35	13	9 1/8	4	2,319	21,160
MARVIN JOSEPHSON***	MRVN	O	4 1/2	4 1/2			.00	8 1/2	4 1/2	3	802	3,609	
MCI COMMUNICATIONS+	MCIC	O	1 7/8	1 7/8			.00	6 1/2	1 5/8		12,912	24,210	
MOVIELAB	MOV	A	3/4	7/8	-	1/8	-	14.28	1 5/8	5/8	4	1,407	1,055
MPO VIDEOTRONICS**	MPO	A	1 3/8	1 3/8			.00	2 5/8	1 1/8		539	741	
NEEDHAM, HARPER	NDHMA	O	4 1/4	4	+	1/4	+	6.25	7 1/2	4	2	918	3,901
A. C. NIELSEN	NIELB	O	11 1/8	9 7/8	+	1 1/4	+	12.65	28	9 7/8	10	10,598	117,902
OGILVY & MATHER	OGIL	O	12 3/4	12 3/4			.00	17 1/4	12 3/4	5	1,807	23,039	
PKL CO.***	PKL	O	1	1			.00	1 3/4	1/4	6	818	818	
J. WALTER THOMPSON	JWT	N	7	7 1/2	-	1/2	-	6.66	12	6 7/8	16	2,624	18,368
UNIVERSAL COMM.***		O	5/8	5/8			.00	3/4	1/2	1	715	446	
WELLS, RICH, GREENE	WRG	N	5 5/8	5 7/8	-	1/4	-	4.25	9 5/8	5 5/8	3	1,632	9,180
TOTAL											57,633	540,258	

Electronics

AMPEX	APX	N	3 5/8	3 7/8	-	1/4	- 6.45	4 7/8	2 7/8	10	10,878	39,432
CCA ELECTRONICS*	CCAE	O	1 1/8	1 1/8			.00	1 1/8	5/8	2	881	991
COMU, INC.	COH	A	2	2 1/4	-	1/4	- 11.11	3 7/8	2	6	1,542	3,084
COMPUTER EQUIPMENT	CEC	A	1 3/8	1 1/2	-	1/8	- 8.33	2 1/8	1 1/4	8	2,333	3,207
CONRAC	CAX	N	12 1/8	13 1/4	-	1 1/8	- 8.49	21	12 1/8	5	1,261	15,289
GENERAL ELECTRIC	GE	N	35 5/8	38 5/8	-	3	- 7.76	65	7 1/2	11	182,114	6,487,811
HARRIS CORP.	HRS	N	15 3/8	15 5/8	-	1/4	- 1.60	33 1/2	15 3/8	5	6,229	95,770
INTERNATIONAL VIDEO	IIVCP	O	2 3/4	2 7/8	-	1/8	- 4.34	7 1/2	2 3/4	9	2,728	7,502
MAGNAVOX	MAG	N	6 1/8	4	+	2 1/8	+ 53.12	9 7/8	4	34	17,799	109,018
3M	MMM	N	58	60 1/4	-	2 1/4	- 3.73	80 1/2	58	21	113,401	6,577,258
MOTOROLA	MDT	N	47 1/8	46 7/8	+	1/4	+ .53	61 7/8	40 1/2	15	27,968	1,317,992
OAK INDUSTRIES	OEN	N	10	9 7/8	+	1/8	+ 1.26	12 7/8	9 1/2	4	1,639	16,390
RCA	RCA	N	12 7/8	13	-	1/8	- .96	21 1/2	12 1/2	6	74,457	958,633
ROCKWELL INTL.	ROK	N	20 3/8	22 3/8	-	2	- 8.93	28 3/8	20 3/8	4	30,315	617,668
RSC INDUSTRIES	RSC	A	1	1			.00	2 1/8	1	6	3,458	3,458
SONY CORP	SNE	N	5 7/8	15 5/8	-	9 3/4	- 62.40	29 7/8	5 7/8	11	165,625	973,046
TEKTRONIX	TEK	N	24 5/8	24 1/2	+	1/8	+ .51	47 3/4	24 1/2	10	8,651	213,030
TELEIMATION	TIMT	O	1 3/4	1 3/4			.00	2 3/4	1 5/8	10	1,050	1,837
TELEPRO INO.***		O	7	7			.00	8	2 1/2	44	475	3,325

	Stock symbol	Exch.	Closing Wed. Aug. 28	Closing Tues. Aug. 21	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
VARIAN ASSOCIATES	VAK	N	1 3/8	8 1/8	- 3/4	- 9.23	13 1/4	6 5/8	6	6,617	48,800
WESTINGHOUSE	WX	N	10 1/2	11 3/4	- 1 1/4	- 10.63	26	10 1/2	7	87,876	922,698
ZENITH	ZE	N	16 1/4	16	+ 1/4	+ 1.56	31 5/8	16	7	18,797	305,451
TOTAL										766,094	18,721,690
GRAND TOTAL										2,166,377	29,808,478
Standard & Poor's Industrial Average			79.6	82.5	-2.9						

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. Earn-
ing figures are exclusive of extraordinary
gains or losses.
†††Stock split.

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

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Media



Bryan

Bob Bryan, executive VP, Libov and Associates, New York advertising firm, named VP-general manager, WKBS-TV Philadelphia.

John D. Gibbs, VP-general manager, KQV(AM) Pittsburgh, named executive VP-general manager, WWSW(AM)-WPEZ(FM) Pittsburgh.

Robert M. Rice, senior VP-finance and development, CBS, joins Rockwell International Corporation, Pittsburgh, as VP-finance and chief financial officer.

Dennis M. Grayson, director, advertising and promotion, WXIX-TV Cincinnati, named manager, creative services, KTTV-TV Los Angeles. Both are Metromedia stations.

Victor Lai, assistant business manager, KP1X(TV) San Francisco, named business manager. He succeeds **Art Porter**, who has joined noncommercial KQED(TV) same city, as executive VP.

Joseph F. Coccaro, VP-general manager, WMVB-AM-FM Millville, N.J., elected president and general manager.

Carlos Barba, general manager, WNJU-TV Newark, N.J., elected VP-general manager.

Jerry Colvin, station manager, WAPT-TV Jackson, Miss., elected VP-secretary, American Public Life Broadcasting Co., licensee.

William F. Howard III, station manager, WHFM(FM) Rochester, N.Y., named general manager, WROC-AM-FM Rochester.

W. Travis Reeves, general sales manager, KMOD-FM Tulsa, Okla., named general manager.

Jerry Dishong, assistant manager, KHUD-TV Hay Springs, Neb., named manager.

Gary G. Schneider, manager, accounting and personnel, KCBS(AM) San Francisco, named director of administration.

Cathleen Adams Gurley, reporter, Wheeling, W. Va., *News-Register*, named director of promotions and public relations, WWVA-AM-FM Wheeling.

Mike Gable, promotion manager, WMYQ(FM) Miami, joins WIOD(AM)-WAlA(FM) Miami as promotion coordinator.

David Dial, acting radio manager, WUSF-FM Tampa, Fla., named operations director, noncommercial WXXI-FM Rochester, N.Y., to begin operation this fall.

Broadcast Advertising

Marvin B. Shapiro, general sales manager, KHOU-TV Houston, joins WCBS-TV New York as director of sales.

Jeff Dorf, national sales manager, WNBC-TV New York, named general sales manager, WRC(AM)-WKYS(FM) Washington. All are NBC-owned stations.



Somerville

Robert J. Somerville, sales VP for group owner Kaiser Broadcasting Corp., named director of sales for Independent Television Stations Inc. (INTV), New York. First assignment will be INTV's new sales presentation, "The Independents of the '70's," to advertisers and agencies.

Robert Freeman, **Walter Guarino**, **Grant Roberts** and **Roger Steckler**, account supervisors, and **Robert Muir**, controller, elected VP's, Doyle Dane Bernbach, New York.

Fred Schumacher, account executive, KYA-AM-FM San Francisco, named local sales manager.

Patrick T. Walden, general sales manager, KGB-AM-FM San Diego, named to same position at KDIG(FM) same city.

Joseph A. McCulley, sales manager, WMVB-AM-FM Millville, N.J., named VP-sales manager.

Arthur G. Camiolo, account executive, WMMR(FM) Philadelphia, named sales manager.

Ron Granzow, local sales manager, KRNT-AM-FM Des Moines, Iowa, named sales manager.

Don Gies, station manager, WVTS(FM) Terre Haute, Ind., named general sales manager, WILL-TV Terre Haute.

Phul Brierley, account executive, KKZZ(AM)-KOTE(FM) Lancaster, Calif., named sales manager.

Charles Gabelman, senior market research analyst, Paramount Pictures Corp., named to same post, Metro TV Sales, New York.

Steve Brock, on sales staff, WCIV-TV Mt. Pleasant, S.C., named national sales manager.

Steve Irey, account executive, KLIV(AM) Beaumont, Tex., named sales manager there.

Tom Kenney, president, Kenney, Jones & Burts Inc., Columbus, Ohio, agency, named VP-general manager of new south central division, Lindsey, Bradley & Johnston Advertising, Columbus.

James G. King, associate media director, D'Arcy-MacManus & Masius, St. Louis, named media director, Los Angeles office.

Lawrence Slon, in sales department, WXEX-TV Petersburg, Va., named general sales manager.

Jerome Ahlbrand, copy supervisor, Campbell-Ewald, Detroit, joins Clinton E. Frank Inc., Dallas, as creative director. **Frank Rizzo**, executive art director, CEF, Dallas, named associate creative director.

James McGorman, copywriter, Elkman Advertising Inc., Bala Cynwyd, Pa., named broadcast production manager for Elkman.

Coyne Maloney, director, Coyne Maloney

Productions Inc., joins Needham, Harper & Steers Advertising, Chicago office, as creative supervisor.

Ray Johnson, head of TV production, Norman, Craig & Kummel, Paris, joins McCann-Erickson, New York, as producer.

Programing

Bob Markell, producer and set designer for television, rejoins CBS Television Network as executive producer, dramatic programs.

Robert Eddings, account executive, ABC Chicago, named manager, Chicago office of Chuck Blore Creative Services, Los Angeles. Mr. Eddings succeeds **Ted Chambon**, now VP-sales, at company headquarters. (BROADCASTING, Aug. 12).

Michael J. Riley, program director, KALJ (FM) Yuma, Ariz., named operations manager. **Richard E. Davis** succeeds Mr. Riley.

W. Len Smith, management and sales distribution, Warner Bros., Canada, joins Viacom Canada Ltd. as director, syndicated sales, Toronto.

Thom Sanders, operations manager, KYND (FM) Houston, and **Dave Verdery**, national production director, McLendon Corp., Dallas, join TM Programing Inc., Dallas, as operations coordinators.

Tom Haymond, morning producer, KTRH (AM) Houston, named production and public service director and sports producer.

Thomas Baxter, director-cameraman, office of secretary of defense, production branch, Washington, named motion picture and video tape director, Lemorande Production Co., Milwaukee.

Del Hull, program director, KRNT (AM) Des Moines, Iowa, also named to same post, KRNT-FM Des Moines.

Don Brody, announcer, WJCK-FM Rensselaer, Ind., named program director.

Mark Waxman, producer-director, non-commercial KCET (TV) Los Angeles, named assistant to VP for programing, that station.

Broadcast Journalism



Becherer

Tom Becherer, news director, WJZ-TV Baltimore, named news director, WWJ-AM-FM-TV Detroit.

Ted Wygant, newscaster and anchorman, KGO-TV San Francisco, named news director.

Jack Ford, news editor, KRTH (AM) Houston, named news director.

James Ryan, former night city editor, Associated Press and assistant city editor, *New York Daily News*, named executive editor, WNBC-TV New York.

John Holliman, farm news reporter and news director, WGAU (AM) Athens, Ga., named agriculture editor, Associated

Press Radio, news service to begin operations in October.

Chuck Seel, producer and program director, WIBW (AM) Topeka, Kan., named news director, KRNT-AM-FM Des Moines, Iowa.

Joe Petty, assignment editor and anchorman, WIS-TV Columbia, S.C., named news director.

Lee Scheil, news reporter and public affairs program host, named news director, KNTV (TV) San Jose, Calif.

Pat Collins, morning talk-show hostess on WCBS-TV New York, named arts editor for station's evening newscasts. She succeeds **Leonard Harris**, who will teach at New York colleges.

Adrienne Baughns, producer and newscaster, WAST (TV) Albany, N.Y., joins WFSB-TV Hartford, Conn., as co-anchorwoman.

Maxene Black, news reporter, noncommercial WHYI-TV Philadelphia, named director of women's features, WJWP (TV) Dayton, Ohio. She succeeds **Mary Ann Scott**, who has resigned to return to teaching.

Bill Oellermann, associate news director, KMA (AM) Shenandoah, Iowa, named director of news and public affairs, non-commercial WSIE-FM Edwardsville, Ill.

Scott Feldman, reporter, WAKR-TV Akron, Ohio, joins KSTP-TV Minneapolis-St. Paul as field reporter.

Paul Henderson, news director, WFUN (AM) South Miami, Fla., joins WICD (AM) Miami as morning anchorman.

Cable

Hebert S. Ornstein, VP-business administration, Warner Cable Corp., named senior VP and director of finance, Jerold Electronics Corp., Horsham, Pa.

Ronald W. Roe, program director-anchorman, Danville Cablevision, Danville, Va., named general manager and elected to board of directors.

E. Colby Cameron, general counsel and assistant secretary, American Television and Communications Corp., named corporate secretary, ATC, Denver.

Harvey T. Boyd, accounting manager, Pacific Telephone and Telegraph Co., named controller, Big Valley Cablevision Inc., Stockton, Calif.

Equipment & Engineering

Roger W. Ponto, distributor sales manager, Shure Brothers Inc., Evanston, Ill., named national sales manager. **Charles L. McCabe**, sales executive, named special markets manager.

