

Famous last words, all said again, on antisiphoning
NAB's fall conferences open big in New York

Index to departments on back cover

Broadcasting Oct 28

The newswEEKly of broadcasting and allied arts

Our 44th Year 1974

Oct. 28, 1974

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA

NEWSPAPER

KPRC TV SHOOTS MORE NEWS FILM THAN ANY OTHER HOUSTON STATION.

KPRC TV believes our viewers should see the news instead of seeing an announcer read the news.

That's why we have more reporters and cameramen, in more places, shooting more film and doing more in-depth stories than any other Houston TV station.


But being the biggest isn't enough. We also pry harder. And more often than not we uncover important news like our story on price comparisons of prescription drugs.

Our reporting doesn't stop there. KPRC TV's air personalities write their own stories, help edit film and put together the newscasts.

The result is a factual, objective, informative news presentation by reporters who are involved in the news of the day.

Maybe that's why KPRC TV has won more news awards than all the other Houston stations combined.

If you'd like to know more, contact our reps. They know our news.

KPRC TV HOUSTON 



Petry Television, Inc.,
National Representatives
NBC Affiliate

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

QUOTE

KPIX is a station which takes its community service responsibilities seriously, not only in terms of numbers of programs, but more importantly, in the quality of production and placement within the schedule. Broadcasting in the public interest is never easy; it must be all the more difficult in a city as diverse as San Francisco. There is an unstated assumption among many broadcasters that if a station does great quantities of community service programming, such programming must necessarily suffer in quality. The assumption is invalid; for proof, watch KPIX.

UNQUOTE

National Gabriel Award Committee on naming KPIX winner of Ninth Annual Competition

This same year, KPIX received a DuPont-Columbia University Award, a Silver Gavel Award, National Broadcast Media Award and more Emmys than any other commercial TV station in the area.

Good programming and good programming awards don't just happen. Both are the result of conscientious people doing their best to help television realize its full potential.

KPIX, as the Gabriel Award says,

"is one station which takes its community service responsibilities seriously."



Westinghouse
Broadcasting, San Francisco.

None for the money...

MORNINGSIDE COLLEGE
LIBRARY

SIOUX CITY, IOWA

or even MORE money, compare with the Sparta Studio/Remote Audio Control Centers. They are classed by themselves in providing **complete** production-and-remote broadcast facilities, as we discovered when we tried to measure up "competing" units. Which is probably why

even our competitors sometimes buy them!

Instead of offering the familiar comparison of our equipment **versus** others' in this space, in all fairness we can only list some features of ours and let you try to find an equal... we cannot.

Sparta
AC155B/
ASC305B

Any
Other
Maker?

- | | | |
|-------------------------------------|--------------------------|---|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 5-Mixer mono (AC155B) with 14 inputs |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 5-Mixer Stereo (ASC305B) with 9 inputs |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Pushbutton multiple input selector |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Studio quality audio performance |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Console removable battery-operable |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Four selectable outputs, plus earphones |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Monitor speaker built-in |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Cue (all mixers) to built-in speaker |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Muting standard |

Sparta
AC155B/
ASC305B

Any
Other
Maker?

- | | | |
|-------------------------------------|--------------------------|---|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Custom instant-start turntables |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Micro-balanced tone arms |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Furniture-grade cabinetry |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Matching utility shelf accessory |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Matching bench-&-lid accessory |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Lift-leaf table extension |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Designed to do two jobs interchangeably and perfectly! |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | So reasonably priced that do-it-yourself can't compete! |



Sparta's innovation leadership in creating these Studio/Remote Centers of outstanding utility speaks for comparing all Sparta professional broadcast equipment against any other.

We want you to write or call us collect for the Sparta information you need to consider in any new equipment decisions.

We're in the business of You.

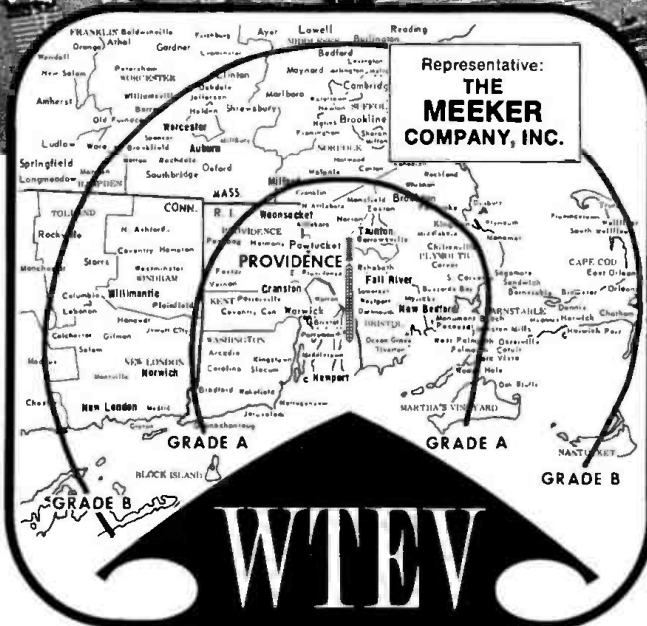


SPARTA
ELECTRONIC CORPORATION

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

WTEV delivers PROVIDENCE ADI the land of booming retail sales

Two mammoth shopping malls in the Providence area - proof of great and growing retail sales.



The thriving Providence ADI delivers a whopping \$3,973,652,000 in retail sales. To obtain your fair share of sales in this market which includes Providence and among others the prosperous cities of New Bedford and Fall River, Mass. - use WTEV.

WTEV 6

Providence, Rhode Island - New Bedford-Fall River, Mass.

Vance L. Eckersley, Manager

Serving the Providence ADI

STEINMAN TELEVISION STATIONS

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

Closed Circuit®

Hired popguns. Some influential members and executives of National Association of Broadcasters are wondering whether NAB got its money's worth when it hired two celebrity-type economists, Eliot Janeway and Robert Nathan, to testify against pay cable siphoning at FCC hearings last week (see page 19). Consensus was that both fumbled questions, were inadequately prepared. There's no official word on size of fees NAB paid, but one report put Mr. Janeway's price at \$4,000 to \$5,000.

Intramurals. FCC could find itself in another U.S. vs. FCC court appeal if it does not get tough in current rule-making aimed at breaking up concentrations of media control in individual markets. Department of Justice's anti-trust division has urged commission to adopt rule requiring across-board breakup of commonly owned newspapers and television stations. And Bruce Wilson, deputy assistant attorney general for antitrust, says that court appeal is option available to division if commission adopts rule division considers inadequate. He has also been telling broadcaster groups that department is serious about concentration-of-control issue, as number of petitions to deny it has filed against newspaper-owned broadcast stations attest.

However, FCC is expected to adopt rule far short of one Justice has proposed; it would ban creation of future newspaper-television combinations and move to break up only eight or nine existing combinations that appear to represent particularly serious concentrations of control (*Broadcasting*, Sept. 23). Last time Justice took commission to court was in 1967, when it appealed commission's approval of ITT takeover of ABC. That merger died while court was still considering case (*Broadcasting*, Jan. 8, 1968).

Foster plan. Barring unforeseen, David Foster will continue in presidency of National Cable Television Association at least until mid-1977. It's confidently forecast that NCTA board will give Mr. Foster vote of confidence by extending his contract, which would have expired next June, for two years. Base pay, now \$75,000, goes to \$80,000 for first year and to \$85,000 for second. Mr. Foster had notified NCTA's 27-member board of his desire for longer term (*Broadcasting*, Sept. 23).

Build-up. Radio Advertising Bureau has developed five-part "Radio Growth Plan '75" that it hopes will help turn coming year into good one for radio, and is going to let RAB members know about it on installment plan. First mailing, going out this week, describes expansion into selling regional advertisers. Among plans: creation of some nine or 10 regional sales councils of broadcasters to help RAB identify best regional sales targets, assignment of RAB regional field managers to sell them.

Other phases of "Growth Plan," to be mailed at approximately weekly intervals, deal with co-op advertising, national advertising, sales research and local sales-development techniques. Despite slumpy economic outlook, RAB officials expect 1975 to be growth year for radio, point out that some of radio's best features — low cost, wide reach,

flexibility in use — take on new attraction when times are tight. They also say they'll make copies of "Growth Plan" available to RAB nonmembers as well as members.

More talk than action. All three networks have rejected theatrical movie, "Carnal Knowledge" (1971), which has been box-office hit (\$13 million gross in U.S. and Canada alone) though object of obscenity prosecutions in some locations. Top official of Avco Embassy Pictures (which distributed film) says: "The TV censors are 10 years behind the American public." Embassy offered to rewrite and redub some of rougher dialogue, but networks said no because, in words of one official, "the whole thrust of the picture is sex." Avco Embassy official asserts that nothing in "Carnal Knowledge" is as graphic as gang-rape scene in made-for-TV movie, "Born Innocent" on NBC last month.

Phantom writer. National Association of Broadcasters officials are alleging "somebody" on pay cable's side used questionable tactics in lining up pro-pay comment. Letter, ostensibly signed by Dorothy Height, president of National Council of Negro Women, criticizing NAB's antisiphoning position was sent to FCC Oct. 4. Letter was fake. Ms. Height testified last week in support of NAB's position, which she has favored all along.

Natural. Ron Nessen, 32-year-old former NBC newsman who took over as President Ford's news secretary last month, may still be on trial before working reporters on White House beat, but he's made hit with staff he inherited. One highly placed staffer (among 45) reports that Mr. Nessen is "take-charge guy" and standout administrator.