Glenn Anderson, audio chief, WIBW-TV Topeka, Kan., named chief engineer, KRNT-AM-FM Des Moines, Iowa.

Norman F. Sharp, director of government procurement relations and industrial relations councils, Electronic Industries Association, Washington, promoted to director, public relations department, and staff director of EIA's industrial electronics division.

Terry Evans, chief engineer, KCST-TV San Diego, named director of engineering, Donrey Media Group's broadcast division, based at Donrey's Western headquarters, Las Vegas.

Gene Bidun, on sales staff, RCA, joins Fidelepac Division of Telepro Industries, Cherry Hill, N.J., as sales manager.

Allied Fields

Edward W. Cowling, special assistant to general counsel, U.S. Department of Commerce, named legal assistant to FCC Commissioner Albert M. Washburn. **Daniel D. Polsby**, attorney with Washington firm of Wilmer, Cutler & Pickering, named legal assistant to Commissioner Glen O. Robinson. **Catherine L. Toms**, secretary, Office of Telecommunications Policy, named confidential assistant to Mr. Washburn. **Bonnie J. Herbert**, secretary, office of plans and policy, FCC, named confidential assistant to Mr. Robinson.

Richard A. Dimier, national sales manager, automation and equipment division, PAMS Inc., Dallas, named Southern region representative, Concerned Marketing Co., Dallas. **Robert Sturgis**, director of corporate communication, advertising and merchandising and general manager, K Advertising and Associates, Scottsdale, Ariz., named Western region representative. **Paul R. Howell**, manager of independent photography studio and advertising agency, named Midwest region representative. **James C. Gray**, attorney with tax division, Orinoco Mining Co., Puerto Ordaz, Venezuela, subsidiary of U.S. Steel, named secretary-treasurer, Concerned Marketing Co.

Barry Cole, consultant to FCC on license renewal matters who had been expected to resign (BROADCASTING, July 8), will continue to serve commission indefinitely. Dr. Cole, professor of mass communications at University of Indiana, will devote part-time to special study for Office of Education.

Eugene Arnstein, VP of Association of Motion Picture and Television Producers, Los Angeles, and labor relations expert for 25 years, retires Sept. 27.

Stephen G. Wade, chief, broadcast services branch, U.S. Department of Agriculture, Washington, named regional public affairs officer, bureau of reclamation, Department of Interior, Boise, Idaho.

Richard Weinstein, senior associate media director and director of media research, Dancer-Fitzgerald-Sample, New York, joins Arbitron, New York, as VP, agency/advertiser sales and marketing.

James S. Gilliland, Memphis attorney, and **James E. McKee**, VP-marketing, Data Communications Corp., Memphis, both elected to the board, DCC.

Jerry Bradley, director of operations, RCA Records, Nashville, elected division VP, Nashville operations. **Allen Stanton**, VP-general manager, Warner Bros.-Phil Spector joint venture, elected division VP

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and general manager, Sunbury Music Inc., Dunbar Music Inc. and Sunbar Productions, all RCA Records-owned, headquartered in Hollywood.

Les Riffkin, account services, W. R. Simmons & Associates Research, New York, elected VP-account services.

Elissa D. Dorfsman, manager, audience promotion, WCAU-TV Philadelphia, and **Lynette R. McIlree**, sales secretary, CBS Records, Minneapolis, selected for full-tuition scholarships in management MA program, Simmons College, Boston, as part of CBS's new women's advancement program.

Deaths



Henkin

Morton H. Henkin, 62, president and principal owner of KSOO(AM) - KPAT - (FM) Sioux Falls, S.D., died Aug. 25 of stroke in Rochester, Minn. He had just been released from Mayo clinic after undergoing surgery for cancer which was found to be inoperable. He was a past president of

the South Dakota Broadcasters Association and served term on National Association of Broadcasters' radio code board. KSOO was founded in 1927 by Mr. Henkin's father, late Joe Henkin. Surviving are wife, Sylvia, and three children, Joe Henkin II, Elizabeth Henkin and Mrs. Susan Newell.

Robert Oddo, 27, freelance broadcast electrician, drowned Aug. 22 when helicopter carrying CBS-assigned TV crew covering Australian sailing race plunged into ocean off Newport, R.I. Critically injured were pilot **John Wallace**, and CBS-TV staff cameraman **Delos Hall**, from Chicago.

For the Record®

As compiled by BROADCASTING, Aug. 19 through Aug. 23 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 licenses

Broadcast Bureau granted following licenses covering new stations:

- ***WNIT(TV)** South Bend, Ind., Michigana Public Broadcasting Corp., (BLET-359). Action Aug. 16.
- **KXMD-TV** Williston, N.D., Williston Enterprises (BLCT-1921). Action Aug. 16.
- ***KIDZ-TV** Wichita Falls, Tex., Wichita Falls Educational Translator (BLET-352). Action Aug. 16.

AM actions

- Broadcast Bureau granted following CP modifications to extend completion time to date shown: **KAIR** Tucson, Ariz.—To Feb. 15, 1975 (BMP-13830); **WKDC** Elmhurst, Ill.—To Dec. 21 (BMP-13831); **WJIT** San Juan, Puerto Rico—To Oct. 31 (BMP-13829); **KCPX** Salt Lake City—To Feb. 10, 1975 (BMP-13833).

FM applications

- **Cape Coral, Fla.**—C.C. Broadcasting seeks 103.9 mhz, 3 kw., HAAT 300 ft. P.O. address: 7615 18th Ave., N.W., Bradenton, Fla. 33505. Estimated construction cost \$99,700; first-year operating cost \$70,750; revenue \$90,000. Format: MOR. Principals: Ronald Mitchell (60%), student, Robert Mitchell (20%), news reporter at WWL(TV) New Orleans, and father Boris Mitchell (20%), stockholder in several southern stations including WKIS-AM-FM Orlando, Fla. Ann. Aug. 22.

- **Pensacola, Fla.**—Barba Broadcasting Co. seeks 107.3 mhz, 100 kw., HAAT 366.8 ft. P.O. address: Box 400, Gulf Breeze, Fla. 32561. Estimated construction cost \$104,166; first-year operating cost \$70,000; revenue \$100,000. Format: Diversified. Principals: Thomas A. Barba (91%), contractor and developer, et al. Ann. Aug. 22.

- **East Moline, Ill.**—KSTT Inc. seeks 101.3 mhz, 50 kw., HAAT 500 ft. P.O. address: 1111 E. River Dr., Davenport, Iowa. 52803. Estimated construction cost \$101,158; first-year operating cost \$38,100; revenue none. Format: Pops. Principals: Frederick Epstein (70.5%), concert promoter, Susan E. LaForce (11%), housewife, et al. KSTT Inc. owns

KSTT(AM) Davenport, Iowa. Ann. Aug. 22.

- ***Wellesley, Mass.**—Wellesley College seeks 91.5 mhz, 10 w. P.O. address: Central St., Wellesley 02180. Estimated construction cost \$7,660; first-year operating cost \$3,000. Format: Ed. Principal: Susan Fedo, coordinator of student services. Ann. Aug. 22.

- **Sauk Rapids, Minn.**—Tri-County Broadcasting Co. seeks 101.7 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 255, Sauk Rapids 56379. Estimated construction cost \$31,006; first-year operating cost \$13,120; revenue \$24,000. Format: C & W. Principal: Herbert M. Hoppe (100%), owner of WVAL(AM) Sauk Rapids. Ann. Aug. 20.

FM actions

- **Port Charlotte, Fla.**—Broadcast Systems Inc. Broadcast Bureau granted 100.1 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 1421, Punta Gorda, Fla. 33950. Estimated construction cost \$68,500; first-year operating cost \$65,000; revenue \$48,000. Principals: E. James Robertson, J. L. Lynn Stephens and Elwood P. Saffron (33⅓% each) are, respectively, noncommercial broadcasting consultant, partner in creative communications agency and attorney (BPH-8902). Action Aug. 14.

- **Rexburg, Idaho**—Theodore W. Austin. Broadcast Bureau granted 94.3 mhz, 3 kw. HAAT 190 ft. P.O. address Box 609, St. Anthony, Idaho 83445. Estimated construction cost \$30,153; first-year operating cost \$18,700; revenue \$36,000. Principals: Mr. Austin (100%), also owner KIGO(AM) St. Anthony, Idaho (BPH-8762). Action Aug. 16.

- ***Cahokia, Ill.**—Cahokia Unit School District No. 187. Broadcast Bureau granted 89.5 mhz, TPO 10 w. P.O. address: 1700 Jerome Lane, Cahokia 62206. Estimated construction cost \$8,650; first-year operating cost \$1,500. Principal: Francis C. Myers, president of school board (BPED-1799). Action Aug. 12.

- **Eldorado, Ill.**—Eldorado Broadcasting Corp. Broadcast Bureau granted 102.3 mhz, 3 kw. HAAT 300 ft. P.O. address RR #3, Eldorado 62930. Estimated construction cost \$5,900; first-year operating cost \$41,580; revenue \$12,000. Principals: Robert D. Unsell and Elliott N. O. Partridge (each 50%). Mr. Unsell is employed with WSIL-TV Harrisburg, Ill. Dr. Partridge has medical practice in Eldorado (BPH-8783). Action Aug. 16.

- ***Natchitoches, La.**—Northwestern State University of Louisiana. Broadcast Bureau granted 91.7 mhz, TPO 10 w. HAAT 165 ft. P.O. address: Box 3038 NSU Station, Natchitoches 71457. Estimated construction cost \$5,775; first-year operating cost \$2,520. Principal: Michael D. Price, general manager of proposed station (BPED-1789). Action Aug. 9.

- ***Dudley, Mass.**—Nichols College. Broadcast Bureau granted 91.1 mhz, TPO 10 w. P.O. address: Main Street, Dudley Hill Road, Dudley 01570. Estimated construction cost \$1,963; first-year operating cost \$500. Principal: Charles M. Quinn, executive vice president (BPED-1801). Action Aug. 12.

- **East Grand Forks, Minn.**—KRAD Inc. Broadcast Bureau granted 103.9 mhz, 3 kw. HAAT 145 ft. P.O. address: Box 560, East Grand Forks 56721. Estimated construction cost \$19,705; first-year operating cost \$6,500; revenue \$3,000. Principals: Marlin T. and Mary L. Obie (51%) and John G. French (49%). Mr. Obie is part-owner of KRWB-

(AM) Roseau, Minn., and with Mr. French has interest in Grand Forks, N.D., cable system (BPH-8944). Action Aug. 16.

- **Butler, Mo.**—Bates County Broadcasting Co. Broadcast Bureau granted 105.5 mhz, 3 kw. HAAT 146 ft. P.O. address: Box 191, Butler, 64730. Estimated construction cost \$16,660; first-year operating cost \$3,800; revenue \$4,200. Principal: B. D. Thornton (100%). Mr. Thornton owns and manages KMAM(AM) Butler (BPH-8817). Action Aug. 9.

- ***Keene, N.H.**—Keene State College of University of New Hampshire. Broadcast Bureau granted 89.1 mhz, TPO 10 w. HAAT 81 ft. P.O. address: 57 Winchester St., Keene, 03431. Estimated construction cost \$4,003; first-year operating cost \$2,000. Principal: Leo F. Redfern is president of college (BPED-1786). Action Aug. 12.

- **El Paso—El Paso Broadcasting Corp.** Broadcast Bureau granted 93.9 mhz, 100 kw. HAAT 732 ft. P.O. address 5194 Warfield Drive, Memphis 38117. Estimated construction cost \$63,014; first-year operating cost \$59,508; revenue \$150,000. Principals: Michelle A. Haston (58%), James A. McCullough (29%), Morris Courtwright (10%) et al. Ms. Haston is bookkeeper in El Paso. Mr. McCullough is general manager of WSWG-AM-FM Greenwood and WXXX(AM) Hattiesburg, both Mississippi, and KCRF-FM Helena, Ark. He is also applicant for new FM in Hattiesburg. Mr. Courtwright owns radio engineering firm (BPH-8698). Action Aug. 16.

- ***Orem, Utah**—Alpine School District. Broadcast Bureau granted 91.5 mhz, TPO 10 w. P.O. address: 50 North Center, American Fork, Utah 84003. Estimated construction cost \$8,645; first-year operating cost \$1,200. Principal: Dan W. Peterson, superintendent (BPED-1800). Action Aug. 12.

- Broadcast Bureau granted following CP modifications to extend completion time to date shown: ***KSMC** Moraga, Calif.—To Jan. 23, 1975 (BMPED-1145); **KQLH** San Bernardino, Calif.—To Feb. 6, 1975 (BMPH-14187); **WCLR** Skokie, Ill.—To Oct. 25 (BMPH-14186); **WQHY** Amory, Miss.—To Nov. 16 (BMPH-14184); ***WGXM** Dayton, Ohio—To Feb. 3, 1975 (BMPED-1150); **WCAD-FM** San Juan, Puerto Rico—To Feb. 1, 1975 (BMPH-14185); ***WUOT** Knoxville, Tenn.—To Jan. 24, 1975 (BMPED-1144); ***WDNX** Olive Hill, Tenn.—To Jan. 22, 1975 (BMPED-1149); **KSTA-FM** Coleman, Tex.—To Jan. 15, 1975 (BMPH-14180); ***KCHU** Dallas—To Feb. 20, 1975 (BMPED-1146).

FM starts

- ***KBHI-FM** Modesto, Calif.—Authorized program operation on 89.9 mhz, TPO 10 w. Action Aug. 9.

- **WSKV** Stanton, Ky.—Authorized program operation on 104.9 mhz, ERP 44 kw, HAAT 680 ft. Action Aug. 9.

- ***WGBW** Green Bay, Wis.—Authorized program operation on 91.5 mhz, ERP 3 kw, HAAT 115 ft. Action Aug. 9.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

- **WCGR-FM** Canandaigua, N.Y., Canandaigua

Broadcasting Co. (BLH-6313). Action Aug. 19.
 ■ WZLD Cayce, S.C., William D. Hunt (BLH-6304). Action Aug. 16.
 ■ WRUT Rutland, Vt., Vermont Radio Inc. (BLH-6284). Action Aug. 19.

Ownership changes

Applications

■ WHOM-AM-FM New York (AM: 1480 khz, 5 kw, DA-2; FM: 92.3 mhz, 5.4 kw, 3.8 kw)—Seeks assignment of license from Progress Broadcasting Corp. to SJR Communications for \$4,000,000. Sellers: Fortune Pope and family (100%). Buyers: Hyman N. Glickstein (21%), New York attorney, et al. San Juan Racing Association, parent corp. of SJR, owns rack track and several radio stations, including WUST(AM) Washington, WKLS(FM) Atlanta and WYSP(FM) Philadelphia. Ann. Aug. 20.
 ■ KYLE-FM Temple, Tex. (104.9 mhz, 1.8 kw)—Seeks assignment of license from Texas Radio Corp. to KTEM Radio Inc. for \$60,000. Seller: Charles H. Gillespie, vice president. Buyer: Clint Formby (45%), Marshall Formby (45%) et al. Messrs. Clint and Marshall Formby have interest in KPAN(AM) Hereford, KLVY(AM) Levelland, KTEM(AM) Temple and KTBB(AM) Tyler, all Texas. Ann. Aug. 20.

Actions

■ KVSL(AM) Show Low, Ariz. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Robert D. Zellmer to KBW Associates Inc. for \$183,100. Mr. Zellmer is selling because of poor health; he has CATV interests. Buyers: Hugh J. Williams (83.3%), Carl C. Kuehn II (15.9%) et al. Mr. Williams is announcer, engineer at KVSL and is former chief engineer at WSEW(AM) Selingsgrove. Pa. Mr. Kuehn is announcer, engineer at WSBA-FM York. Pa. (BAL-8171). Action Aug. 13.
 ■ KOAD(AM) Lemoore, Calif.—Application for assignment of license from Golden Broadcasting Systems to P & S Broadcasting Co., dismissed at request of assignee (BAL-8013). Ann. Aug. 20.
 ■ WINE-AM-FM Brookfield, Conn. (AM: 940 khz, 1 kw-D; FM: 95.1 mhz, 29 kw) and WKPT-AM-FM-TV Kingsport, Tenn. (TV: ch. 19; AM: 1400 khz, 1 kw-D, 250 w-N; FM: 98.5 mhz, 45 kw)—Broadcast Bureau granted acquisition of positive control of Home News Publishing Co. through redemption of stock of estates of Kathleen B. Martin and Ruth O. Ridder (33.8% before; none after) to Hugh N. Boyd (29.4% before; 63.2% after). Consideration \$1,500,000. Principal: Mr. Boyd is vice president and director of Housatonic Valley Publishing and Broadcasting companies (BTC-7456). Ann. Aug. 16.
 ■ WNRK(AM) Newark, Del. (1260 khz, 500 w-D, DA)—Broadcast Bureau granted transfer of control of Radio Newark from Sarah T. Smith, administratrix of estate of James G. Smith Jr. (66.4% before; none after) to William S. and Judith W. Cook (33.4% before; 100% after). Consideration: \$162,000. Principals: Mr. and Mrs. Cook are general managers of WARV(AM) Warwick-East Greenwich, R.I. (BTC-7288). Ann. Aug. 9.
 ■ WJCM(AM) Sebring, Fla. (960 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Community Enterprises to Asti Broadcasting Co. for \$175,000. Seller: C. Wesley Ward, president. Buyers: Robert Asti (60%), lawyer, Helen Asti (22.5%), realty owner, and Louis M. Neale (17.5%), general manager of WFGN(AM) Gaffney, S.C. (BAL-8150). Action Aug. 13.
 ■ WPAS(AM) Zephyrhills, Fla.—Notice of non-consummation of assignment of license from Art Advertising Co. to Charles F. Wister set aside and Broadcast Bureau reaffirmed grant of assignment (BAL-8069). Action July 15.
 ■ WQXE(FM) Elizabethtown, Ky.—Broadcast Bureau granted assignment of license from Billy R. Evans and Keith L. Reising to Hardin County Broadcasting Co., owned by Messrs. Evans and Reising (100%) (BALH-1853). Action Aug. 16.
 ■ KMRS(AM) Morris, Minn.—Broadcast Bureau granted transfer of control of Western Minnesota Broadcasting Co., licensee corporation, from Clifford L. Hedberg to Clifford L. Hedberg revocable trust (BTC-7396); granted involuntary transfer of control from Clifford L. Hedberg revocable trust to Florence E. Hedberg, Paul C. Hedberg, and Northwestern National Bank, trustees of Clifford L. Hedberg revocable trust (BTC-7481). Action Aug. 13.
 ■ WKOR(AM) Starkville, Miss.—Application for transfer of control of Golden Triangle Radio Corp. from Charles K. Irby to Ben P. Yarber dismissed by mutual consent (BTC-7272). Ann. Aug. 20.
 ■ KYTV(TV) Springfield, Mo. (ch. 3), KBIX(AM) Muskogee, Okla. (1490 khz, 1 kw-D, 250 w-N) and KHMO(AM) Hannibal, Mo. (1070 khz, 5 kw-D, 1 kw-N). FCC granted transfer of

control to Gannett Co. by 100% acquisition of Springfield Newspapers, owner of KHMO and 50% owner of KYTV, and 100% acquisition of Oklahoma Press Publishing Co., owner of KBIX and 50% owner of Springfield Newspapers. Consideration in form of Gannett stock. For purposes of transaction, stations were valued as follows: KYTV, \$1,536,438; KHMO, \$750,000, and KBIX, \$150,000. Gannett Co. is public company (N.Y. exchange) and owns WHEC-TV Rochester, N.Y. (BTC-7413). Action Aug. 21.

■ WBTB-TV (ch. 68) Newark, N.J.—Broadcast Bureau granted acquisition of positive control of Blonder-Tongue Broadcasting Corp., permittee corporation, by Isaac S. Blonder (50% before, 80% after through purchase of stock from Ben H. Tongue (50% before, 20% after). Consideration: \$60,000 (BTC-7454). Action Aug. 12.

■ WSNY(AM) Schenectady, N.Y.—Assignment of license from Radio WSNY/1240 Inc. to Schenectady Broadcasters not consummated (BAL-8126). Ann. Aug. 20.

■ WGAI(AM) Elizabeth City, N.C. (560 khz, 1 kw-D, 500 w-N, DA-2)—FCC granted assignment of license from Smiles of Elizabeth Inc. to Campbell Broadcasting Inc. for \$345,000. Sellers: Norman J. Suttles, Derwood H. Godwin, et al. (100%). Messrs. Suttles and Godwin also have interest in WFBS(AM) Spring Lake, WISP(AM) Kinston, WSMI(AM) Graham, WRNC(AM) Raleigh and WSMY(AM) Weldon, all North Carolina. They have also filed application to purchase WLPN(AM)-WFOG(FM) Suffolk, Va. Buyers: A. Hartwell Campbell, Mr. Campbell owns WGTN(AM) Wilson, N.C. (BAL-8094). Action Aug. 21.

■ KGLX(AM) The Dalles, Ore. (1440 khz, 1 kw, DA-N)—Broadcast Bureau granted assignment of license from Frederic A. Danz to Larson-Wynn Inc. for \$140,000. Seller: Mr. Danz has interests in KASH(AM) Eugene, Ore. and in KBFW(AM) Bellingham, KEDO(AM) Longview, KALE(AM) Richland, and KTW-AM-FM Seattle, all Wash. Buyer: Brent T. Larson (98.5%) owns KAIN(AM) Nampa, Idaho (BAL-8098). Action Aug. 16.

■ WJAC-AM-FM-TV Johnstown, Pa.—Broadcast Bureau granted involuntary transfer of control of Johnstown Tribune Publishing Co. from Walter W. Krebs, special trustee of A. H. Walters estate (60.2% before, none after), to Alvin D. Schrott, Richard H. Mayer and Louis A. Pradt (Mr. Mayer: 1.4% before, others: none before; 60.2% after, jointly), successor trustees of Walters estate. No consideration (BTC-7466). Action Aug. 16.

■ WLSH(AM) Lansford, Pa. and WPAM(AM) Pottsville, Pa.—Broadcast Bureau granted involuntary transfer of control of Miners Broadcasting Service, licensee corporation, from Kenneth F. Maguire (63.2% before, none after) to Phyllis B. Maguire and Mellon Bank, N.A., executors of estate of Kenneth F. Maguire (none before, 63.2% after) (BTC-7447). Action Aug. 12.

■ WARV(AM) Warwick-East Greenwich, R.I. (1590 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Warwick Radio Station Inc. to Glee A. Duff II and Sally A. Duff for \$160,000. Seller: Scott McQueen, president of Warwick, which also owns WCVR(AM) Randolph, Vt. Mr. Duff was vice president-Philadelphia of Eisaman, Johns and Laws, Los Angeles-based advertising agency (BAL-8175). Action Aug. 16.

■ KIJV-AM-FM Huron, S.D. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of James Valley Broadcast Co. from Maxwell F. Staley, et al. (100% before, none after) to G.P.C. Inc. (none before, 100% after). Consideration: \$493,463 and adjustments. Principals: Maxwell F. Staley, president, James Valley, G.P.C. Inc. is wholly owned subsidiary of Gazette Printing Co., Marshall W. Johnston, president, Gazette owns WCLO(AM)-WJVL(FM) Janesville and WBKV-AM-FM West Bend, both Wisconsin (BTC-7421-2). Broadcast Bureau also granted G.P.C.'s pro forma application to assign license to James Valley (BAL-8144). Action Aug. 16.

■ KANI(AM) Wharton, Tex.—Application for assignment of license from Wharton Communications to Nunn-Gaertner Radio Co. dismissed at request of attorney (BAL-8083). Ann. Aug. 20.

■ WJMT-AM-FM Merrill, Wis. (AM: 730 khz, 1 kw-D; FM: 93.5 mhz, 3 kw)—Broadcast Bureau granted transfer of negative control of Heath Communications from Charles K. Heath (100% before, 50% after) to W. Donald Roberts (none before, 50% after). Consideration: \$5,000. Principals: Mr. Heath has several public interest activities in Northwoods area of Wisconsin. Mr. Roberts is president and director of both Heath Communications and Peninsula Broadcasting Co., licensee of WJMS-AM-FM Ironwood, Mich. (BTC-7400). Action Aug. 13.

■ KWIV(AM) Douglas, Wyo. (1050 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Douglas Broadcasting from Claud M. and Margaret E. Petit (92.3% before, none after) to Harry Fondgren Jr. and Kathy Swaine (none before, 92.3% after). Consideration: \$65,000. Principals: Mr. Fondgren is KWIV sales manager; Ms. Swaine is housewife. KWIV has CP to 1470 khz; 500 w-N, 1 kw-D (BTC-7400). Action Aug. 13.

Call letters

Applications

Call	Sought by
KFXD-FM	New FM's Idaho Broadcasting Co., Nampa, Idaho
*KEYA	Coulure School Board District #27, Belcourt, N.D.
WIL-FM	Existing FM's KFMS St. Louis
KQKQ-FM	KRCB-FM Council Bluffs, Iowa
WDJQ	WITH-FM Baltimore
WART	WJMK Plainfield, Ind.
WYTL	WOSH-FM Oshkosh, Wis.

Grants

Call	Assigned to
WXLX	New AM's Oconee Broadcasting Corp., Milledgeville, Ga.
WGUF	Gulf Broadcasting Co., Gulfport, Miss.
WPNH-FM	New FM's Pemigewasset Broadcasters, Plymouth, N.H.
KPCG	Pentecostal Church of God of America, Joplin, Mo.
KIOV	John L. Breece, Sioux Falls, S.D.
WKIT	Existing FM's WHKP-FM Hendersonville, N.C.
*KLSE-FM	KUTW Rushford, Minn.

Facilities changes

TV application

■ WTVX Fort Pierce, Fla.—Seeks CP to change ERP to vis. 67.5 kw RMS, aur. 13.5 kw; and change type trans. Ann. Aug. 19.

TV actions

■ KNTV San Jose, Calif.—Broadcast Bureau granted CP to install alt. main trans. (BPCT-4756); granted request for authority to operate trans. by remote control from 645 Park Ave., San Jose (BRCTV-208). Action Aug. 12.
 ■ *WEDY New Haven, Conn.—Broadcast Bureau granted mod. of CP to change type trans. (BMPET-826). Action Aug. 12.
 ■ WTVJ Miami—Broadcast Bureau granted CP to make changes in transmitting equipment (BPCT-4757). Action Aug. 12.
 ■ WOTV Grand Rapids, Mich.—Broadcast Bureau granted mod. of license and CP to change name from Sterling Manhattan Cable Television to Manhattan Cable Television (BMLCT-787). Action Aug. 14.
 ■ KPLR-TV St. Louis—Broadcast Bureau granted CP to change type trans. (BPCT-4761). Action Aug. 12.
 ■ WJAC-TV Johnstown, Pa.—Broadcast Bureau granted request for authority to operate trans. by remote control from Hickory Lane, Johnstown (BRCTV-191). Action Aug. 12.
 ■ New York—Commission affirmed its April 18 action permitting relocation of transmitting facilities of eight stations from Empire State Building to World Trade Center. WCBS-TV, WNBC-TV, WABC-TV, WNET, WNYC-TV, WNEW-TV, WOR-TV and WXTV were granted CP's to change their trans. locations over objections of Port Authority of New York and New Jersey, Association of Maximum Service Telecasters, Taft Television Corp. and U.S. Communications Corp. Commission said in support of its earlier action that Trade Center caused no serious interference problems, that relocating trans. to Center would likely improve service to public, and that evidentiary hearing would result only in further delay. Action Aug. 21.
 ■ WTVD Durham, N.C.—Broadcast Bureau granted CP to change trans.; ERP 316 kw, vis. (BPCT-4714). Action Aug. 16.
 ■ KTRK-TV Houston—Broadcast Bureau granted CP to change trans.; ERP 316 kw vis., 39.8 kw aur. (BPCT-4713). Action Aug. 16.
 ■ WSWA-TV Harrisonburg, Va.—Broadcast Bureau granted request for authority to operate trans. by remote control from WSWA-TV studio, Harrisonburg (BRCTV-190). Action Aug. 12.