Though story of how Mr. Nessen was selected to succeed J.F. terHorst as news secretary has been told (*Broadcasting*, Oct. 7), new aspect that has just emerged is that while Vice President, Mr. Ford was impressed with incisive questioning by Mr. Nessen, then correspondent assigned to cover Vice Presidency, and especially with follow-up questions Mr. Nessen asked. President Ford, since Mr. Nessen's appointment, has allowed follow-ups, which predecessors had avoided.

Write now. Direct marketing on television, fast-growing segment of industry, is reported to have gained another adherent — Mattel Toy Co., Hawthorne, Calif., which invests more than \$15 million a year in medium. Mattel, through Telespond, Chicago, is said to be preparing its first direct-response TV campaign to break shortly, in time for Christmas buying.

Anderson tapes. Jack Anderson, nationally syndicated Washington columnist, and his staff will appear in weekly half-hour syndicated talk show featuring show business and political guests plus taped segments from around U.S. *The Jack Anderson Show*, produced by The Chicago Group, three-member team of independent producers, tapes first of 26 programs next month and is expected to be on air by mid-January. Show will originate in Washington with roughly \$15,000 weekly budget, producers say. Hopes are to place it on 50 stations by end of 13 weeks.

Top of the Week

Encore on pay. For second time in year, FCC throws its doors open to armada of advocates, opponents, skeptics, and optimists to hear more on subject of pay cable. Predictable result was wordfest in which broadcast, theater and allied interests reaffirmed affections for antisiphoning rules, and cable operators, pay entrepreneurs and film interests cited their abhorrence of same. Commission's ultimate course is unclear, but whatever happens could happen soon — perhaps within two weeks. **Page 19.**

Copyright clamor. National Cable Television Association may soon be taking another look at its position on copyright issue which, considering political turmoil subject has recently aroused in industry, is no surprise. Small operators' concerns that pending copyright bill could scuttle industry — espoused by Washington lawyer Sol Schildhouse — and NCTA's respect for "political realities" — voiced by President David Foster — were captured dramatically at Lexington, Ky., "summit" meeting, excerpts of which are reprinted herein. **Page 22.**

Nuts and bolts. There are problems aplenty in day-to-day business of running broadcast station — as evidenced by NAB's first regional meeting, which examined many of them. **Page 25.**

Executive turntable. In sudden and unexpected move, ABC engages in top-level management shuffling. It sends ABC-TV President Walter Schwartz to leisure-time subsidiary, replaces him with previous number-two man, Frederick Pierce. **Page 27.**

Us too. Now Ma Bell wants into the act — the FCC rebate act, that is. AT&T tells commission and claims court it was overcharged in fees by \$14 million, seeks refund. **Page 28.**

Mixed feelings. NAB fall conference points up fact that when it comes to prime-time access rule, there's still wide diversity of opinion. Post-Newsweek study shows 61% of TV stations favoring rule's retention in some form; Metro-media, others dissent. **Page 32.** For NAITPD Chairman Giraud Chester, there's only one solution, and that's status quo. **Page 33.**

Fact of life. Jane Chastain admits to being surprised over CBS's choice of herself to do football color, but not over stormy viewer feedback that ensued. **Page 34.**

Consent decree. FTC wraps up six-year inquiry into charges that networks discriminate against small advertisers with announcement that all three have agreed to undertake regional ad programs. **Page 35.**

To the spa. ANA heads for Hot Springs (Va.) this week to talk about its problems, not least of which is children's advertising. **Page 36.**

Key. Twentieth Century Fund group issues recommendation that broadcasters be given blank check to cover all public congressional proceedings — and thereby endorses plan Congress already has under way. **Page 37.**

Going my way. For years, Bill McCormick's ideas on broadcasting were used to help run somebody else's stations — RKO General's. Now he has his own stable, and he's feeling his oats. **Page 57.**

Index to departments on back cover

FCC sets its official policy on children's TV; decision not to make rules draws ACT objection

Four and one-half years after it began to look into subject, FCC last week formally decided to attempt to improve television service to children by policy and lifted eyebrow. Commission issued statement that was designed to "clarify" broadcasters' responsibilities in programing and advertising aimed at children, and to nudge broadcasters in certain directions. But it adopted no rules.

Statement was immediately criticized as inadequate by Peggy Charren of Action for Children's Television, Boston-based group whose petition in February 1970 prompted commission to look into kind of service television stations were providing children. "It's not enough to rely on the sense of commitment of broadcasters," Mrs. Charren said. "If it were, ACT would not have had to come into existence."

Commission vote was unanimous. But some commissioners were not completely satisfied. Benjamin L. Hooks, who along with Robert E. Lee and Charlotte Reid concurred in result, plans statement this week expressing reservations. He reportedly thinks FCC should have gone further.

Commission statement follows outlines reported three weeks ago (*Broadcasting*, Oct. 7). It calls on stations to:

- Provide reasonable amount of programing for children and to make sure significant amount is educational or informational in nature. Commission said it expected stations to make "a substantial effort in this area," and warned that low levels of performance would not be acceptable. As trustees of valuable public resource, commission said, licensees are expected to present programs that will serve needs of children.

- Make some provision for special needs of pre-school child.

- Present programing for children through week, not only on weekends.

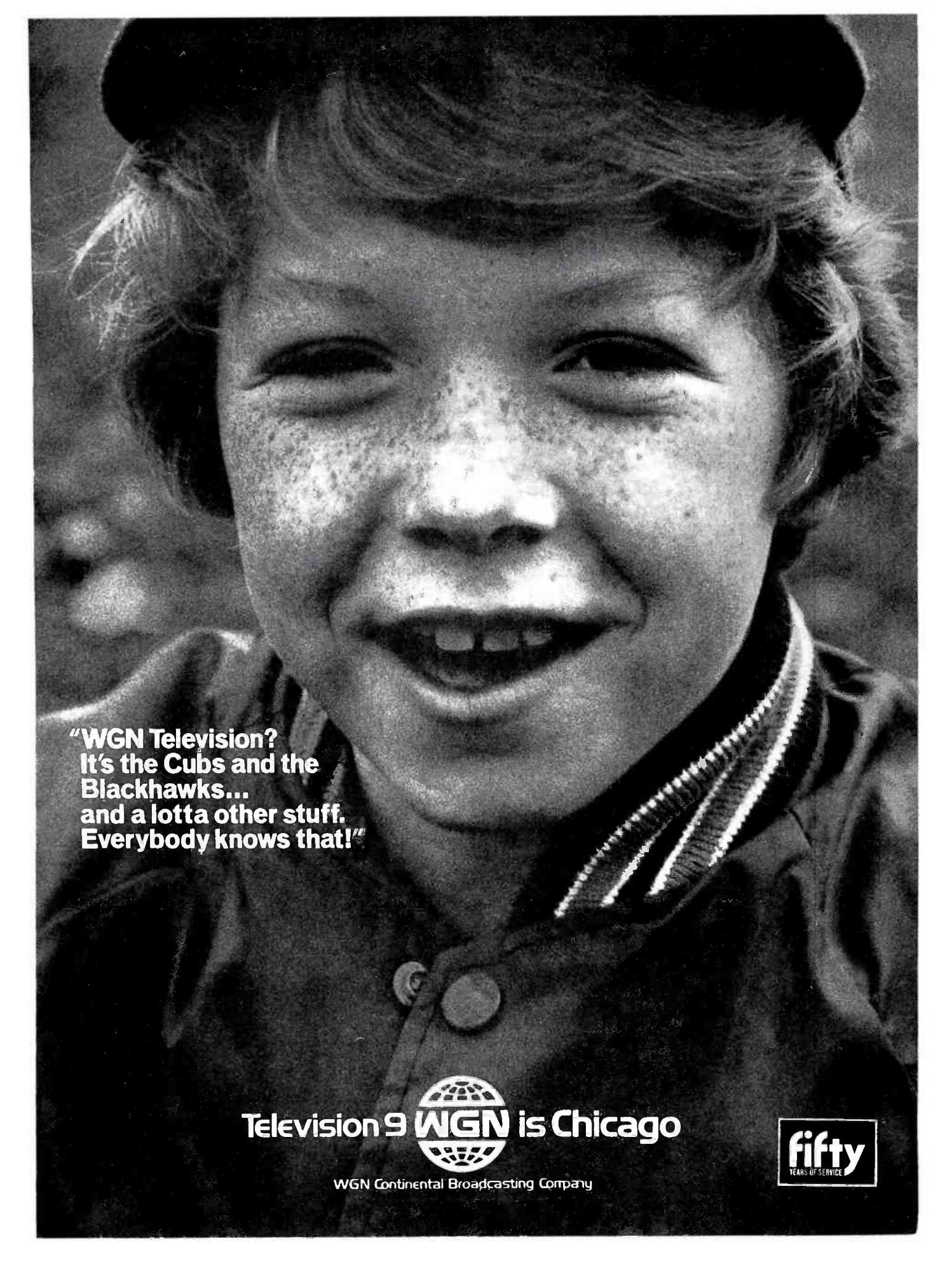
- Reduce level of advertising in children's programing in accordance with reforms adopted by National Association of Broadcasters and Association of Independent Television Stations. NAB and INTV have agreed to limit non-program material in children's programs to nine and one half minutes per hour on weekends and to 12 minutes during week by 1976. Mrs. Charren said drawing distinction between weekends and rest of week was "absurd."

- Avoid host selling and other sales techniques that blur distinctions between programing and advertising.

- Make clear separation between program and advertising content.