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Summary of broadcasting

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,388	2	19	4,409	58	4,467
Commercial FM	2,503	0	44	2,547	166	2,713
Commercial TV-VHF	505	1	8	514	4	520**
Commercial TV-UHF	190	0	2	192	35	239**
Total commercial TV	696	1	10	706	39	759**
Educational FM	661	0	23	684	80	764
Educational TV-VHF	88	0	3	91	4	96**
Educational TV-UHF	131	0	12	143	4	150**
Total educational TV	219	0	15	234	8	246**

* Special temporary authorization

** Includes off-air licensees

AM applications

- **KAIR** Tucson, Ariz.—Seeks mod. of CP to change ant.-trans. site to approx. 700 ft. southeast of intersection of Grant Rd. and Country Club Rd., Tucson. Ann. Aug. 19.
- **WGUF** Gulfport, Miss.—Seeks mod. of CP to change ant.-trans. site to 1500 22nd St., Gulfport, and change main studio and remote control to be determined. Ann. Aug. 19.

AM actions

- **WAPR**(AM) Avon Park, Fla.—FCC denied application by Avon Electronics Services, licensee of WAPR, for waiver of rules to increase its operation on 1390 khz from 1 kw to 5 kw. With regard to WAPR's contention that additional power was needed to overcome atmospheric disturbances, commission noted that many stations operate in areas of high atmospheric noise with power no greater than WAPR. Action Aug. 21.
- **WPOM** Riviera Beach, Fla.—Broadcast Bureau granted CP to change operation to DA-1 and install new DA system (BP-19756). Action Aug. 16.
- **WLCY** St. Petersburg, Fla.—Broadcast Bureau granted CP to specify MEOV's on nighttime DA pattern (BP-19755). Action Aug. 12.
- **KWIK** Pocatello, Idaho—Broadcast Bureau granted CP to move trans. location to 301 Whitaker St., east of Chubbuck, Idaho (BP-19749). Action Aug. 16.
- **WEBQ** Harrisburg, Ill.—Broadcast Bureau granted CP to change ant.-trans. location to Route 45 South, Harrisburg; increase tower height; and add series limiting resistor (BP-19750). Action Aug. 16.
- **KKSI** Mt. Pleasant, Iowa—Broadcast Bureau granted mod. of CP to change ant.-trans. site to 0.3 mile west of city limits on rural extension of Clay St., Mount Pleasant; main studio and remote control point located at 123 S. Jefferson St., Mt. Pleasant (BMP-13834). Action Aug. 12.
- **KBUL** Wichita, Kan.—Broadcast Bureau granted mod. of license covering change of main studio location to 7397 W. Central, Wichita, and operate trans. by remote control from main studio site (BRC-3676). Action Aug. 13.
- **WLCB** Buffalo, Ky.—Broadcast Bureau granted mod. of CP to change main studio location outside city limits to 100 N. Lincoln Blvd., Hodgenville, Ky., and operate by remote control (BMP-13838). Action Aug. 12.
- **KHUB** Fremont, Neb.—Broadcast Bureau granted CP to move ant.-trans. site to 0.5 mile east of city limits on Military Ave., Fremont (BP-19743). Action Aug. 16.
- **KBMR** Bismarck, N.D.—Broadcast Bureau granted CP to change ant.-trans. location to 5 miles north of Bismarck, 0.6 mile east of U.S. Highway 83, Bismarck, and increase tower height (BP-19754). Action Aug. 16.
- **WERE** Cleveland—Broadcasting Bureau granted mod. of license covering operation of trans. by remote control from 1500 Chester Ave., Cleveland (BRC-3721). Action Aug. 13.
- **KWCO** Chickasha, Okla.—Broadcast Bureau granted CP to change ant.-trans. site and main studio location to 500 Country Club Rd.; change trans. (BP-19746). Action Aug. 16.
- **KRLD** Dallas—Broadcast Bureau granted CP to install new alt. main trans.; remote control permitted (BP-19739). Action Aug. 12.
- **KVOZ** Laredo, Tex.—Broadcast Bureau returned as unnecessary application for CP to make changes in ant. system, to change ant. and trans. lines, conditional by grant on KOYE(FM), Ann. Aug. 23.
- **KITE** Terrell Hills, Tex.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 8400 Data Point to 535 Skyline Bldg., San Antonio, Tex. (BRC-3698). Action Aug. 12.
- **WEEO** Smithfield, Va.—Broadcast Bureau re-

turned application for mod. of CP to change from DA to non-DA, at request of applicant. Ann. Aug. 20.

AM start

- Following station was authorized program operating authority for changed facilities on date shown: **KQXI** Arvada, Colo.—BP-19715, Aug. 13.

FM actions

- **WHHY**-FM Montgomery, Ala.—Broadcast Bureau granted CP to change trans. location to Elmore county Rd. #8, 4 miles southeast of Wetumpka, Ala.; change studio and remote control location to 3435 Norman Bridge Rd., Montgomery; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 830 ft. (BPH-8364). Action Aug. 13.
- **KBTM**-FM, Jonesboro, Ark.—Broadcast Bureau granted CP to correct coordinates; install new ant. and trans.; ERP 52 kw; ant. height 150 ft.; remote control permitted (BPH-8947). Action Aug. 16.
- **KRTH** Los Angeles—Broadcast Bureau granted CP to install new aux. trans. and ant. at separate trans. location at Mount Harvard, 15 miles northeast from center of Los Angeles for aux. purposes only; ERP 9.7 kw; ant. height 2,810 ft.; remote control permitted (BPH-9083). Action Aug. 16.
- **KFSD**-FM San Diego, Calif.—Broadcast Bureau granted remote control (BRCH-1207). Action July 9.
- **WPLO**-FM Atlanta—Broadcast Bureau granted CP to change ant. and trans. location; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 450 ft.; remote control permitted (BPH-8993). Action Aug. 16.
- **WXLN** Savannah, Ga.—Broadcast Bureau granted CP to change trans. location to 2500 Tennessee Ave., Savannah; make change in ant. system; ERP 100 kw; ant. height 470 ft.; remote control permitted (BPH-8968). Action Aug. 13.
- **WFMS** Indianapolis—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 50 kw; ant. height 500 ft.; remote control permitted (BPH-8945). Action Aug. 13.
- **WASK**-FM Lafayette, Ind.—Broadcast Bureau granted CP to install new trans. and ant., and add circular polarization to ant. height; ERP 50 kw; ant. height 310 ft. (BPH-9089). Action Aug. 19.
- ***KDCR** Sioux Center, Iowa—Broadcast Bureau granted remote control (BRCD-1). Action Aug. 13.
- **KSEZ** Sioux City, Iowa—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 31 kw; ant. height 260 ft. (BPH-9098). Action Aug. 19.
- **WLAP**-FM Lexington, Ky.—Broadcast Bureau granted CP to install new aux. trans. and use former ant. for aux. ant. at main trans. location for aux. purposes only (BPH-9081). Action Aug. 16.
- **WMYS** New Bedford, Mass.—Broadcast Bureau granted mod. of CP to change trans., ERP 50 kw (BMPH-14198). Action Aug. 19.
- **WHLN**-FM Port Huron, Mich.—Broadcast Bureau granted CP to make change in ant. system; ERP 3 kw; ant. height 300 ft.; remote control permitted (BPH-8706). Action Aug. 9.
- **WJMI** Jackson, Miss.—Broadcast Bureau granted CP to change trans. location to Channel 16 Rd., west of southwest corporate boundary of Jackson; operate by remote control from studio site 1850 W. Lynch, Jackson; install new ant.; make change in ant. system; ERP 54 kw; ant. height 1060 ft. (BPH-8939). Action Aug. 20.
- **WCLW**-FM Mansfield, Ohio—Broadcast Bureau granted CP to install new ant.; make change in ant. system; ERP 20 kw; ant. height 370 ft. (BPH-8925). Action Aug. 12.
- **WBLV**-FM Springfield, Ohio—Broadcast Bureau granted CP to install new trans. and ant.; ERP 50

kw; ant. height 160 ft. (BPH-8911). Action Aug. 14.

- **WHIZ**-FM Zanesville, Ohio—Broadcast Bureau granted CP to make changes in trans. line (BPH-9095). Action Aug. 19.
- **KSPI**-FM Stillwater, Okla.—Broadcast Bureau granted CP to redescribe trans. location as 3602 S. Perkins Rd.; make change in ant. system, ERP 10 kw, ant. height 285 ft., remote control permitted (BPH-9090). Action Aug. 19.
- **KLAD**-FM Klamath Falls, Ore.—Broadcast Bureau granted mod. of CP to permit operation by remote control (BMPH-14188). Action Aug. 13.
- **WTPA**-FM Harrisburg, Pa.—Broadcast Bureau permitted remote control (BRCH-6219). Action Aug. 13.
- ***WVMW**-FM Scranton, Pa.—Broadcast Bureau granted mod. of CP to operate by remote control from trans.-studio site in Learning Resources Center Bldg., Marywood College, to 2300 Adams Ave., Scranton; change trans. and ant.; make change in ant. system (BMPED-1151). Action Aug. 16.
- **WOYE**-FM Mayaguez, Puerto Rico—Broadcast Bureau granted remote control (BRCH-1216). Action Aug. 13.
- **WKZQ** Myrtle Beach, S.C.—Broadcast Bureau granted CP to make changes in ant. system, correct coordinates, ERP 3 kw, ant. height 285 ft., remote control permitted (BPH-8962). Action Aug. 19.
- **KBAT** Midland, Tex.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make change in ant. system (BMPH-14189). Action Aug. 16.
- **KZOK** Seattle—Broadcast Bureau granted CP to change trans. location to Mt. New Castle, near Issaquah, Wash.; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 1160 ft., remote control permitted (BPH-8979). Action Aug. 20.
- ***WYMS** Milwaukee—Broadcast Bureau granted CP to change ERP to 1 kw (BPED-1757). Action Aug. 19.

FM starts

- Following stations were authorized program operating authority for changed facilities on date shown: **KAEM** Dallas (BPH-8245), Aug. 9; **WBNO**-FM Bryan, Ohio (BPH-8967), Aug. 13; **WOLK** Richmond, Ind. (BPH-8299), Aug. 9; **WVEZ** Louisville, Ky. (BPH-8984), Aug. 12; ***WJSC**-FM Johnson, Vt. (BPED-1814), Aug. 9; ***WNIU**-FM Dekalb, Ill. (BPED-1507), Aug. 13.

In contest

Designated for hearing

- **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). Broadcast Bureau designated for hearing mutually exclusive applications of Ben Hill and Oliva Broadcasting. Issues to be determined include areas and populations which would receive FM service; ascertainment efforts made by Ben Hill and by Oliva; and financial issue against Ben Hill concerning \$50,000 loan. Action Aug. 15.

Procedural rulings

- **Arab**, Ala., **FM proceeding**: Brindlee Broadcasting Corp. and Marshall County Broadcasting Co. (WRAB[AM] Arab), competing for 92.7 mhz (Docs. 19849-51)—**ALJ** David I. Kraushaar scheduled hearing to convene Nov. 8. Action Aug. 13.
- **Breckenridge**, Colo., **FM proceeding**: Zap Communications and Breckenridge Broadcasting Co., competing for 102.3 mhz (Docs. 20047-8)—**ALJ** Thomas B. Fitzpatrick continued hearing scheduled for Sept. 9. Action Aug. 20.
- **Ridgefield**, Conn., **AM proceeding**: Westport Broadcasting, Quinnipiac Valley Service and Radio Ridgefield, competing for 850 khz (Docs. 19587, 19686-7)—**ALJ** Herbert Sharfman dismissed petition by Radio Ridgefield to file reply to Broadcast Bureau's opposition to judge's Aug. 9 order denying Radio Ridgefield's petition to amend. Action Aug. 13.
- **Miami**, TV **proceeding**: Post-Newsweek Stations, Florida (WPLG-TV Miami) and Tropical Florida Broadcasting Co., competing for ch. 10 (Docs. 20008-9)—Review board denied second petition to enlarge issues by Tropical Florida. Tropical requested addition of abuse of process and misrepresentation issues against Post-Newsweek. Tropical's request stemmed from WPLG's disclosure to judge that it does not own its tower and ant. site as previously represented to FCC. Review board said that since pleadings do not show that WPLG-TV's representations concerning its site were deliberate attempt to deceive commission, it could not be concluded that WPLG-TV seriously misused commission's procedures. Action Aug. 20.
- **Monroe**, Ga., **AM proceeding**: Community Broadcasting Co. (WKUN[AM] Monroe, 1580 khz); Monroe Broadcasting; Charles Haas, James N. Williamson and Raymond Dehler, competing for 1490 khz (Docs. 20060-2)—Review board granted petition

by Community Broadcasting Co. to delete ascertainment issue designated against it. Ascertainment issue was specified against Community to determine whether, as result of its failure to interview labor leaders in its survey of community needs and interests, it fully complied with FCC Primer on Ascertainment. Board pointed out that daytime AM seeking fulltime facilities was not required to ascertain community needs because "problems do not change after sundown." Action Aug. 20.

■ **Philadelphia, TV proceeding:** CBS Inc. (WCAU-TV Philadelphia) and First Delaware Valley Citizens Television, competing for ch. 10 (Docs. 20010-11)—Review board granted petition by First Delaware requesting issue be added against CBS Inc. First Delaware alleged that on June 27, 1973, regional director of National Labor Relations Board issued complaint charging CBS with unfair labor practices. Board said it was adding issue to determine effect of CBS's failure to report relations board actions on its comparative qualifications to be broadcast licensee. Action Aug. 20.