ACT had proposed eliminating all sponsorship of children's programing, and requiring stations to present specific amounts of programing at stated time periods and aimed at certain age groups. But commission said barring sponsorship of children's programs was "unrealistic." Eliminating economic base and incentive for children's programing would result in curtailment of broadcasters' efforts in that area, it said. However, it also said there is basis for concern about overcommercialization on children's programs; its investigation indicates that in many cases current levels of advertising are in excess of what broadcasters need to provide programing to serve public interest.

In reference to absence of rules, commission said government reports and regulations cannot create sense of commitment to children where it does not exist. And it said that in case of children's television programing, broadcast industry should be given every opportunity to reform itself. "Self-regulation preserves flexibility and an opportunity for adjustment which is not possible with per se rules," commission said. "In the final analysis, the medium of television cannot live up to its potential in serving America's children unless individual broadcasters are gen-



**"WGN Television?
It's the Cubs and the
Blackhawks...
and a lotta other stuff.
Everybody knows that!"**

Television 9  is Chicago

WGN Continental Broadcasting Company

fifty
YEARS OF SERVICE

uinely committed to that task."

FCC commended industry for self-regulation it undertook in connection with commercials in children's programming. Action of NAB and INTV — which was taken in response to pressure from FCC Chairman Richard Wiley — was said to reflect responsive and responsible attitude toward broadcasters' public service obligations.

Commission, however, was not removing pressure from broadcasters. It said that since standards NAB and INTV adopted were comparable to those commission would have considered adopting in form of rule, it would postpone direct action until it had chance to assess effectiveness of self-regulation. As aid in that assessment, FCC plans to amend license renewal form to obtain more detailed information from broadcasters on commercial matter they include in children's programming.

Furthermore, it said, commission intends to evaluate anticipated improvements in children's programming and advertising. Accordingly, it is keeping proceeding open.

But ACT's Mrs. Charren was not impressed. "By not making a rule at this time the FCC has said to the broadcaster, 'You have gone far enough,'" she said. "No one who has followed the development of children's advertising as an issue of public importance expects the NAB to make further rules now that the FCC has indicated it will not act." And, referring to the tremendous outpouring of mail generated by the children's programming proceeding, she said: "It would seem that all 100,000 letters the commission received from the public, and all the comments from organizations concerned with children's health and development have been totally ignored by this policy statement."

Up FCC creek with prime-time access

FCC called off meeting that had been scheduled for last Friday (Oct. 25) to consider action on prime-time access rule, and is reported to be bogged down in indecision. Mood was so bleak at conclusion of meeting on subject last Monday (Oct. 21), that Chairman Richard E. Wiley remarked that perhaps FCC should "bite the bullet" and simply repeal rule. Officials think that outcome unlikely, unless Chairman Wiley leads fight for repeal. Only commissioners solidly for rule are Robert E. Lee and Benjamin L. Hooks. But for now chairman is searching for compromise.

It was reportedly one of his suggestions that led to wrangling and frustration last week. Staff brought in draft of proposal, based on discussion at meeting in preceding week, which called for limiting networks to three hours of prime time (as in present prime-time rule) but would also provide for long list of built-in waivers, including one for children's specials, public affairs and documentaries. Then chairman added suggestion: Exempt Sunday completely, as in modified prime-time access rule commission adopted in January. Broadcast Bureau and general counsel's office as well as commissioners felt that all those waivers put commission too firmly in program manager's chair; and how, they wondered, could Sunday's exemption be justified? There is no date for another meeting on subject.

TV's first \$5-billion year in prospect

Revising earlier estimates upward, Norman E. Cash, vice chairman of Television Bureau of Advertising, predicted Thursday (Oct. 24) that advertiser investments in TV this year will reach \$5-billion mark. That would compare with estimated total of \$4.46 billion for 1973 and earlier TVB projection of \$4.845 billion for 1974. "Schedules are running tighter and advertisers are making longer buys," Mr. Cash said in statement. "The fourth quarter will set record well beyond earlier industry predictions and puts TVB on target for our long-term goal of \$8 billion in television by

1980." That goal was set few weeks ago by TVB board (*Broadcasting*, Oct. 7). How TVB will do its part in attaining it will be subject of first address by TVB's new president, Roger D. Rice, at bureau's 20th annual meeting next month in Los Angeles.

Prospects now on pay cable rules: a loosening but no suspension

FCC on Friday appeared on its way in search of compromise position on pay cable rules. Panel discussions that concluded two and one-half days of oral argument on controversial issue (see page 19) found opposing sides fighting for every last point. But commission, with Chairman Richard Wiley in lead, appeared to be looking for some middle ground between retaining rules in present form and repealing or suspending them.

Pay cable interests and sports entrepreneurs urged suspension for several years. Bowie Kuhn, commissioner of baseball, for one, said sports would never abandon free television even if antisiphoning restrictions were lifted. Free TV pays well for rights and helps stimulate fans' interest in attending games, said Mr. Kuhn. And Jack Valenti, president of Motion Picture Association of America, said commission would not be locked into permanent suspension; in unworkable situations it could always adopt individual rules. But Commissioner Glen O. Robinson seemed to be only member interested in that proposal.

Other commissioners are understood to be doubtful about wisdom of suspension. Chairman Wiley, in colloquy with James Fitzpatrick, representing commissioner of baseball's office, chided him when he suggested suspension by asking how he would feel about test of arrangement under which cable systems could import number of distant signals carrying sports events into areas with teams in those sports.

Major argument against suspension was made by network representatives. Everett Erlick, senior vice president and general counsel of ABC, said gamble on whether FCC could get horse "back in the barn" if it were let out is not one that commission can take.

CBS Inc. Vice President Richard Jencks argued there was public interest associated with sports on television; he noted sports appeal cuts across all class and ethnic lines. And their loss to pay cable's box office, he said, would be "irreversible." He also said, as have other broadcast industry representatives, that there is considerable number of sports events available to pay cable under present rules.

Chairman Wiley, in introducing separate panels on movies and sports, sought to build bridges between extreme positions with suggested compromise proposals — and in process may have given clue to his thinking. Would stations be hurt, he wondered, if pay cable were allowed to carry films once they were licensed to stations? Siphoning would not then be factor. As to older films, not now readily available to pay cable, he suggested permitting pay cable to carry any that had not been on air in market for past several years. And what about rule permitting pay cable to bid on 50% of games television does not carry, with guarantee that number of games available to television would not be reduced?

Broadcasters did not warm up to either suggestion. And when chairman asked whether rule on movies ought to be designed to bar siphoning or protect broadcasters against competition, Mr. Erlick stepped in to assert that competition isn't even between cables and TV. "They have built their business on our inventory," said Mr. Erlick. "You have given them that right. This is not free competition."

Witnesses on Thursday included movie stars Charlton Heston, Warren Beatty and Susan Clark who wanted films freed for any market.

NCTA negotiators reject AT&T pole offer

Latest offer by AT&T in dispute with cable industry over pole attachments has been rejected by National Cable Television Association. Bell System proposals included: (1) elimination of clause in present contracts that gives telco right to order cable off poles if it needs space; (2) option of CATV systems purchasing poles when "make ready" arrangements necessitate installing new pole; (3) free cable access to existing telco guy-wire anchors; (4) implementation of February proposal that would establish long-term liaison committee between telco, cable, electric and other interests. But bottom line was that AT&T still sought increase — 80 cents per pole in each of next two years, open-ended after that.

FCC says it's the boss on cable standards

As expected ("Closed Circuit," Oct. 21), FCC has pre-empted all authority to impose technical standards on cable television systems — but with liberal approach toward flexibility. Under agency's unanimous order, systems now subject to existing state or local standards will continue to be — as long as they are in operation or have valid certificate of compliance by Jan. 1, 1975. New systems in non-federally regulated areas will have to obtain waiver of pre-emption after that date.

In Brief

WSJ on CTR. FCC Commissioner Charlotte T. Reid is subject of sharply critical article on front page of *Wall Street Journal* Oct. 25. Article, one in series newspaper is doing on regulatory agencies, says "she lacks apparent qualifications for the job, and she doesn't display much interest in the work." Mrs. Reid said she felt article "was unfair" but that author — Karen J. Elliott — is "entitled to her opinion."

CBS's no is ABC's yes. CBS News, which had been first network to ask White House for exclusive interview with President Ford, has turned down opportunity it was offered. As result, ABC will be first with exclusive since President took office. CBS News felt date White House proposed — Oct. 26 — was too close to election. ABC's program — *Reasoner Report* segment — will be filmed at Camp David.

Broadcast those tapes — Jaworski. Leon Jaworski, who retired over weekend as special Watergate prosecutor, said Friday Congress can and should make 64 White House tapes available for broadcast. However, because of obscenities in conversations, "I think that some of the rules of the air would forbid some of them to be played," he added on *CBS Morning News*.

Not both ways. Citizens Communications Center has been turned down by Internal Revenue Service in request for ruling that it could accept fees from private clients without losing tax exemption. IRS said that public interest law firm could be reimbursed for out-of-pocket expenses, but could not charge even minimal fees. Frank Lloyd, director of center that has represented citizen groups in filing petitions to deny against close to 200 broadcast stations, said center was attempting to develop some alternative to foundation funding.

Odious comparison. L'eggs Products Inc., operating unit of Hanes Corp., Winston-Salem, N.C., has filed suit in U.S. District Court, Greensboro, N.C., seeking \$20 million in damages from Kayser-Roth Corp., New York, in action centering on comparative advertising. Suit cites network TV campaign comparing Kayser-Roth's No Nonsense pantyhose with L'eggs'. K-R's TV commercials are called "false, deceptive, misleading and disparaging." Suit also asks that

Kayser-Roth be required to run \$2 million of corrective advertising.