■ **Puerto Rico, AM proceeding:** Cavallaro Broadcasting Corp., competing for 1030 khz. at San Juan; Figuereia and Associates, at Rio Grande; Boricua Broadcasting Corp., at San Juan; Vieques Radio Corp., at Isabel Segunda (Docs. 19897-8, 19900-1)—ALJ Chester F. Naumowicz, due to date conflicts for certain counsel, continued hearing now scheduled for Sept. 11, to date to be established at conference of Sept. 5. Action Aug. 20.

■ **Rapid City and Lead, S.D., TV proceeding:** Western Television Co. and Dakota Broadcasting Co., competing for ch. 7 at Rapid City and satellite on ch. 5 at Lead (Docs. 20093-6)—ALJ John H. Conlin ordered hearing presently scheduled for Sept. 25, to convene on Nov. 11. Action Aug. 13.

Dismissed

■ **KAVU-TV Victoria, Tex., renewal proceeding:** John J. Tibiletti (Doc. 20101)—ALJ Jay A. Kyle dismissed Tibiletti's application, with prejudice, cancelled hearing presently scheduled for Sept. 25, and terminated proceeding. Action Aug. 13.

Fines

■ **KOPO(AM) Tucson, Ariz.—Broadcast Bureau** by letter, notified KOPO Broadcasting Co., licensee, that it incurred apparent liability for forfeiture of \$500 for permitting operator to operate trans. without properly endorsed third-class permit. Action Aug. 19.

■ **KBLC(AM) Lakeport, Calif.—Broadcast Bureau** ordered Lake County Broadcasting Co., licensee, to forfeit \$1,500 for failing to have inspections of station's transmitting system and required monitoring equipment made by first-class radiotelephone operator, and broadcasting at power in excess of its PSA. Action Aug. 1.

■ **KYSN(AM) Colorado Springs, Colo.—Broadcast Bureau** notified KYSN Broadcasting Co., licensee, that it incurred apparent liability for \$500 for failing to make equipment performance measurements in designated time period and failing to make log entries concerning tower lighting inspections. Action Aug. 14.

■ **KANA(AM) Anaconda, Mont.—Broadcast Bureau** notified Jack L. and Jean M. Boley, licensees, that they incurred apparent liability for forfeiture of \$2,000 for operating with full daytime power during presunrise periods. Action Aug. 16.

■ **WGBR Goldsboro, N.C.—FCC** notified Eastern Carolina Broadcasting Co., licensee of WGBR, that it incurred apparent liability for forfeiture of \$2,500 for operating with nighttime power and pattern past times of local sunrise; failing to change from daytime power and pattern to nighttime power and pattern at time of local sunset as specified by station authorization; and failing to make required entries in the maintenance logs. Action Aug. 21.

■ **WKEY(AM) Covington, Va.—Broadcast Bureau** notified WKEY Inc., licensee, that it incurred apparent liability of \$1,000 for broadcasting lottery. Action Aug. 16.

■ **WHLF(AM) South Boston, Va.—Broadcast Bureau** notified Halifax Broadcasting Co., licensee, that it incurred apparent liability for forfeiture of \$1,000 for commencing program tests before receiving specific commission authority. Action Aug. 14.

Other actions

■ **KOB-TV Albuquerque, N.M.—FCC** granted application of Hubbard Broadcasting for renewal of license of KOB-TV (BRCT-92). Petition to deny renewal application, filed by Alianza Federal de Pueblos Libres and William L. Higgs was denied. Commission said Alianza failed to raise substantial or material question of fact establishing that grant of KOB-TV application would be prima facie inconsistent with public interest. Hubbard, Commission said, was legally, technically and financially qualified to remain licensee. Action Aug. 21.

■ **KBOP(AM) Pleasanton, Tex.—FCC** granted application by Atascosa Broadcasting Co. for renewal of license (BR-2609). Petition to deny application filed by KASA Inc. was denied. KASA claimed that it had valid contract to purchase KBOP from

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Parker, and has action pending in Texas state courts for damages for breach of contract. Commission said bare allegation of breach of contract, fact which must be determined by courts, did not raise substantial and material question of fact as to applicant's character since honest differences of opinion may be involved. Action Aug. 21.

Allocation

Petitions

FCC received following petitions to amend FM table of assignments (ann. Aug. 21):

- KHYT(AM) Tucson, Ariz.—Seeks to assign ch. 298 to Tucson (RM-2427).
- WGML(AM) Hinesville, Ga.—Seeks to assign ch. 221A to Hinesville (RM-2428).

Action

FCC took following action on FM allocations:

- Tyler, Tex.—Broadcast Bureau proposed amendment of FM table of assignments to substitute ch. 221A for 257A at Tyler. Action was in response to petition (RM-2199) by KXOL Inc., licensee of KXOL-FM Fort Worth, seeking to eliminate mileage separation problem which prevented moving station's trans. site to Cedar Hill ant. farm (Doc. 20139). Action Aug. 15.

Rulemaking

Action

- National Association of Theater Owners, New York—FCC dismissed as moot request for rulemaking to require notice to commission in 30 days of CATV systems commencing distribution of programming for which per program or per program charge is made (RM-2371). Action Aug. 6.

Translators

Application

- Princeville at Hanalei Community Association, Princeville, Hanalei and Kauai county, Hawaii—Seeks amendment of CP to change output ch. from ch. 7 to ch. 3, change primary TV to KGMB-TV Honolulu (BPTTV-5062). Ann. Aug. 21.

Actions

- K12JL Burnt Ranch and Hawkins Bar, Calif.—Broadcast Bureau granted CP for new translator on ch. 12, rebroadcasting KIEM-TV Eureka (BPTTV-4994). Action Aug. 15.
- K07LP Granada, Colo.—Broadcast Bureau granted CP for new translator on ch. 7, rebroadcasting KGLD Garden City, Kan. (BPTTV-5003). Action Aug. 13.
- K73AX Romeo, La Jara, Manassa, Antonio and Alamosa, Colo.—Broadcast Bureau granted CP to change frequency of translator from ch. 73 to ch. 67; change type of trans.; make changes in ant. system and change call letters to K67AK (BPTT-2627). Action Aug. 14.
- Upper Piedra TV Association, Upper Piedra rural area, Colo.—Broadcast Bureau returned application, because of improper dating, for ch. 2, rebroadcasting KOAT-TV Albuquerque, N.M. Ann. Aug. 21.
- K75CM, K83AL, K79BW and K70KQ Windom, Minn.—Broadcast Bureau granted CP's to change frequency of K75CM from ch. 75 to ch. 56 and call letters to K56AH; K83AL from ch. 83 to ch. 64 and call letters to K64AK; K79BW from ch. 79 to ch. 62 and call letters to K62AL; K70KQ from ch. 70 to ch. 58 and call letters to K58AF; change trans.; make changes in ant. systems (BPTT-2661-4). Action Aug. 15.
- K60AN Henderson, Nev.—Broadcast Bureau granted Suma Corp. CP for new translator on ch. 60, rebroadcasting KLAS-TV Las Vegas (BPTT-2616). Action Aug. 8.
- K55AN Salem, Ore.—Broadcast Bureau granted CP for new translator on ch. 55, rebroadcasting KVDO-TV Salem (BPTT-2639). Action Aug. 13.
- K081B, K10JA, K12JK Roosevelt, Tex.—Broadcast Bureau granted North Llano Television Corp. CP's for 3 new VHF translators on (1) ch. 8, rebroadcasting WOAI-TV San Antonio, Tex.; (2) ch. 10, rebroadcasting KENS-TV San Antonio; and (3) ch. 12, rebroadcasting KSAT-TV San Antonio (BPTTV-4974-6). Action Aug. 9.
- K06JG Koosharem, Utah—Broadcast Bureau granted CP for new translator on ch. 6, rebroadcasting KUED Salt Lake City (BPTTV-5005). Action Aug. 13.
- W67AE Stuart and areas of Patrick county, Va.—Broadcast Bureau granted CP for new translator on ch. 67, rebroadcasting WBRA-TV Roanoke (BPTT-2566). Action Aug. 13.
- K02EC Shelton, Wash.—VHF translator broadcast license cancelled and call letters deleted at request of licensee. Ann. Aug. 22.

■ K06IF rural Unit county, Wyo.—Broadcast Bureau granted CP for new translator on ch. 6, rebroadcasting *KUED Salt Lake City; conditions (BPTTV-4843). Aug. 13.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Aug. 21 (stations listed are TV signals proposed for carriage):

- Warner Cable of Bishop, 75 Rockefeller Plaza, New York 10019, for Inyo County, Calif. (CAC-4203): KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP Los Angeles; KOLO-TV Reno.
- Nation Wide Cablevision, P.O. Box 10727, University Park Station, Denver 80210, for Millbrae, Calif. (CAC-4186): Add KOVR Stockton, Calif.
- Ultracom of Rockmart, P.O. Box 507, Lansdale, Pa. 19446, for Rockmart (CAC-4194) and Polk county (CAC-4195), both Georgia: Add WRIP-TV, WRCB-TV, WTVC Chattahoochee.
- Sullivan Cable Systems, c/o Ronald Greenberg, Esq., Rubin, Wachtel, Baur and Levin, 598 Madison Ave., New York 10022, for Christopher, Ill. (CAC-4197): WSIL-TV Harrisburg, Ill.; WFVS-TV Cape Girardeau, Mo.; WPSD-TV, WDXR-TV Paducah, Ky.; WSUI-TV Carbondale, Ill.; KPLR-TV, KDNL-TV St. Louis.
- Shelby County Cable TV, 33 W. Washington St., Shelbyville, Ind. 46176, for Shelby county, Ind. (CAC-4198): WRTV, WISH-TV, WLVI, WHMB-TV, WFI Indianapolis; WWTW, WTUU-TV Bloomington, Ind.; WXIX-TV Newport, Ky.; WGN-TV Chicago; WNNV Evansville, Ind.; WIPB Muncie, Ind.; WCAE St. John, Ind.; WVUT Vincennes, Ind.
- Owensboro Cablevision Co., Box 371, Owensboro, Ky. 42301, for Daviess county, Ky. (CAC-4196): WTVW, WFIE-TV, WEHT, WNNV Evansville, Ind.; WKMA Madisonville, Ky.; WDRB-TV Louisville, Ky.; WDXR-TV Paducah, Ky.; WUSI-TV Olney, Ill.
- LVO Cable of Shreveport-Bossier city, P.O. Box 3423, Tulsa, Okla. 74101, for Bossier city, La. (CAC-4178): Add KERA-TV, KXTX-TV Dallas.
- Cape Cod Cablevision Corp., 28 White's Path, South Yarmouth, Mass. 02664, for Yarmouth (CAC-4191), Chatham (CAC-4192) and Harwich (CAC-4193), all Massachusetts: Requests certification of existing CATV operations.
- Gulf Coast Cablevision, P.O. Drawer 1818, 5115 Telephone Rd., Pascagoula, Fla. 39567, for Moss Point (CAC-4200) and Pascagoula, both Mississippi: Add WGNO-TV New Orleans; and for Gautier, Miss. (CAC-4202): WLOX-TV, WMAH Biloxi, Miss.; WEAR-TV Pensacola, Fla.; WKRG-TV, WALA-TV, WEIQ Mobile, Ala.; WGNO-TV, WYES New Orleans.
- Amherst Cablevision, 602 Grover Cleveland Hwy., Amherst, N.Y., for Amherst (CAC-1839) and Williamsburg (CAC-1840), both New York: Add CICA-TV Toronto, Ontario, Canada.
- Ultracom of Wilson, P.O. Box 507, Lansdale, Pa. 19446, for Wilson, N.C. (CAC-4137): Add WUNK-TV Greenville, N.C. and delete WUNJ-TV Wilmington, N.C.
- Ultracom of Okmulgee, 110 W. Morton St., Okmulgee, Okla. 74447, for Okmulgee (CAC-4199): Add KTVT Ft. Worth; KXTX-TV Dallas.
- Video Link of Washington County, 3609 Library Rd., Pittsburgh 15234, for Cokesburg borough (CAC-4188), Ellsworth borough (CAC-4189), and Bentleyville borough (CAC-4190), all Pennsylvania: KDKA-TV, WTAE-TV, WIIC-TV, WQED, WQEX, WPGH-TV Pittsburgh; WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; WKBF-TV Cleveland; WUAB Lorain, Ohio.
- Tri City Cablevision, P.O. Box 3424, Columbia, S.C. 29230, for Cayce (CAC-4183), West Columbia (CAC-4184) and Springdale (CAC-4185), all South Carolina: WIS-TV, WNOK-TV, WOLO-TV, WRLK-TV Columbia, S.C.; WTGC Atlanta; WRET-TV, WTVI Charlotte, N.C.; WCES-TV Wrens, Ga.

Certification actions

- Florida—FCC granted applications of Orange Cablevision, operator of cable systems at Orlando, Winter Park, Apopka, Belle Isle, Maitland and Windermere, and American Television and Communications Corp., operator of cable system at Kissimmee, for certificates of compliance and special relief to add WTVT Tampa, Fla. to their systems (CAC-2459-2464, CAC-2518). Applications were opposed by The Outlet Co., licensee of WDBO-TV, CBS affiliate in Orlando, Fla. Action Aug. 21.
- Grubbs, Ark.—FCC granted application of United Cable TV, to begin cable service at Grubbs, located in Jonesboro, Ark., smaller TV market (CAC-2730). United proposed to carry KATV, KARK-TV, KTHV, and *KETS Little Rock and KAIT-TV Jonesboro, Ark.; and WREC-TV, WMC-TV, *WKNO-TV and WHBQ-TV Memphis. Action Aug. 21.