Late Fates. C.A. (Al) Wolfe, senior VP and account group head, Wells, Rich, Greene Inc., New York, named executive VP and general manager of agency, supervising all departments responsible for providing service to clients . . . Gerald J. Leider, president of Warner Bros. Television, Burbank, Calif., since 1969, named to new post of executive VP in charge of foreign production, responsible for theatrical feature production activity abroad, effective Jan. 1, 1975. He will be based in Europe. No successor in TV post has been named; he will continue to supervise that area until yearend . . . W. Thomas Oliver, formerly manager of affiliate relations, Home Box Office Inc., New York, promoted to director of marketing. He will be succeeded in old post by Donald E. Anderson, formerly director of government relations for National Cable Television Association in Washington . . . Kenneth Langenbeck, supervisory engineer at Westinghouse Space Center, Baltimore, joins Voice of America tomorrow (Tuesday) as executive assistant for engineering and technical operations to Kenneth Giddens, director of Voice. Mr. Giddens, on leave from family-owned WKRG-AM-FM-TV Mobile, Ala., is presently in Mobile recuperating from surgery; he is not expected back in Washington for several weeks . . . Gordon Rice, Central division business manager for UPI, has been appointed director of group radio and television sales . . . Dr. Presley D. Holmes, currently director of systems planning and research, Public Broadcasting Service, Washington, will join National Public Radio there Dec. 1 as vice president, second in command to President Lee Frischknecht . . . Long-time CBS News commentator Robert Trout has joined ABC as special contributing correspondent, will do commentaries five days weekly on ABC Radio . . . For earlier reports see "Fates & Fortunes," page 42.

Headliners



Pierce



Schwartz



Vane



Eisner



Thomopoulos

Frederick S. Pierce, senior vice president of ABC Television, named president as **Walter A. Schwartz** moves to presidency of ABC Leisure Group II in major reshuffling of ABC Television executives including **Edwin T. Vane** to senior VP and national program director, **Michael D. Eisner** to VP for prime-time series television and **Anthony D. Thomopoulos** to VP for prime-time television creative services (see story, page 28).

CUT YOUR HEATING COSTS!

BUY A FLORIDA RADIO STATION

That little brokerage firm in Casanova, Virginia, has put together a fine selection for your consideration, and just in time for winter.

Major market fulltime AM with good profits for \$1,000,000.

Good facilities and realty with growth and profits including fulltime AM and FM for \$700,000.

POWERFUL fulltime AM and FM in world famous market for \$5,000,000.

Outstanding fishing available with this fulltime AM, highly profitable, top staff for \$750,000.

We can help you arrange terms or financing, or sell your present station. Call or write that little brokerage firm in Casanova, Virginia, for details on these or other properties throughout the nation.

WILLIAM T. STUBBLEFIELD
COMPANY

Media Brokerage Media Appraisals
P.O. Box TV-
Casanova, Virginia 22017
703-788-4101

Datebook®

■ Indicates new or revised listing

This week

Oct. 27-29—Virginia CATV Association convention, Martha Washington inn, Abington.

Oct. 27-30—Association of National Advertisers annual meeting. The Homestead, Hot Springs, Va. (See story, page 36)

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

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

Oct. 29-31—Institute of Electrical and Electronics Engineers annual northeast electronics research and engineering meeting. John B. Hynes Veterans Auditorium, Boston.

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

■ Oct. 30-31—FCC regional meeting in Chicago. Meeting with members of public, 6:30 p.m., Oct. 30. Conrad Hilton Hotel; meeting with licensees, 1-6:30 p.m., 8-10 p.m., Oct. 31. Hyatt Regency O'Hare. FCC Chairman Richard E. Wiley, Commissioners Charlotte Reid and Benjamin L. Hooks; Wallace Johnson, chief Broadcast Bureau; Harold Kassens, assistant chief, Broadcast Bureau; William Ray, chief, complaints and compliance division; Richard Shiben, chief, renewal and transfer division; Ashton Hardy, general counsel; Lionel Monagas, chief, industry equal employment opportunity unit, general counsel's office.

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

November

Nov. 1—Society of Broadcast Engineers, Pittsburgh chapter, "mini-vention." Mariott Inn, Parkway West, Greentree, Pa.

Nov. 1-2—Society of Broadcast Engineers, Boston chapter, "mini-vention." Sheraton Yankee-Drummer Inn, Auburn, Mass.

■ Nov. 1-3—American Advertising Federation second district meeting. Hunt Valley Inn, Hunt Valley, Md.

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

Nov. 2—National Conference of Black Lawyers, Seminar: "Legal and public policy considerations of the communications industry." Dillard University, New Orleans.

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

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

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

Nov. 2-5—North Central CATV Expo sponsored jointly by National Cable Television Association and state and regional cable groups. Sheraton Cleveland hotel, Cleveland.

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

Nov. 4-5—International F.T.F. Corp. film and TV festival of New York. Americana hotel, New York.

■ Nov. 6-7—Electronic Industries Association, government products division, materials procurement fall seminar. Marquette Inn, Minneapolis.

■ Nov. 7-8—American Association of Advertising Agencies central region meeting. Detroit Hilton, Detroit.

■ Nov. 7-10—American Advertising Federation western region meeting. Holiday Inn Downtown, El Paso.

Nov. 8—National Decorating Products Association annual convention. Speaker: Irving R. Levine, NBC economic affairs correspondent. Conrad Hilton hotel, Chicago.

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

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

■ Nov. 9—Florida Chapter of Society of Cable Television Engineers meeting on "1977 Technical Standards: How to Make FCC Cable TV Tests." Orange Cablevision, 111 Virginia Drive, Orlando, Fla.

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

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

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

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

Nov. 15—Federal Communications Bar Association dinner celebrating 40th anniversary of FCC. Speakers: D.C. Appeals Court Chief Judge David Bazelon and FCC Chairman Richard Wiley. Dinner tickets, \$25, from Peter O'Connell, 1000 Ring Bldg., Washington, D.C. 20036. Sheraton Park hotel, Washington.

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

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

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

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

■ Nov. 18—Both houses of Congress reconvene after month-long election recess.

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

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

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

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

■ Nov. 20-22—Mid-America Cable TV Expo, sponsored by National Cable Television Association and state and regional cable groups. Muehlebach hotel, Kansas City, Mo.

■ Nov. 23—New England Chapter of Society of Cable Television Engineers meeting on "Meeting

Major meeting dates in 1974-75

Oct. 27-30—Association of National Advertisers annual meeting. The Homestead, Hot Springs, Va. (See story, page 36).

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

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

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

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

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

April 6-9, 1975—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.

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

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

National Association of Broadcasters fall conferences: Oct. 27-29, Hyatt Regency hotel, Atlanta; Oct. 29-31, Hyatt O'Hare hotel, Chicago; Nov. 13-15, Fairmont hotel, Dallas; Nov. 17-19, Brown Palace hotel, Denver; Nov. 19-21, Sands hotel, Las Vegas.

National Cable Television Association regional expos: Nov. 2-5, Sheraton Cleveland hotel, Cleveland; Nov. 20-22, Muehlebach hotel, Kansas City.

1977 Technical FCC Specifications." Downtown Holiday Inn, Worcester, Mass.

■ **Nov. 26**—Presentation of *Pulse Inc. Man-of-Year Award* to Larry H. Israel, president, Washington Post Co., at luncheon of Ad Club of Metropolitan Washington. Mayflower hotel, Washington.

December

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

■ **Dec. 2-3**—FCC regional meeting in Washington.

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

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

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

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

■ **Dec. 5-6**—Practicing Law Institute seminar on Cable television and related legal issues, Sheraton hotel, New York.

Dec. 5-6—Arizona Broadcasters Association winter convention. Scottsdale Hilton, Scottsdale (Phoenix area).

January 1975

Jan. 5-8—Winter Consumer Electronics Show. Conrad Hilton hotel, Chicago.

Jan. 12-14—Association of Independent Television Stations Inc. (INTV) second annual convention. Atlanta Marriott hotel.

Jan. 18-19—Florida Association of Broadcasters mid-winter conference. Carl Glicker, WLOF(AM) Orlando, chairman.

Jan. 19-21—Idaho State Broadcasters Association mid-winter convention, Downtowner Hotel, Boise.

February 1975

Feb. 4-6—South Carolina Broadcasters Association 1975 Winter convention. Wade Hampton hotel, Columbia.

■ **Feb. 6-7**—Audio Workshop at The American College, Bryn Mawr, Pa. Tel. 215-525-9500, Ext. 249.

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

Feb. 12-14—Colorado Broadcasters Association winter convention. Antlers Plaza, Colorado Springs.

Feb. 15-17—Texas Association of Broadcasters convention. Driskill hotel, Austin.

Feb. 24—Armstrong Awards deadline for entries. Executive Director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.

Feb. 25-26—Association of National Advertisers television workshop. Hotel Plaza, New York.

Feb. 26-28—Texas Cable TV Association annual convention. Dallas Fairmont hotel.

March 1975

■ **March 9-12**—Data Communications Corp., BIAS seminar. Hilton hotel, Memphis.

March 11—Hollywood Radio & Television Society 15th annual International Broadcasting Awards dinner. Century Plaza hotel, Los Angeles.

April 1975

April 3-5—Alpha Epsilon Rho, national honorary broadcasting society annual convention, Las Vegas.

April 6-9—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.

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

April 17-19—New Mexico Broadcasters Association convention. Roswell Inn, Roswell.

April 23-26—International Communication Association annual meeting. LaSalle hotel, Chicago.

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

May 1975

May 5-7—National Association of Broadcasters state presidents conference. Mayflower hotel, Washington.

May 15-18—Western States Advertising Agencies Association annual conference. Canyon hotel, Palm Springs, Calif.

Doubleday Media Offers

OIL AND GAS AREA EXCLUSIVE

One KW daytimer
with 100 KW FM construction permit.

In the heart of Southwest
oil and gas boom area.

Priced at \$400,000.
Favorable terms.

Call Neil Sargent collect: (602) 264-7459



Doubleday Media

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

Regional Managers

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

WITH AAA MUNICIPALS PAYING AS MUCH AS 6% TAX-FREE, WHAT ARE YOU DOING WITH A RADIO STATION?

Is your station going to increase in value
this coming year?

Are your revenues going to improve?

What is your station worth?

With that much money in tax-free municipals yielding
a good, secure living for the next 15 or 20 years,
how come you're working?

Call your Doubleday broker and ask for more
plain talk.



Doubleday Media

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

Regional Managers

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

**How to
ship small
packages in
a big hurry.**

**DELTA'S
DASH** →
DELTA AIRLINES SPECIAL HANDLING

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

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

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

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

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

Rate examples (Tax included)

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

For details, call Delta reservations.



**Delta is ready
when you are.®**

Open Mike.®

Reminder

EDITOR: I have read of the trends, the trend-makers, the reverse of trends, the impact of demographics, the demise of rating services, the new interest in ratings, the resurrection of "personality" radio, the end of the seven-second ad lib, and the return of it, except now it's :05.

What ever happened to "Radio"?

What ever happened to the "portable friend-in-a-box-that-you-could-listen-to-without-having-to-watch radio?" Is it a long gone item, or is it still alive here in Kansas City?

We seem to get concerned with *how* to do what we're doing, rather than *what* it is that we're doing. We look at listeners as digits and graphs, rather than husbands, wives, children, teen-agers at a drive-in. We have forgotten that the listener is a person! We have a tendency to look at him as a set of statistics rather than a set of ears, with brains in the middle.

I believe in radio. I have since Tonto went into town and the Lone Ranger stayed at the campsite in "a stand of cottonwoods." I lived in Texas at the time, and there weren't any cottonwoods, only cactus and mesquite—but I believed! I believed Hal Murray at KLIF in Dallas, Kent Burkhart at WFUN Miami. I even believed the Wolfman. Because then radio was fun to listen to . . . I wanted to be a part of it . . . and am. I have devised formats, programmed stations, covered news, sold time, but never, never have I forgotten the *people* I wanted to reach.

Perhaps in this day and age the one-to-one concept is not flashy enough, not plastic enough, not commercial-as-Christmas enough. If so, it's a damn shame. I don't work for a pop station, or country station, or MOR . . . I work for a *radio* station. We *all* do, if we only remember it.—*Art Jones, KCMO(AM) Kansas City, Mo.*

After they've seen Paree

EDITOR: Wasn't that a well produced country music awards show Monday night, Oct. 14! Only Nashville can give country music the kind of respectability it really deserves. In fact, the only bale of hay on the whole show was in a commercial. Finally we have realized that the only "country" in country music is the "down home" honesty of its writers and artists. Let's hope country music will retain this essential ingredient even in its full fledged national heyday.—*Bruce H. Campbell, vice president-general manager, KKYN(AM) Plainview, Tex.*

From the FM summit

EDITOR: I am still in a near state of shock over the resounding success of the Na-

tional Association of FM Broadcasters convention in New Orleans (BROADCASTING, Oct. 21).

My goal as president is to steer the NAFMB in the area where radio broadcasters need the most help today, and that is actively taking a voice in the license renewal and transfer process. Broadcasters have to get involved with the FCC and vigorously fight for their rights.

We have no desire to compete with the National Association of Broadcasters. It is just that they have not been effective in dealing with the problems that affect FM broadcasters. We feel that no organization can do this as well as we can.—*James Gabbert, general manager, KIOI (FM) San Francisco.*

Type-cast

EDITOR: I have not yet seen "Airport '75" [which a "Closed Circuit" item of Oct. 14 reported to contain scenes putting broadcast news crew in bad light], but I would agree that broadcast journalism has long been bad-rapped by its portrayals in the entertainment field, both in movies and on television.

Journalists are always crowding the stars during their anguish or bereavement and are usually played by characters who have gained previous credits by playing milkmen, butlers, etc.—*Carroll J. Sutton, former news editor, WAND-TV Decatur, Ill.*

Letter imperfect

EDITOR: Through the years I have been honored on several occasions to see my name in BROADCASTING. In the Oct. 14 issue "Fates and Fortunes," my appointment to my present position was noted. However, I was listed as the general manager of WDHS. Actually I am with WCHS-(AM) Charleston, W. Va.

Just wanted to keep the record straight. P.S. I have been reading BROADCASTING for more than 25 years, and the past several years my wife and now our older sons, Martin and Neil, read it every week. Looking forward to the next 25 years and perhaps grandchildren who will look forward to Monday and the arrival of BROADCASTING.—*Jack M. Rattigan, general manager, WCHS.*

Slow boat from Hilo

EDITOR: I am impressed by the excellent reporting in this magazine, and especially by the "Monday Memo" (BROADCASTING, Aug. 19) in which Jerome Barr gives his critical view of the power of broadcasting. The publication offers much for the reader, no matter what his interests, and much for the industry as well.—*George R. Ariyoshi, acting governor of Hawaii, Honolulu.*

The Kaper is here

It's an on-air promotion.
It's a sales promotion.
It's a totally unique new program
that will make you more money
than you've ever made before.
The Kaper does it all.

CONCERNED MARKETING COMPANY—offering totally new
and refreshing sales promotion programs to broadcasters.

FIND OUT ABOUT THE KOLOSSAL KOUAPON KAPER™

CALL:

Toll Free No. 1-800 527-2395. In Texas call collect (214) 691-7898.

OR MAIL TO:

CONCERNED MARKETING COMPANY
8350 North Central Expressway, Dallas, Texas 75206

NAME

TITLE

STATION

ADDRESS

CITY

STATE

ZIP

PHONE

You Need For Writing About Insurance

The illustration depicts a vintage rotary telephone in the background. In the foreground, there is a book titled "NO FAULT" with the subtitle "When Insurance Matters". Below the book, there are several documents. One document is titled "Insurance BACKGROUND" and another is titled "ADVISORY". The documents appear to be related to insurance law or policy.



STATE FARM
INSURANCE

WJFM The power to persuade

[illegible]

14

An Open Letter to Radio and TV Station Managers

I'm going to challenge you to get the kind of "all risks" insurance coverage your station should be carrying at this very moment, *but isn't*, to get it at an estimated 25% to 40% savings, and *to get it through your present agent or broker.*

191 of the world's largest advertising agencies already save by using one of my programs.

The broadcasting industry isn't the only one where I felt a specially tailored insurance program was needed.

For the past 4 years one of our programs has covered most of the largest advertising agencies in America.

These companies have not only realized an average of 31% in dollar savings, they've found that an industry insurance program better meets their special needs than the programs they had in the past.

What was wrong with 99% of the broadcasters' policies I saw?

For the past 18 months my company has been working with the NAB researching broadcasters' insurance programs around the country.

What we discovered was that nearly all broadcasters were paying for inadequate coverage.

More important, most stations weren't getting the coverage they needed. A reasonably priced

major catastrophe plan (5 to 10 million dollars), for example.

How can that be?

Your station's present insurance program is based on regional rate. But this regional rate isn't based on just other broadcasting stations; it's based on disparate businesses like textile mills, drug stores, gas stations. In effect, you have been subsidizing higher risk industries.

Now, the first insurance program tailored for the needs of broadcasters.

With the specific problems and deficiencies of your current program in mind, we set to work to create a completely new "all risks" policy tailored for your particular needs. And only your needs.

After nearly 2 years of research and planning with the NAB, this policy is now available for individual broadcasters.

How does the new program compare to your station's current policy?

For starters, it should be 25% to 40% less expensive. It includes tower insurance that provides replacement value, plus the first short-term broadcasters' business interruption insurance. It also includes more "all risks" coverage than most stations currently carry.

Michael J. Lemole

**"BROADCASTERS'
INSURANCE PROGRAMS
RANGE FROM
'FAIR' TO
'UNPROFESSIONAL.'"**

Michael J. Lemole Co. report to the NAB.

**INTRODUCING
THE FIRST INSURANCE
PROGRAM TAILORED FOR THE
NEEDS OF BROADCASTERS**

- How we worked with the NAB to design an "all risks" insurance program that can save you 25% to 40% yearly.
- Errors we found in every broadcaster's policy we examined.
- Lower insurance that provides replacement value.
- If you want it, we'll give you up to \$10,000,000 worth of broadcaster's liability insurance.
- How we're currently saving 191 of the world's largest advertising agencies an average of 31% on their insurance.

**Michael J. Lemole Co.
635 Madison Avenue, N.Y., N.Y. 10022**

Please send me your booklet with Free estimate Form. I understand there is no obligation.

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

Telephone _____

In some states, more than one policy may be required to afford the coverage outlined above. In all states broadcasters liability are written on a separate policy.

Monday Memo®

A broadcast advertising commentary from W. Jack Mann, senior vice president, Doherty, Mann & Olshan, New York

Ethan Allen retailers skip the specifics (furniture), get to the point (service)

Would you believe that hundreds of independent retailers have banded together to finance a \$2 million television campaign?