■ Dixon, Calif.—FCC granted Dixon Cablevision certificate of compliance for new cable system to serve Dixon, located in Sacramento-Stockton-Modesto, Calif., major TV market (CAC-3566). Dixon proposes to carry California stations KCRA-TV, KXTV, KTXL, *KVIE, KMOV Sacramento; KOVR Stockton; KLOC-TV Modesto; KTVU Oakland; KPIX, KGO-TV, KRON-TV, *KQED, KBHK-TV, KEMO-TV San Francisco; and KTLA Los Angeles. Action Aug. 21.

■ Woodland, Calif.—FCC granted application by Multi-View Systems of Woodland for certificate of compliance to add distant signals of *KQED and KEMO-TV San Francisco, to its cable system at Woodland (CAC-3037). System, which is located in Sacramento-Stockton-Modesto major TV market, currently carries California signals: KCRA-TV, KXTV, KTXL, *KVIE Sacramento; KOVR Stockton; KLOC-TV Modesto; KTVU Oakland; and KBHK-TV San Francisco. Action Aug. 2.

■ Jacksonville and South Jacksonville, Ill.—FCC granted Jacksonville Cable TV Co., division of Sammons Communications, certificates of compliance for existing cable systems at Jacksonville and South Jacksonville, and to add KDNL-TV St. Louis and *WILL-TV Urbana, Ill. to these systems (CAC-3323-4). Both systems, which are located in Springfield-Decatur-Champaign-Jacksonville, Ill., major TV market, presently carry signals of KTVI, KSD-TV, *KETC, and KPLR-TV St. Louis; WICS Springfield, Ill.; WMBD-TV Peoria, Ill.; KHQA-TV Hannibal, Mo.; WGEN-TV Quincy, Ill., and WAND Decatur, Ill. Action Aug. 21.

■ Waukegan and North Chicago, Ill.—Commission denied applications of All Clear Cable TV for certificates of compliance to operate CATV systems at Waukegan and North Chicago (CAC-1735-36). Commission said All Clear's carriage of proposed signals in these two communities would be in violation of rules in view of its cross-ownership interests. Action Aug. 21.

■ Summit county, Colo.—FCC waived franchise-holding requirement of rules and granted Leacom Inc. certificate of compliance for new cable system at Keystone International Development resort in Summit county (CAC-2434). Leacom proposes to carry KWGN-TV, KOA-TV, *KRMA-TV, KMGH-TV, KBT Denver; KTVS Sterling, Colo., and KYCU-TV Cheyenne, Wyo. Action Aug. 21.

■ Opelousas, La.—FCC granted St. Landry Cable TV, operator of cable system at Opelousas, certificate of compliance to add *WLPB-TV, construction permittee, Baton Rouge, La. (CAC-2908) to its cable system. St. Landry's application to add KPLC-TV Lake Charles, La. was denied by commission. FCC said it was hesitant to certify carriage of presently operating station whose consistency with rules was contingent on some event. Action Aug. 21.

■ Springfield township, Ohio—FCC granted application by Buckeye Cablevision for certificate of compliance to operate 20-ch. cable system at Springfield township, located in Toledo, Ohio major market (CAC-3675). Buckeye proposed to carry WTOL-TV, WSPD-TV, WDHO-TV, *WGTE-TV Toledo; *WBGU-TV Bowling Green, Ohio; *WOSU-TV Columbus, Ohio; WKBD-TV, WXYZ-TV, *WTVS, WJBK-TV, Detroit; and CKLW-TV Windsor, Ontario. Action Aug. 21.

■ Virginia—FCC granted applications by Warner-TVC Corp. for certificates of compliance to add WVIR-TV Charlottesville, Va., to its existing cable systems at Harrisonburg, Bridgewater, Dayton, Broadway, Timberville, and unincorporated areas of Rockingham county (CAC-3061-6). Systems, which are located in smaller TV markets of Harrisonburg and Charlottesville, currently carry WTVR-TV, WWBT, Richmond; *WVPT, Staunton, Va.; WRC-TV, WTOP-TV, and WTTG Washington. Action Aug. 21.

■ Sudden Valley, Wash.—FCC granted application of Sanwick Cablevision for certificate of compliance to operate new cable system at Sudden Valley until March 31, 1977 (CAC-2281). Sudden Valley is located in Bellingham, Wash., smaller TV market. Sanwick Cablevision proposed to carry Washington stations KVOS-TV Bellingham, KOMO-TV, KING-TV, KIRO-TV and *KCTS-TV Seattle; British Columbia stations CBut-TV Vancouver, and CHEK-TV Victoria. Action Aug. 21.

■ Shelby, Wis.—FCC granted application of Teleprompter of La Crosse for certification of its existing cable system at Shelby, and authorization to add *WHLA-TV La Crosse, Wis. (CAC-2819). TPT carries *KTCA-TV St. Paul, WTCN-TV Minneapolis, KAUSTV Austin, and KROC-TV Rochester, Minn.; KGLD-TV Mason City and WMT-TV Cedar Rapids, Iowa; WKBT and WXOW-TV La Crosse, and WEAU-TV Eau Claire, Wis. Action Aug. 21.

In contest

■ Manchester, N.H.—Commission stayed until further notice effectiveness of its Aug. 9 order prohibiting United Cable Co. of New Hampshire from providing service to Manchester areas where CATV system was installed after June 7. Commission said stay was appropriate to afford it opportunity to consider United Cable's contentions that effectuation of order would result in irreparable injury to itself and to public (Doc. 20029). Action Aug. 16.

Classified Advertising

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

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

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

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

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

One month old, and we're on our way! Frankly, we underestimated the potential of our small N.E. Indiana market, and need another salesperson to bring in the available business. Unique 21% commission plan plus bonus. Short news shift is part of the deal, but you'll concentrate on sales. Interested? Box J-3, BROADCASTING.

Major market Florida radio station. Contemporary format with top numbers. \$15K guaranteed with opportunity to earn \$25K first year. Rush resume to Sales Manager, Box J-6, BROADCASTING.

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Albany, New York's WSHS-FM, with an audience increase of 138% needs two young, dynamic sales persons. Learn and grow with this great Scott Station. Ability, ambition, more important than experience. Drake-Chenault Classic Gold format. Write H. Scott, Headquarters-WPAZ, Pottstown, PA.

Sales person wanted for Radio Advertising. Guarantee salary, car expense, and commission. \$15,000 to \$18,000 annually for someone willing to work. No experience necessary, all you need is a high school education and desire to learn. Contact Roscoe Bowers at WIRA-WOVV Radio in Fort Pierce, FL.

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

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Help Wanted Sales Continued

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Top station in Central Illinois market has expanded its professional sales staff. Excellent opportunity. Radio sales background preferred, successful sales background necessary. Excellent salary plus commission with room for advancement. Excellent benefits. Send complete resume to sales manager, Radio Station WSOY, P.O. Box 2250, Decatur, IL 62526.

Urgent. Need salesperson-announcer combination. New regional station. Call 314-546-7473 Ironton, MO. Ask for Mr. Day.

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

Would you enjoy solving management problems for corporate officers of broadcasting companies? Unique opportunity for account executive with one to three years sales experience or recent R/T grad for management consultant trainee position. We want candidates with roots in the Midwest who are interested in a career opportunity with substantial income potential. Northwest suburban Chicago offices, only 25 minutes from downtown area. Limited travel. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Announcers

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

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

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

Central Pennsylvania Contemporary is looking for a strong daytime Personality. We would like someone with a proven record. Time and temp job need not apply. Come join our team in this very competitive market. Resume, references and requirements first package. Box J-22, BROADCASTING.

Wanted: Experienced country announcer to work for Midwest medium market AM-FM. Chance to move up in growing organization. Box J-44, BROADCASTING.

Wanted—Mature morning person with proven track record in competitive market. Production ability and knowledge of country music required. Excellent fringe benefits. Tape, resume, and recent photo to: Perry St. John, KSO Radio, Des Moines, IA 50317.

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

Experienced announcer. Must have 3rd Class license endorsed. Opening immediately. Send tape and resume. An equal opportunity employer. Contact Greeley N. Hilton, Manager-Owner, WBUY-WLXN Radio, Lexington, NC 27292.

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

WDAK needs a worker who is excited about radio and can get involved with his audience, on and off the air. Heavy on production abilities. WDAK is adult contemporary, ARB and Pulse rated No. 1 in Georgia's Second Market. Send telescoped, unedited aircheck, resume, references, and photo if available to Alan Boyd, Post Office Box 1640, Columbus, GA 31902.

Good opportunity for creative contemporary jock strong on writing and producing spots. Tapes and resumes to Bill Davis, WDEW, Westfield MA.

Help Wanted Announcers Continued

Albany, New York's WSHS-FM, with an audience increase of 138% needs two young, dynamic sales persons. Ability, ambition more important than experience. Drake-Chenault Classic Gold format. Write H. Scott, Headquarters-WPAZ, Pottstown, PA.

Announcer, automation experience, beautiful music format. \$700 month. Mr. Oberle, WKITZ, 5353 Arlington Expressway, Jacksonville, FL 32211.

Need one good voice, with a brain, to entertain, seven to midnite, rock and roll, immediately. Send tape and resume to WOTT, Box 29A, RD #2, Watertown, NY 13601.

WQXI-AM has a position open for full time contemporary announcer with proven capacity in competitive situations. Send tapes and resumes only, immediately to: Bill Sheard, WQXI AM Radio, 2970 Peachtree Road, N.W., Atlanta, GA 30305. EOE.

WQXI-FM has a position open for full time contemporary announcer with proven capacity in competitive situations. Send tapes and resumes only, immediately to: Tom Krimmier, WQXI FM Radio, 2970 Peachtree Road, N.W., Atlanta, GA 30305. EOE.

First phone experienced evening person for modern country WVOJ. Tapes and resumes to John Harmon, WVOJ, 1435 Ellis Road, Jacksonville, FL 32205. EOE.

Expanding Rocky Mountain radio group will need two strong morning announcers soon. Should have big, deep voice, humorous, and show lots of excitement. Send tape and resume to Gary Petersen, Box 37, Bozeman, MT.

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

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

Help Wanted Technical

Chief engineer/settled. Know your business. 50 kw AM, FM-sterco. Automation. Write Bob Kent, KCTA Radio, P.O. Box 898, Corpus Christi, TX 78403. Phone 643-3541—no collect.

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

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

Good opportunity at 5 kilowatt for enthusiastic chief engineer with some experience. Send letter and resume to KLNR, P.O. Box 890, Lamar, CO 81052. No calls, please! E.O.E.

KLUM-FM the 40,000 watt voice of Lincoln University announces the following openings: Maintenance engineer (first phone) and program manager. Address inquiries to Dr. A. H. Orley, Office of the President, Lincoln University, Jefferson City, MO 65101.

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

Help Wanted News

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

Help Wanted News Continued

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

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

Immediate opening for News person to report, write, edit, air strong local news for South Carolina small medium-market AM-FM. Prefer recent college graduate with some experience. Fringe benefits including company funded retirement plan; near major university; surrounded by lakes and mountains; new studio; equal opportunity employer. Send photo, resume to Box J-30, BROADCASTING.

Experienced newperson needed at medium market station. Send resume. An equal opportunity employer. Box J-33, BROADCASTING.

Newperson with good delivery and writing ability. Tapes and resumes to Bill Davis, WDEW, Westfield, MA.

WOBN, Toms River, N.J. has a full time news opening. Accent on local. Prefer newperson presently working in NJ. Call Paul Mosti, 201-269-0927. E.O.E.

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

Help Wanted Programing Production, Others

Program director. Small/medium market, 50,000 watt contemporary FM. Production and news qualities a must. Only experienced, ambitious and motivated people need apply. Excellent opportunity and growth potential. Write Box J-36, BROADCASTING.

Christian radio and TV production center preparing to activate station seeks qualified production and engineering personnel immediately. Send resume and salary requirements to Box J-43, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Art Brooks, KPOW, Box 969, Powell, WY 82435.

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

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

Young, exciting New England station wants sharp program director/personality to help make us both best and #1. WKXA-AM-FM, Brunswick, ME. 207-725-5507.

Immediate opening for CW program director that can take charge and increase present strong market position. Need individual with good on air presentation, strong production and can motivate people. Send resume and audition tape to: WROZ, P.O. 139, Evansville, IN.

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

Situations Wanted Management

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

Situations Wanted Management Continued

New England, GM, SM, PD, all in one, currently running contemporary AM and background FM sees ownership change as cue to return home to New England for right offer. Veteran broadcaster with solid reputation in industry and business community. Box J-29, BROADCASTING.

Station being sold. Current successful GM seeking similar position. Strong on sales, administration, P&L, FCC, motivation. Professional, community-active. Honest, creative. References. Box J-39, BROADCASTING.

Hard-driving medium market general manager ready for the right move up. Heavy sales orientation; increased profits by 32% last year. 33, family, degree. Must have \$20-\$25K to talk. Box J-49, BROADCASTING.

Exceptionally strong top-50 market sales manager desires move upward with aggressive company. Hired, trained, and am leading the 5-person sales force, responsible for 109% increase in gross billings since I arrived 3 years ago. Current income \$27,000. Box J-50, BROADCASTING.

Situations Wanted Sales

Southern sales manager. Good music to great country. Adult format, Carolinas preferred. Box J-23, BROADCASTING.

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

Situations Wanted Announcers

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

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

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

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

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

Announcer, first phone, experienced, wants to shift to classical music format. Will relocate. Box J-11, BROADCASTING.

Three years experience, some college, endorsed third. Speech and theatrical background, good voice. Box J-12, BROADCASTING.

I'm your man—7 years experience, 30 years old, creative and dependable. Currently production manager and music director. Tops in production and musical knowledge. Let me spark your station! 1st phone, excellent qualifications and references. Box J-26, BROADCASTING.

All formats, endorsed third, three years experience, some college, speech and acting, background. Box J-35, BROADCASTING.

Disc jockey, newscaster. Experienced, third endorsed, tight board. Aggressive salesman, authoritative. Clearance Collier, 1444 Shakespeare Ave., Bronx, NY 10452, 212-681-6986.

Looking for pro with mature approach contemporary MOR, midnight-six or housewife, western U.S.? Bass voice, 30, unique one to one, pleasant, hold audience, smooth. Call me, 702-359-5350.

Sincere personable announcer, 2 1/2 years experience, seeks air shift in Pennsylvania, NJ, Maryland, New York state, Del. Excellent knowledge of music, good references. 3rd phone. Rick Kaplan, 30 Gerald Lane, Old Bethpage, NY 11804. 516-694-4180.

First phone working jock seeks employment near Syracuse/Rochester/Ithaca, New York. Tape, resume: Kevin Fielder, 15 Paul Rene Drive, Melbourne, FL 32901.

I need an opportunity! Dependable, hardworking, 21, 3 years news, play-by-play and board work experience. I want to work now! Pat Chambers, 417-358-4773 after 5:15 p.m. CDT.

Billboard award winner!! Personality of the year, crazier than Imus, huge ratings!! Seeks morning or personality shift, medium or major market. 608-274-4317.

Situations Wanted Announcers Continued

Personality top 40 entertainer with PD experience. East Coast medium markets. Management degree. First phone. Excellent references. Available immediately. 212-442-8467. Gary Liebisch, 113 Longview Rd., Staten Island, NY 10304.

Announcer. Equal Opportunity Employer. Good deliveries, some college. Major, language. Relocatable. 3rd endorsed. James M. Sumpter, 19377 Winthrop Street, Detroit, MI. 313-835-7067.

DJ, first, married, looking for security. Solid background and experience. Box 92, Weston, OH 43569.

18 year pro, experienced all phases music. D.J., P.D., stable record, first phone. 419-669-5714.

Led 100,000 watt FM to Number One in Tampa-St. Pete. Jason, Route One, Box 200, Suttons Bay, MI 49682. 616-271-3349.

Personable pro., 27, voice, BA. experience, MOR, progressive. Solid news. Stable, take direction. Relocate immediately. 815-399-0065.

Experienced Top 40/contemporary MOR man seeks air slot with solid station (majors only). First phone. Impeccable references. Currently PD in Midwest major. Call before noon (CDT), 316-225-0802.

Tired of those greasy kid jocks? Personality, 34, 18 years experience, 1st phone. Any format, any time, anywhere. Tiny Hughes, 1115 S. Forest, Ann Arbor, MI. 313-994-3399.

Disc-jockey, news. 21, graduate New York School of Announcing and Speech. Control board experience. Tape and resume. 201-933-0057. Bob Kirby, 321 Newark Ave., Lyndhurst, NJ.

Announcer, experienced, 24, 3rd endorsed, creative, dedicated. More than time and temp. Prefer Midwest. Steve, 312-639-7882.

Remember trying to find that first break? If you do, and are looking for someone to run an air-shift, who is young, creative, with an endorsed third, broadcast degree, will sell part-time, and will relocate, call Jeff Howard, 305-621-9919 after 6 p.m., or write Jeff Howard, 5450 N.W. 159th Street, #205E, Hialeah, FL 33014.

Beginner looking for break at Midwest MOR station. CSB graduate, 3rd endorsed, willing to learn. Call Mike Grasela at 216-271-4470.

Situations Wanted Technical

Experienced chief engineer. AM-DA, FM, FM stereo. Prefer south. Family man. Box H-143, BROADCASTING.

Experienced engineer would like to invest in and manage small AM-FM operation in the South. Box J-31, BROADCASTING.

Single male, first phone engineer/combo. Major market experience. Seeking middle/small market, West Coast only. 415-922-6648.

Situations Wanted News

Experienced news director/part DJ. 9 months 5KW small mkt. wants news/MOR jock work near college. AA degree, 3rd endorsed. Box H-178, BROADCASTING.

Currently sales manager of 5K in major metro market, 28, married. Formerly news director for 2 AM's; news editor for 50K in top market. Want to join large market news or sports staff, or head same in medium market. Box H-200, BROADCASTING.

7 year pro. Heavy news, sales and production background. Wanting ND or PD position. Box J-2, BROADCASTING.

Newsreader or related area. 3 years previous experience as news director, announcer and PBP. Will devote full efforts for station; willing to train. Box J-38, BROADCASTING.

Available now; southwest, California. Medium market ND. Good street man, good writing, authoritative delivery. 602-326-2895.

Sports all the way! PBP, reporting, commentary, interviews. 3 yrs. Prefer East or Midwest solid, medium market, but all offers will be considered. Call 717-733-0531.

Situations Wanted Programing, Production, Others

Fully experienced all-around radio man! Production whiz, MD experience, creative copy, in-depth news, top 50 exposure, top billing professional attitude/airwork. College, third, married, medium to large in NE/midwest. Five digits desired, consider all. Box H-124, BROADCASTING.

Increase sales with character spots, 6 different voices for variety spots. Heavily skilled in the most progressive automation programming and operation. 5 years experience in all formats. News award-winner. Young, single, loyal, not extremely ugly, and fairly bright. Box J-10, BROADCASTING.

Florida suncoast, currently employed, Top 5 market network O&O; seeking programing/operations opportunity in your area. Excellent track, first phone, B.S., stable, very hard worker. Please send for details. You've nothing to lose. Box J-32, BROADCASTING.

Art director, 21 years experience network television included, award winner, desires new challenge. Will relocate. Box J-37, BROADCASTING.

Modern country dude. Experience includes PD, MD, air, and sales. Want stable operation that communicates. Track record short, but successful. Excellent references. Box J-45, BROADCASTING.

TELEVISION

Help Wanted Management

Experienced, aggressive sales mgr. for Northeast UHF Indie, strong on administration with proven record in national and local sales. Equal opportunity employer. Box H-216, BROADCASTING.

Exceptional opportunity for exceptional promotion-publicity manager. Top 25 group network affiliate station needs outstanding individual. All replies confidential. Box J-40, BROADCASTING.

Wanted: Local sales manager. If you know anything about WTVJ you know what kind of person we're looking for! If you think you're that person please send details and resume to: Tom Freioli, General Sales Manager, 316 North Miami Avenue, Miami, FL 33128.

Help Wanted Sales

Immediate opening for experienced TV or radio account executive with top 40 market network affiliated television station. We are part of a group and can offer advancement potential. First year income approximately \$20,000. Send resume to Box J-4, BROADCASTING.

Account executive. Large Midwest market. List earned \$24,000 in 1973. Management possibilities with growing company for right college graduate. Submit resume to Box J-5, BROADCASTING.

Aggressive, experienced account executive for Indy in New York State. \$18,000-\$25,000 potential. Equal Opportunity Employer. Box J-28, BROADCASTING.

Help Wanted Technical

TV engineer, video tape production. Religious broadcasting operation. Send resume to Box H-140, BROADCASTING.

Microwave Engineer. Maintenance and repair of microwave system in Nevada and California. One year minimum microwave experience required and some broadcast experience helpful. Person must be able to work on his own. Good starting salary, company car and excellent corporate benefit program. Send resume and salary history to: Box H-176, BROADCASTING.

Television technician: Major market, minimum three years experience required. Valid 1st Class Radio Telephone license required. Recent experience with Ampex AVR-1s desired but not required. Send commercial resume with salary requirements to: Box J-48, BROADCASTING.

WDXR-TV, Paducah, Kentucky is still seeking a qualified chief engineer. A young engineer who is looking for his first job as chief could really benefit from answering this ad. We're in Mid-America's beautiful vacation land with top notch facilities. E.O.E.

Television engineers wanted: operations engineer: will consider recent tech school graduate with first class license. Also need maintenance engineer. Will consider holder of first class license with TV operational experience. Contact Al Scheer, chief engineer, WLEX-TV, P.O. Box 1457, Lexington, KY 40501 or phone 606-255-4404. An equal opportunity employer.

Help Wanted Technical Continued

Maintenance Engineers for VHF TV Station. Experienced in quad VTR, color camera and telecine set up. FCC first essential. Send resume to Chief Engineer, WNJU-TV 1020 Broad St., Newark, NJ 07102.

Transmitter maintenance supervisor—1st phone and five years experience with UHF or VHF transmitters. Knowledge of test procedures; capable of tuning high-power VHF equipment; ability to schedule and supervise maintenance staff. Contact: Ernie Neumann, Ia. Educ. Broadcasting Network, P.O. Box 1758, Des Moines, IA 50306. 515-280-1120. An Equal Opportunity Employer.

Engineer—Dutch St. Maarten Caribbean—VHF color. Call after 6 p.m. 305-587-3926.

Television engineers needed. Openings for licensed and unlicensed engineers having television broadcast experience. All-color operation. For more information, contact: University of Missouri Personnel Services, 309 Hitt Street, Columbia, MO 65201. Phone: 314-822-4221. Equal opportunity employer.

Help Wanted News

Weathercaster with experience in television presentation or with meteorology background wanted by expanding Ohio station. Send resume and photograph. Box H-209, BROADCASTING.

Photographer/editor who is also capable of writing and has solid TV news experience and journalism background needed for Florida hard news operation. Equal Opportunity Employer. Send resume and references to Box J-24, BROADCASTING.

Reporters and photographers needed for top 40 mid-west station. Must have strong background in people-oriented news and film production. Absolutely no beginners. Send tape, resume and salary requirements to News, WLWC, Box 4, Columbus, OH 43216. No phone calls, please. An Equal Opportunity Employer M/F.

Experienced investigative reporter able to handle general assignment and air work as necessary. Contact Tom Crane, News Director, WNEB-TV, 5700 Becker Road, Saginaw MI 48606.

Journalist for top station in top 50 market. Must have at least two years experience as street reporter who can also produce newscasts and anchor if needed. Must be able to do radio news. Send VTR to Don Decker, WRGB, 1400 Balltown Road, Schenectady, NY 12309. Part of GE broadcasting group, an equal opportunity employer.

TV News Anchor/Producer for California CBS VHF affiliate in 25th market. Responsible for 11 p.m. News M-F. Emphasis on air work ability and potential with experience in TV news writing, production, reporting. Commensurate salary. Successful news operation. An equal opportunity employer. Call Cal Bollwinkel, Program Director, 916-441-4041.

Help Wanted Programing, Production, Others

Production Manager, midwest network affiliate. Commercial experience necessary. Send resume and salary requirements in 1st letter. An equal opportunity employer. Box H-141, BROADCASTING.

Midwest medium market UHF net affiliate needs young aggressive program director. Must have follow through, creative ideas, and the ability to direct our greatest asset, people. Send resume and salary requirements to Box H-191, BROADCASTING.

Graphic Artist—PBS Station in Southeast. Experienced in line illustration, as well as creative design, layout, set design and TV art. Excellent benefits, and working conditions. Send resume and salary requirement. EO and AA employer. Box H-193, BROADCASTING.

Continuity director for midwest medium market net affiliate. Must be aggressive and creative, know cinematography and VTR production, as well as being able to write top-notch commercial copy. State qualifications, salary desired first letter. Film, VTR or commercial copy should be available upon request. Equal opportunity employer. Write Box J-9, BROADCASTING.

TV promo writer-producer. Major California network station. Write and produce promos, print ads, presentations. We need a super copywriter who knows everything about film and VTR production. Send complete resume and salary requirements. Box J-14, BROADCASTING.

Experienced cinematographer. Knowledgeable in commercial and news production. Film processing experience helpful. Contact Vince Daube, WICD-TV, 17 E. University, Champaign, IL, 217-352-7673. Equal Opportunity Employer.

Help Wanted Programing, Production, Others Continued

Wanted: Transmitter supervisor for Public Television Station WNPB-TV. 2-3 years TV transmitter experience; proven supervisory skill; B.S. in electronics; FCC first class radio telephone license. Excellent fringe benefits. Send resume and salary requirements to: Personnel Department, John D. Pierce, Room 119, Northern Michigan University, Marquette, MI 49855. Telephone: 906-227-2330. An Equal Opportunity Employer.

Illustrator/Designer/Graphic Artist for busy PTV. Minimum TV experience 1 year. BA preferred WXXI, Box 21, Rochester, NY 14601.

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.

Director of programing needed for Northeast Non-Commercial Community Television station. Looking for programing and production experience. Salary negotiable. Send resume to P.O. Box 958, Lewiston, ME 04240 or call 207-783-9101.

Situations Wanted Management

Station or group management. 10 years staff and line finance/administration with network-owned stations. 41 years old. Excellent references. Box H-121, BROADCASTING.

General manager-Sales Manager-Program Director; etc., for large to medium market. Thoroughly experienced and professionally qualified all phases: ownership, management, sales management-sales (national, regional and local), programing, film-buying, production, network newscasting-announcing, promotion; community involvement. Outstanding credentials. Since 1943 have practiced 12 years—radio; 18 years—television. Age 45. Degreed. Sales and programming 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 J-20, BROADCASTING.

Situations Wanted Technical

TV engineer supervisor within top 5 market desires position as Director of Engineering or Chief. 10 years experience, heavy maintenance transmitter and studio, new construction, proofs, FCC regulations, microwave background, good worker, innovative, family man, early thirties. Box J-18, BROADCASTING.

Situations Wanted News

Weekend anchorman in larger market seeks similar or related full-time position in smaller market. Box J-15, BROADCASTING.

Black newsmen-talk host: 10 years experience, 5 with major market network flagship. Also experienced editorial writer-department head. Seeks the right on air news challenge. Box J-16, BROADCASTING.

News/Wx/MC, TV/Radio, well qualified, 28 years broadcasting, top references, currently with TV O&O major. Prefer Southern California, will relocate. Replies confidential. Box J-19, BROADCASTING.

Sportscaster for all seasons. Experienced pro seeking major market affiliation. Top references. Box J-25, BROADCASTING.

Willing to start at any level for experience. Devoted, hard worker, quick learner. One year experience. 317-653-5795.