It should be noted that this occurred in spite of the fact that there was no pre-existing contractual commitment (or even gentleman's agreement) on the part of the retailers to undertake such an effort.

Add to that the fact that the names of the participating retailers are not even mentioned in the commercials. The names on the retail establishments vary because the retailers are not part of a franchise operation and consequently cannot use the name of the manufacturer, Ethan Allen, except in description.

Needless to say, this minor miracle in modern-day marketing did not occur simply because Ethan Allen's agency conducted research that indicated it would be a good idea for all involved. In essence, one old concept (enlightened self-interest) and one fairly new concept of non-Euclidian geometry (that parallel lines can meet) merged into a "happening." The enlightened self-interest and the parallel lines meeting occurred because Ethan Allen carefully selected an extraordinary group of retailers with which it has committed its corporate destiny.

Of course, the doing wasn't easy. It all began with a concept. Ethan Allen, with a good price-quality relationship in the furniture industry, sought to add further value to its product. Experience and intuition caused it to identify exceptional service on the part of the retailers (in order to relieve the consumer's considerable anxiety in a furniture-purchase situation) as a way of adding more value. Logically, this meant recruiting retailers who would be willing to provide an exceptional amount of service. It also caused Ethan Allen to commit substantial amounts of money to develop the optimum servicing procedures.

Since there was to be interaction between the product line and the servicing procedures, it became apparent that the retailer might choose to devote almost his entire efforts to marketing exclusively the Ethan Allen line. In the beginning, there were but a few brave souls among retailers who deemed this a reasonable business proposition. Today they're still brave souls, but they are also exceptionally prosperous businessmen.

With the beginning of the system in place, the agency research department reviewed the massive amounts of data produced by the 1967 Home Furnishings All Industry Research Projects with a fine-



W. Jack Mann joined Doherty, Mann & Olshan (formerly John Rockwell & Associates) in 1966 as senior vice president and a principal of the firm. In his current position, Mr. Mann oversees the marketing, new-product development and research functions of the agency.

tooth comb. Given the unique perspective of our client, it could be expected that we drew different conclusions than would most people who analyzed this data. There was fairly solid confirmation regarding the wisdom of Ethan Allen's strategy. It led us to suggest an advertising campaign that, for the industry at the time, amounted to pure heresy. Specifically, that furniture was unnecessary or, at least, of minimal importance to the client's advertising.

In essence, we recommended that the client advertise in any medium the excellence of the retailers that handled his product, as opposed to advertising the Ethan Allen product line per se. This approach was researched qualitatively and quantitatively with some interesting findings. For example, we learned that the consumer had, in effect, a completely different language from what one might expect. If a woman said she would not be in the market for furniture for another two years, the odds were great that she was already looking around to see what she would buy next. Perhaps a proper analogy is that it's similar to a young executive who just received a promotion. After the glow of the first week in his

new position wears off, he starts thinking about achieving his next promotion. He simply will not admit this fact until a propitious moment occurs.

We had tested television and recommended using it for its reach and frequency. We had a selling job to do on our retailing partners—and we did it.

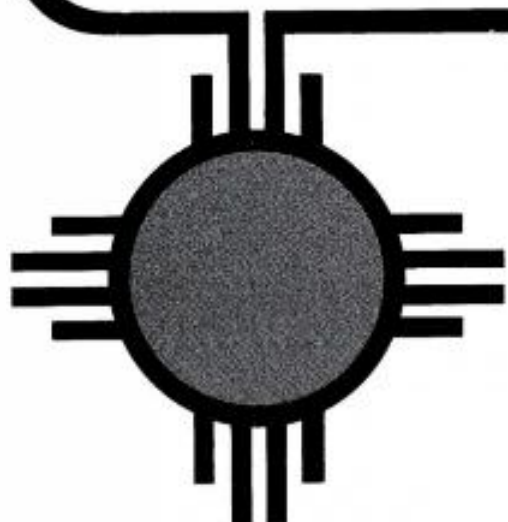
The advertising approach was pre-tested, executed and by all objective and subjective standards worked extremely well. It then occurred to us that a portion of the enormous amounts of money spent locally and specifically against "pieces of furniture" by the retailers might be more productive in a similar advertising effort. Since Ethan Allen management treasures its advisory relationship with its retailers, it insisted that this hypothesis be thoroughly tested before being presented to the retailer body. Test TV commercials were produced and pre-tested. Test markets were selected and several TV expenditure patterns were utilized. Performance was tracked both in terms of consumer image studies and actual store traffic and sales. The results indicated a clear success. However, the research indicated that a few improvements could be made.

New commercials were produced and again pre-tested and additional test markets were added to the test. Again, the evidence indicated a clear success, even though the local retailer was not identified in the commercials. (Commercials are signed generically, "Ethan Allen Galleries." Consumers refer to the yellow pages to locate the nearest gallery.) In addition, the markets that participated in both the first and second waves of the testing showed further improvement.

Armed with this rather impressive test market research data, Ethan Allen put the proposition before its entire retailer body. Over the years, the impressive success of the early retailers who elected to devote their efforts almost entirely to the Ethan Allen line resulted in expansion of the number of retailers in the program to where it has now reached into the hundreds. The test market evidence was hard to argue with but, more importantly, the Ethan Allen system and the foresight of Ethan Allen management was almost indisputable. This, perhaps more than anything else, completed the sale with the dealer body.

How big was the sale? While negotiations with a number of dealers are still in progress, it's clear that approximately \$2 million will be invested in spot TV over the next 10 months. Seventy-five percent of the dealer body (more than 50) has already signed for from 15 to 24 weeks at weekly gross rating point levels varying from 100 to 120. By anyone's standards, that's a pretty good beginning.

**There's a NEW
voice in NEW MEXICO**
and it is speaking loud and clear....it's



KR·KE

RADIO 610

ALBUQUERQUE, NEW MEXICO

New Mexico is listening, too, because in six months time KRKE climbed to NUMBER ONE:

- in average persons per quarter hour* (TSA)
- in average persons per quarter hour* (Metro)
- in average quarter hour share* (Metro)
- in cume persons* (Metro)
- in cume ratings* (Metro)

FOR THE FULL STORY OF THE "NEW" VOICE OF
NEW MEXICO SEE YOUR KATZ REPRESENTATIVE OR
WRITE KRKE, ALBUQUERQUE.

*6:00 AM-Midnight, Sunday thru Saturday, total persons 12+. April/May 1974 ARBITRON Albuquerque. Audience data are estimates and subject to the qualifications of the reporting service.



KR·KE

KRKE ALBUQUERQUE • WKY RADIO-WKY TELEVISION, OKLAHOMA CITY • WTVT, TAMPA, ST. PETERSBURG
KTVT, DALLAS, FORT WORTH • KHTV, HOUSTON WTVT, MILWAUKEE • KSTW-TV, SEATTLE, TACOMA
WKY TELEVISION SYSTEM, INC.

EDWARD L. GAYLORD, CHAIRMAN AND PRESIDENT
NORMAN P. BAGWELL, VICE PRESIDENT • DELL WOOD, MANAGER KRKE



More Profit for your Company

MPC's unique services work for broadcasters in all these money-making ways.

Media Payment converts your receivables to cash

Lets you use your cash to generate more income

Protects you against slow-pay

Improves your credit decisions

Minimizes bad-debt losses

Permits profitable cash management

Reduces paperwork and discrepancies

Promotes spot sales by simplifying Spot accounting

Cuts collection and credit costs

Delivers more cash, faster, from national and regional accounts

Guarantees pay dates for time sales income

Provides consulting and systems services

Simplifies Spot processing with computer technology

Acts as "translator" between station and agency computer systems

Works to make Spot easier to sell and buy through standardization

Allows you to concentrate on sales

Pays you the cash and income your sales should generate

Improves your rep's capability to serve you

Serves as the industry's finance, credit and paperwork clearinghouse

For more information on how Media Payment can improve your station's operating position, call or write Dennis Robich, Media Payment Corporation, 380 Madison Avenue, New York 10017 (212) 953-1504



Media Payment Corporation

Makes Dollars and Sense

Cablecasting

War of words on pay cable occupies FCC and industry

NAB's charge that relaxation of antisiphoning rules would fan flames of inflation is only new act in year-later reprise of oral arguments; prospect is for some rollback, reasonably soon

Representatives of the nation's broadcasters and cable operators argued with and harangued each other before the FCC in Washington last week in two and a half days of oral argument that will help shape policy affecting not only the well-being of their respective industries but also, in a way more direct than most FCC actions, the public's interest.

For at issue is the question of whether and to what extent the commission should relax its pay-cable rules, which were designed to protect television against the siphoning of programming—principally sports and movies—that are among its chief attractions.

The point broadcasters sought to hammer home was made early in the proceeding by National Association of Broadcasters President Vincent Wasilewski: "To allow the present over-the-air broadcasting system to be diminished in its service in order to provide a few with the opportunity to outbid the many, thus minimizing the service to the public, would certainly be the antithesis of progress. In fact, it would be retrogression."

In rebuttal, David Foster, president of the National Cable Television Association, said: "This commission has before it a fundamental regulatory issue. . . . It is a threshold issue involving the right of a new marketplace entrant—a new mode of electronic communications—to compete, and the right of the public to avail themselves of this service."

In a real sense, the argument itself was a rerun. Last November, the commission held an oral argument on the same issue with many of the same participants making many of the same points (BROADCASTING, Nov. 12, 1973). The commission then, however, did not move promptly to address those issues; and before it began that process, its membership began changing radically. With three new members now on board—James Quello,



The FCC



NAB's Wasilewski



NCTA's Foster

Glen O. Robinson and Abbott Washburn—a new go-round was considered in order.

The commission this time, however, is expected to move swiftly on the issue. There are reports it hopes to reach at least a tentative decision within two weeks.

There were some new touches last week, most on the broadcasters' side and all designed to impress on the commission the seriousness of the issue. CBS Inc. President Arthur Taylor put some of his prestige on the line by appearing personally to state the company's position—the only network chief executive to do so. In addition, the NAB presented two nationally known economists—Robert Nathan and Eliot Janeway—each of whom warned of the adverse economic consequences—including the fueling of the current inflation—likely to flow from a loosening of the pay-cable rules. Furthermore, the debate was not confined to those arguing from an economic self-interest. Both sides were supported by representatives of minority and other citizen groups.

The rules under consideration deny to

pay cable those sports events regularly seen in a community on television during the two preceding years and movies that are more than two years old, except that films at least 10 years old can be shown at the rate of one each month for a period of one week. The rules also prohibit cable systems from presenting series-type programming, and from devoting more than 90% of their programming time to feature films and sports events.

Of all of the rules, those dealing with movies attracted the most attention. Mr. Foster conceded that "complete elimination of rules dealing with sports is not practical"; NCTA's position, he said, is that pay cable systems should be permitted to show whatever sports event is not being presented on free television. And the commission is moving with particular caution in that area.

The commission is expected to liberalize the rule dealing with movies (and perhaps to eliminate or markedly soften the one dealing with interconnected series; even broadcasters acknowledge it is too tightly drawn). Chairman Richard E. Wiley, who is expected to fashion a middle-ground position on which most of

his colleagues can stand, wondered out loud several times about whether the 10-year rule is overly restrictive and whether broadcasters would accept a situation in which pay cable systems could acquire movies regardless of age, so long as local television stations had already acquired the rights to show them.

But Mr. Wasilewski and Kenneth A. Cox, the former FCC commissioner who is now practicing law in Washington and was representing the ABC, NBC and CBS television network affiliates in the oral argument, sought to remind the commission of the rationale it espoused in originally adopting rules providing first for over-the-air pay television and later for pay cable. "Pay cable's role," Mr. Wasilewski said, "is . . . to provide diverse and innovative programming supplemental to that offered by free or conventional television." "The idea," said Mr. Cox, "was to get small groups of people to pay for what they want."

And the kind of dismal future that broadcasters saw for television if the pay cable rules were lifted or eased was painted by CBS's president, who said his appearance was intended to underline "the seriousness with which we at CBS view the issues" involved. "A loosening of the commission's rules would begin a slow decline by the free system into the role of a fifth-run movie house and the purveyor of sports events that are more and more the unexciting and second rate," Mr. Taylor said. "It would ulti-

mately leave the free medium with dramatically less capacity and economic resources to command the attention of the people as a whole—to carry out those responsibilities that cable cannot and will not perform."

Repeatedly broadcasters expressed concern about being outbid, particularly at a local level, by pay cable for the kind of program fare that now constitutes their main attraction. Michael Horne, counsel for the Association of Maximum Service Telecasters, said there "are tremendous economic incentives available for siphoning." And AMST represents some of the most profitable stations in the country. Herman Land of the Association of Independent Television Stations was on hand to warn that movies and sports are "the lifeblood of independent television stations." An INTV member, Bob Wormington of KBMA-TV Kansas City, Mo., said "Loss of sports to pay cable would be catastrophic."

The economists retained by NAB sought to discuss their issues in national terms, but they did not appear to make much of an impact. Mr. Nathan warned that the commission lacked the information on which to make an intelligent decision as to the risks involved in lifting the pay cable rules, to which Chairman Wiley responded: "That sounds like a formula for inaction."

Mr. Janeway contended that loosening the rules would have an inflationary impact, since there would be an increased

demand for financing. Then when he said that the "banks are not lending money" for investment in new enterprises, Commissioner Robinson observed: "Then the banks are solving our problem for us."

But to Mr. Foster and his colleagues and allies, the arguments being advanced by the broadcasters were not only part of their "doomsday" rhetoric but missed the point. They scoffed at the idea that pay cable, with its 90,000 subscribers, could threaten the television industry (although some broadcasters noted that the Stanford Research Institute predicted nine million pay cable and pay TV subscribers by 1980) and said that, if cable is to offer the kind of specialized services expected of it it must, as Mr. Foster said, include pay cable "as an essential ingredient in the service mix that cable can provide." And movies, Mr. Foster said, provide pay cable's needed "economic base."

When Jerrold Electronics Corp.'s Moses Shapiro made a similar comment, Commissioner Robert E. Lee, who in his 21 years on the commission has participated in the development of the commission's cable television policy from the beginning, said: "We have to believe what people say. In past proceedings, cable said, 'just give us this one thing,' and they completely disavowed pay cable."

But it was Mr. Shapiro who made the most emotional argument for freeing pay cable from its present rules, which, he said, are bringing research and development in the industry "to a grinding halt"—a point made by other manufacturers. "We've been helped three times [by the commission]," he said—"like an undertaker helping a corpse. If you want to help us, trust the American people. Stop treating us like a bunch of children. Trust the American people. . . . Let the American people decide what's good for them."

And responding directly to the NAB's imported economists, Mr. Foster issued a statement charging that broadcasters were stooping to emotionalism. "The absurd economic arguments of broadcast lobbyists are typical of the outlandish and unfounded claims the television industry has used throughout its campaign against pay cable," Mr. Foster said. "Broadcasters continue to toss emotion-laden, headline-grabbing charges into this proceeding which they think will win the sympathy of the viewing public." The NCTA president maintained that pay cable is counter-inflationary and asserted that a family could watch "first run" movies and sports on pay TV for "a fraction of what it would cost for just one ticket to an arena or theater.")

The chairman and chief executive officer of American Television & Communications Corp., Monroe Rifkin, also talked of cable's need for assistance in getting moving. "To gain entry into the major markets," he said, "cable TV needs to offer new and different services, whose combined revenues will serve to make those cable operations viable."

The question of whether sufficient programming is available now to pay cable was not one the broadcasters left exclusively to the cable interests. NAB's



Taylor for CBS



Horne for AMST

Hold that line. Among the broadcast voices raised last week against relaxation of pay cable rules were the three networks and AMST. Their bottom line: TV can't exist half pay, half free.



McKenna for ABC



Monderer for NBC

general counsel, John Summers, submitted data indicating pay cable is not short on material. He said that between March and August 1974, pay cable presented a total of 134 movies, all less than two years old. This compared, he said, with only 114 premiere movies shown on the national networks during the entire 1973-74 season. He also said that 43% of all baseball games and 49% of all hockey games are available to pay cable under the existing rules.

And NBC's Washington counsel, Howard Monderer, said pay cable systems have ample time under the present rules to obtain and present new films. He said that, while cable systems must present new films within two years of their release to theaters, most complete their run in the theaters in three months. In that connection, he said, there was no point in giving pay cable up to three years in which to show a new film; that would simply delay the presentation of the film on free television "to suit those willing to pay" to see it.

Actually, pay cable proponents are seeking more than that; they want a test suspension of the rules for a period of several years. Mr. Rifkin said such a suspension is needed to give pay cable "a fair opportunity to develop."

And Mr. Foster said he thought it would be "possible" for the commission to reimpose the rules after a suspension if it decided that was necessary. However, some commissioners seemed dubious—"What about the people who make investments, and then find the rules reimposed?" asked Commissioner Benjamin L. Hooks.

ABC's counsel, James McKenna, made it his major mission to reinforce such doubts. He noted that the commission on a number of occasions has rejected proposals to suspend rules with a view to reimposing them at a later date if necessary. In the case of the pay cable rules, he said, "No matter how urgent or justifiable withdrawal would be, political and equitable considerations would inevitably paralyze corrective FCC action," he said.

Throughout much of the oral argument, on Wednesday, pay cable proponents seemed torn between resentment and anger at broadcasters and a need to reassure them that pay cable's development would not spell free television's doom: "Siphoning is not in the cards," said Barry Zorthian, Time Inc. vice president, who was appearing for its subsidiary, Home Box Office. "We want [the rules] changed to permit us to have access to what is warehoused, to what is denied to the American people, not to take away what is available to them."

And Ralph Baruch, president and chief executive of Viacom International, which produces and distributes television programs and operates cable systems, said that while pay cable is barred from showing movies more than two years old—except for so-called classics 10 years old and older—which it can show at the rate of one each month—there are some 18,000 "motion pictures available."

Some, he noted, have been written off by Metromedia as of "zero value." But



Nathanson for Optical Systems



Zorthian for Time Inc.



Baruch for Viacom



Rifkin for ATC

Expansionists. These cable spokesmen represented systems owners and pay cable entrepreneurs. Their bottom line: FCC rules must yield to the basic American principle of free enterprise.

he said that merely demonstrates that "anyone's" judgments of post-network films are "useless." The films Metromedia would scrub include Ingmar Bergman's "Virgin Spring," the two-time Academy Award winner, "Midsummer's Night Dream," and the silent film war classic, "The Big Parade."

In any case, he said, the members of the public are entitled to exercise their choice as to whether they want to watch any of the movies available, "uninterrupted and unedited, in return for a small fee." And if they should watch films in that "mode," he added, "a new alternative has been created, not a substitute." The post-network motion pictures could appear on conventional television as well as on pay cable, he said.