Female Sportscaster, 26, seeks backup position in medium market. Master's degree in television journalism, UC Berkeley. Sports reporting experience. Marv Ruth Carleton, Box 617, Sutter Creek, CA 95695.

Top-20-Market reporter anchorman seeking relocation to major market. Contemporary look. Salary negotiable. 612-560-9373.

Situations Wanted Programing, Production, Others

Television/Film Producer-Director-Writer. Extensive experience in advertising, network documentary specials, educational films. Looking for security and challenge with station, corporation or institution. Pliable. Box H-113, BROADCASTING.

Versatile, creative medium market TV Operations Director with 5 years broadcast experience and excellent record of top-flight commercial and program production seeks OD, Prod. Mgr., or PD position in larger market station or production facility. Box H-194, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Program director. Thoroughly experienced and knowledgeable in top market operation with proven record of programming for top ratings, profits and license renewal. Outstanding references and reputation. Box J-27, BROADCASTING.

WTOP-AM-TV in Washington, D.C. has available competent Assistant Directors, Writers and Reporters who have completed our year-long minority training program. Resumes may be obtained by writing Training Program, WTOP, 4001 Brandywine St., N.W., Washington, DC 20016.

Extremely creative, versatile, talented, seeks position in production. B.A. in broadcasting. First phone, experienced background in radio-TV, skilled in music, graphics, photography, and all aspects of production. Paul Berliner, 1155 Leavenworth, #15, San Francisco, CA.

Creative and ambitious college grad (2 B.A.'s), seeking initial position at production or research level. Have produced and directed films on client basis. Will relocate. Ed Marx, 1048 Oakdale, Chicago, IL 60657. 312-281-5069.

Director/Production Manager with busy independent looking. Heavy remote experience. Consider AD top ten messages 1-602-968-8072.

CABLE

Help Wanted Management

General Manager. To assume overall responsibility for all phases of operation/expansion of a present two-way Pay TV test operation (1,000 subscribers in Columbus, Ohio) to a full scale business. Operations and expansion plans fully financed. Company is an affiliate of United Telecommunications and CNA Financial. Background in CATV, general management most helpful. Salary open. Box H-92, BROADCASTING.

WANTED TO BUY EQUIPMENT

500 foot self supporting tower. Standing or on ground. WQIZ-WPWR, Clarence Jones, St. George, SC. 803-563-4371.

Wanted: Usable 6448 tubes. State condition and price first letter. Chief engineer, WTAP-TV Parkersburg, WV 26101.

Want to buy one color processing amplifier, solid state. Contact Paul Alciatore, 504-522-6211.

FOR SALE EQUIPMENT

Studer Console, 8 in, 2 out. full eq. pen pots. Internal power smps. Internal test osc. \$13,000 new. Must sell. Best offer. Box H-182, BROADCASTING.

GR 916AL RF Bridge, new condition, \$675. Collins R-390/URR Receiver, 0.5 to 32 MHz, CW/AM/SSB, excellent, \$595. Both FOB California. Box J-7, BROADCASTING.

Used Marti remote pick up transmitter, receiver. 161.76. New tubes. \$750. WCGR, Canandaigua, NY. 315-394-1550.

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Profile

NAB's Summers: calling them as he sees them as general counsel

When a man's friends and adversaries are equally willing to volunteer admiration for that man's work, chances are he is in the right ball park. And all indications are that John Summers, 43, general counsel for the National Association of Broadcasters since 1971, is in the right ball park.

Mr. Summers's closer acquaintances might wince at the ball park metaphor, for they know that Mr. Summers's father was Bill Summers, a much storied American League umpire for 27 years. John Summers umpired a few little league games as a teen-ager but eventually he eschewed his father's ball park and found another field in which he has begun to make a name for himself.

Colleagues who have worked with Mr. Summers at some juncture during his 22 years in the communications field describe him as "unflappable," "credible," "introspective," "a balance wheel" and "a gentleman." He is not a headline-maker, says one, but he gets the job done capably and quietly.

His strong but quiet style makes him particularly handy when the atmosphere becomes emotionally charged as it often does over controversial broadcast issues. By one colleague's account, Mr. Summers has always been the one who stands in the midst of a brouhaha and says, "Let's not get excited; let's think this through."

This is not to say Mr. Summers does not take a hard line himself on disputed issues. In FCC arguments on policy he is called a "worthy adversary." So says Stuart Feldstein, general counsel for the National Cable Television Association, who more than once has opposed Mr. Summers on cable issues. Although Mr. Summers can hold his own during the occasionally stormy matches between NAB and NCTA at such hearings, "he is not given to hyperbole or exaggeration," says Mr. Feldstein. "He'll go to the limit in his advocacy but not beyond it."

In discussing current broadcast issues such as the pending license-renewal reform legislation or the FCC's payable antisiphoning rule, Mr. Summers recites the NAB line as if he had written it. And indeed, if he did not write it he was certainly a major contributor, as he is on almost all policy questions NAB involves itself in. And his advice is sought not only on legal problems, but on practical and tactical problems as well.

In addition to filing comments and arguing before the FCC and the FTC and helping formulate NAB policy, Mr.



John Benjamin Summers—general counsel, National Association of Broadcasters, Washington; b. Oct. 21, 1930, Upton, Mass.; BA, St. Bonaventure University, Olean, N.Y., 1952; sergeant, U.S. Army Security Agency, 1952-55; JD, Georgetown University Law Center, 1959; communications analyst for Central Intelligence Agency, 1955-59; admitted to District of Columbia Bar, 1960; senior attorney in enforcement and defense division of FCC general counsel's office, 1960-67; assistant FCC general counsel, 1967-69; chief counsel, NAB, 1969-71; general counsel, NAB, 1971—; member of American Bar Association since 1962 and Federal Communications Bar Association since 1967; m. Gloria Hinman, 1955; children—Stephanie, 19; Stacy, 14 and John 16.

Summers helps draft legislation, lends advice to NAB congressional lobbying efforts and averages about one committee meeting a day, to name but a few of his chores. Furthermore, he logs around 50,000 miles for NAB every year, traveling to state broadcaster meetings. And he still finds time to deliver two or three lectures a year to college communications classes.

And he manages to find time to indulge his liking for sport, particularly tennis. He plays wherever and whenever he can. Locally he plays at a tennis club, and when he leaves town his racquet accompanies him. "He hits a very hard ball," Mr. Feldstein said. "He can hold his own against anyone his age in town."

Given his father's vocation, it is not surprising that Mr. Summers's is a sporting family. Of eight brothers and sisters, one brother is currently a lineman in the World Football League and another races stock cars in New England.

Mr. Summers himself lettered in football, baseball and basketball in high school, and chose St. Bonaventure University, Olean, N.Y., for his under-

graduate work because it was his high school football coach's school. He was immediately discouraged from going out for football, though, when he surveyed St. Bonaventure's line-up, which consisted mostly of ex-World War II GI's—"gorillas," Mr. Summers calls them—whose average age was 24 and whose average weight dwarfed his then 170 pounds. "I'd have gotten murdered out there," he recalls.

Entry into the communications field was not the fulfillment of a lifelong dream for John Summers. "I'm not the kind of guy who tinkered with a radio set," he says. Events just carried him in that direction.

Following graduation from St. Bonaventure with a major in French and Spanish, he enlisted in the Army and became a Morse code intercept operator. When discharged from the army three years later, Mr. Summers took a job with the Central Intelligence Agency, working in Washington full time for five years while attending classes at the Georgetown University Law Center in the evenings. The CIA job involved no cloak-and-dagger activity, Mr. Summers hastens to point out: "Like most CIA work it was 90% drudgery." His duties were mainly to help catalogue actual use of radio frequencies around the world.

By the time Mr. Summers finished law school he had already logged eight years in the communications field. "I figured maybe I ought to go into that area of law." So in 1960 he began work as a staff member in the office of the general counsel at the FCC. Seven years with the FCC and he was ready to work for someone besides the government. He was happy to take an offer from NAB and he is happy still.

But his 15 years with the government afforded him some valuable experience, including the greatest experience of his life, he said—a winter in a 12-man outpost in the Arctic region of Alaska. The Army sent him to that frozen land in the winter of 1953-54. The Arctic was very clear and dry, much like the desert, he recalls. But also very cold, averaging -17 degrees, although Mr. Summers said he did not mind it.

Being a "balance wheel" is not a terribly colorful role, Mr. Summers allows, but one he is satisfied to play and one which he plans to continue. "I'm pretty much set here for awhile . . . as long as they want me."

One of Mr. Summers's NAB colleagues tells of a lunchtable conversation during which Mr. Summers reportedly said, not immodestly, "I think of all the Summers children I was probably the most capable of being a good umpire." Fortunately for the NAB his eyes were not good enough, and he chose law instead.

Editorials

Unsavory connivance

The disclosures in this publication of the money behind the lobbying against license renewal relief ought to buck up the legislators who have favored the broadcasters' position but have been impressed by the sheer number of witnesses appearing on the other side. It is now proved that the opposition consists of a little band of professional agitators who have been clever enough to finance themselves not only from their usual sources, liberals embarrassed by inherited wealth, but also from the most selfish private interests. The "public" opposition to renewal relief is a myth.

The principal lobbyist against the pending legislation is Albert H. Kramer, who recruited all those old familiar coalitions-for-this and committees-against-that to testify before the Senate Communications Subcommittee in its hearings on legislation that has already passed the House. Mr. Kramer perfected his contacts with scattered activists while drumming up clients for the Citizens Communications Center, the public interest law firm he formerly headed.

In addition to choreographing the dance of the witnesses, Mr. Kramer, working through friends on senatorial staffs, may be assumed to have cued the intrusion of Senators Edward Kennedy (D-Mass.) and Philip Hart (D-Mich.) into what had been Senator John O. Pastore's (D-R.I.) act. Senators Kennedy and Hart suddenly discovered antitrust implications in a provision of the renewal bill prohibiting challengers of licensees from dismembering the industry case by case. The threat is to sidetrack renewal relief by referral to Senator Hart's Antitrust Subcommittee if Senator Pastore's Communications Subcommittee keeps the ownership feature in the bill.

All of these maneuvers have been carried out in the name of purest public interest, but the speciousness of that facade was finally exposed with the revelation of sources of the antibroadcasting funding. Clients represented by the Washington law firm of Welch & Morgan, which has specialized in competitive applications filed against television licensees, were disclosed to have financed the original lobbying against renewal relief in the House. Details appeared in *Broadcasting* Aug. 26.

The money raised from licensee challengers with intensely personal interests in the outcome of the legislation was funnelled to the antibroadcasting lobby through the Environmental Policy Center, a public-interest lobby, and a subsidiary called Citizens Information Project. During the lobbying in the House, CIP was headed by Warren Graves, who was later to join the National Citizens Committee for Broadcasting (from which he is on leave at the moment to participate in a Washington mayoralty candidate's campaign). Mr. Kramer, after leaving the Citizens Communications Center last year, became president of the National Citizens Committee for Broadcasting, from which he also is now on leave. While still with the Citizens Communications Center, Mr. Kramer was outspoken in opposition to renewal relief and testified against it in House Communications Subcommittee hearings.

The Citizens Information Project under the Environmental Policy Center was revived for the lobbying against renewal legislation in the Senate, and Mr. Kramer took over where Mr. Graves had left off. The CIP support is said to come now from such dependable contributors as Philip Stern, heir to a Sears, Roebuck fortune, who supported Mr. Kramer in the early days of the Citizens Communications

Center (which is now operating on a Ford Foundation grant). Mr. Stern also supported Tracy Westen in what was called the Stern Community Law Firm, which for a while ran on parallel tracks with Mr. Kramer's Citizens Communications Center in stirring up and representing minority actions against broadcasters.

Mr. Westen, it must be added, was at one time legal aide to Nicholas Johnson when the latter was still a member of the FCC and before he became a failure as a political candidate in Iowa. Mr. Johnson falls naturally into place now as chairman of the National Citizens Committee for Broadcasting.

If there seem to be more organizations than people mentioned here so far, it is because that is the situation. An Al Kramer doing business as the National Citizens Committee for Broadcasting risks the loss of the committee's tax exemption (and foundation funding) if his lobbying becomes overt. For open action on the Hill he must take leave from the committee and put on the mask of the Citizens Information Project.

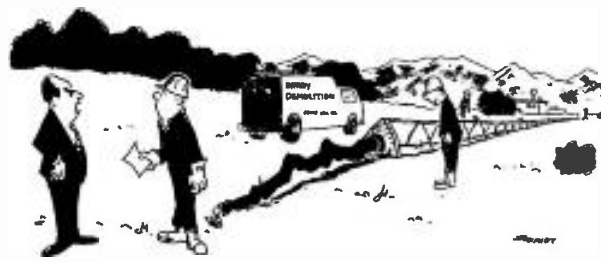
The point to be remembered is that however profuse or high-sounding the organizational names, the cast remains the same — a few dedicated agitators who couldn't muster a hundred votes in the next Rhode Island election. It is not the American public that has testified against license renewal relief. It is Al Kramer and a few of his friends.

Test passed

We do not usually go out of our way to invite attention to criticism of television, but we unreservedly recommend the *ABC News Close-Up*, "Prime Time TV: The Decision Makers," on ABC-TV tonight (Sept. 2, 8-9 p.m. NYT).

This ABC News documentary is not, of course, criticism in the usual sense, although it contains much that is or may seem to be critical. As reported in this magazine last week, the broadcast is a frank examination that exposes the blemishes along with everything else. It lets the critics get in their licks. It does not pull punches and it does not butter up. But it does its job with a journalistic professionalism that keeps the issues in perspective and in context.

No doubt some will think it more derogatory than prime-time television and its "decision makers" deserve; others, not derogatory enough. But such quibbles miss the point that in this report television turns its cameras on itself as objectively as on others, and the result, in our judgment, will be good for television and for TV journalism.



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