However, it was not only those post-network films some pay-cable proponents said they were being denied. "Warehousing" was also a problem. Geoffrey Nathanson, president of Optical Systems, charged that the networks are buying exclusive rights to new films and then using their economic power to prohibit film distributors from making them available to pay cable before the network telecasts. (He said he would not object to running a film on his pay cable system at the same time it is being aired on a free television station. "I don't need exclusivity," he said. "They'll cut it up with commercials and run it at 3 o'clock in the afternoon. I'll run it all week.")

Teleprompter Corp.'s president, Rus-

sell K. Carp, also complained about the alleged practice. The "predatory practices of broadcasting are part of the record," he said, adding that the networks are using their "dominant market position to adversely affect pay cable." However, under questioning, he said he did not know the networks' motive for "warehousing." But the effect, he said, is "to deny an alternative service to the public."

NBC's Mr. Monderer, who during his presentation was asked whether NBC engaged in such practice, replied in the negative. "We do not insist on exclusivity against pay cable," he said. Later, he said that during the two years in which pay cable is entitled to show a new film, NBC does not require that it be given exclusivity against pay cable until the date of broadcast or the availability date.

ABC is understood to have abandoned the practice of insisting on the kind of exclusivity which networks regard as normal—but which the staff of the Senate antitrust subcommittee is investigating as possibly anticompetitive (BROADCASTING, Sept. 9)—several months ago. Its contracts now afford it exclusivity against pay cable systems during the first two years of a film's release only for a period of up to six months in advance of the date on which it has a right to show the film. However, ABC has said it might reconsider this policy, and presumably toughen it, if the commission extends the two-year period in which pay cable must now show a new film. ABC's senior vice

president and general counsel, Everett H. Erlick, was to be asked about the network's practice at the panel discussions that were to have wound up the oral argument on Friday. Joel Rosenbloom, counsel for CBS, said the network this week would submit a pleading addressing the allegation.

Little wonder cable wants another look at copyright

CATA-Kentucky 'copyright summit' features heated exchange between cable attorney and NCTA president over 'traps' in copyright bill

For most of this year, the National Cable Television Association has been embroiled in an extensive lobbying effort to achieve passage of copyright legislation it feels is equitable for cable. Now, with the Senate-passed bill (S. 1361) apparently dead until the next session of Congress—when the clearing process must start all over again in both houses—NCTA has a chance to reassess its stance, and possibly alter it. The indications are that it will do just that.

The first indication that the association was prepared to take another look at the issue came last month after the NCTA board elected to devote much of its forthcoming meeting (Nov. 19-20 in Washington) to copyright. Then two weeks ago NCTA Chairman Bruce Lovett disclosed his feeling that several aspects of the pending bill—which NCTA still officially supports—deserve further consideration (BROADCASTING, Oct. 21).

The primary catalyst, however, took place early this month, when about 100 cable operators from 18 states gathered in Lexington, Ky., for what was billed as a "copyright summit." The meeting, organized by the insurgent Community Antenna Television Association and the Kentucky Cable Association—both of which have vocally opposed NCTA's copyright stance in the past—might have passed from memory with little national recognition had it not been for a rather unusual occurrence as cable gatherings go. This particular occasion brought together Sol Schildhouse, formerly chief of the FCC's Cable Television Bureau and now a Washington attorney specializing in cable matters, and NCTA President David Foster in a hostile exchange on the issue.

The ramifications of the meeting are subtle. Mr. Schildhouse, in his role as legal counsel for several cable clients (only one of which—the California Community Antenna Television Association—he will identify), has spent considerable time evaluating S. 1361. To understate a point, he doesn't like what he sees. Mr. Foster, on the other hand, went to Lexington to provide NCTA input to a session which the dissident CATA has billed as "the most important meeting in recent CATV history." Of the two, Mr. Foster

clearly took more heat from the delegates.

The upshot of the meeting was that CATA is now engaged in an effort to convince the entire industry that S. 1361 would be detrimental to its health. In the words of CATA President Kyle Moore: "We're going to spend the next few months educating those who have been misinformed." NCTA, meanwhile, has commenced a staff study of the ramifications of the pending bill, particularly as they apply to broadcast distant-signal carriage. The board at its Washington meeting will consider all the alternatives to the present legislation ("Closed Circuit," Oct. 14).

CATA, meanwhile, is widely distributing a resolution, passed by those attending the Lexington meeting, that calls for an industrywide reappraisal of the copyright bill (or in the alternative, a united push to have cable totally excluded from the pending bill in deference to future legislative studies. The resolution also asks that both houses of Congress hold further hearings on the issue.

While NCTA has not embraced the resolution—and probably will not—it has left the door open for considerations along the lines suggested by CATA. Mr. Foster, for one, invited representatives of the small-system association to give their views at the Washington board meeting.

It is clear that Mr. Schildhouse's copyright analysis, while provoking the official ire of NCTA—and bitter words from Mr. Foster himself—has left a mark on the industry. In general, Mr. Schildhouse feels that there are numerous "traps" written into S. 1361 that have been generally disregarded in the past, but which have the potential to stifle the industry severely. Among other things, Mr. Schildhouse notes that the bill, as presently written, calls for the establishment, six months from the date the legislation becomes law, of a copyright tribunal that would have the authority to adjust the statutory cable royalties any way it saw fit. He also feels the bill leaves the door open for the tribunal to demand payment from pay cable revenues, which are not included in the S. 1361 fee schedule. But the most emotional point in Mr. Schildhouse's analysis is his feeling that the bill would leave broadcasters the option of

Schildhouse:

"I can tell you that in my judgment there are traps built into . . . that bill that passed the Senate, S. 1361, that can endanger the very survival of this industry—or at least keep it from amounting to anything more than it is today."

Foster:

"Nobody wants to pay copyright. But do we sit back and pretend in a political world? What kind of responsible industry would sit back and pretend that through eloquence and demagoguery we can get rid of a political fact of life?"

bringing suit against any cable operator that violates the FCC's nonduplication and syndicated exclusivity rules. The potential penalties for the system operator, Mr. Schildhouse asserts, could include substantial monetary judgments against them, injunctions against further distant-signal carriage and—in the case of a "willful violation"—criminal penalties of up to \$5,000 in fines and two years imprisonment for a single first offense.

Mr. Schildhouse spent more than an hour explaining his views at the Lexington meeting. Excerpts of that presentation—and subsequent remarks from Mr. Foster—follow:

Mr. Schildhouse: "I have an abiding interest in cable and what's in the best interest of this industry. And I can tell you that in my judgment there are traps built into . . . that bill that passed the Senate, S. 1361, that can endanger the very survival of this industry—or at least keep it from amounting to anything more than it is today.

" . . . I can understand the industry's wanting a bill. After all, the FCC has been telling us that there was a ransom price for us getting out of their freeze . . . And then there were those two cases [Fortnightly and CBS/Teleprompter, in which the Supreme Court absolved cable from copyright payments for distant signal carriage under existing law], which if they had gone the other way would have wrecked our case. It is understandable that we ran to the Congress and asked them to rescue us.

" . . . But we're kind of on the horns of a dilemma. The other side has played its hand. They've lost the two cases which, they were sure, were going to frighten us into some kind of copyright legislation we couldn't live with . . . We're plagued with all kinds of problems, but we were committed. We were on the copyright track and we couldn't get off.

"Well, maybe we could salvage something. Get the fees cut maybe. Or get rid of that obnoxious sports blackout provision. Those were the issues that our attentions were directed to.

" . . . This bill is 100 pages of tightly written material. And then there's 130 some-odd pages of translation from the baloney. And even that doesn't help. There are hundreds of open questions . . . I'm not trying to scare the pants off you, but if you haven't read the whole

bill, there are some real surprises. You may wake up some day and find yourself dead."

"First, let's look at the so-called cable victories . . . the so-called romance issues. There's much more to copyright than that. As a matter of fact, they aren't even victories.

"Let's take the halving of the fee schedule. That thing is only a temporary matter. The process for redoing those fees starts almost immediately after this bill becomes effective. And there is no question that most of the people who are following this bill in the Senate expect that those fees are going to go up.

" . . . And then there's sports blackout. It was lifted. That's fine . . . But did you know that the commission has its own proposal outstanding for restructuring sports [carriage]?—not nearly as tough as the one that was in the original bill, but it can be troublesome enough for this group. And the commission is going to do something. They'd better. Because the Congress is saying that if the commission doesn't do something, they're going to do it.

" . . . The real crux of copyright is establishing the principle that cable owes. That's the big thing. Once the broadcast industry gets that on the books, they'll work out tougher terms for cable over the years. And they can do it. The bill lets them do it.

" . . . There's a little piece in the copyright bill against pay cable. The bill going in doesn't levy on pay revenues. But the Copyright Office and those panels it's permitted to put together can broaden the base to include pay revenues. The tip-off on what to expect is the fact that beginning immediately, you have to report [every three months] all those revenues, even though at the outset you don't have to pay.

" . . . I also think there is a danger of being caught in a crossfire between the FCC and the Copyright Office. Each of them having different requirements on the same subject, we've got to somehow avoid putting the Copyright Office in the cable business.

" . . . Small systems are barely holding their heads above water . . . I think they should be subsidized and not made to pay, because they basically fill in for the inefficiencies in the federal government's own artificially contrived television allocation plan, which doesn't bring television to everybody. If small systems are to be exempted; I think it should be across the board, without regard to when they started up.

" . . . Then there's the penalty provision. Now this is a mind-blower, but I haven't seen or heard anything about this at all . . . I am sure that these penalties will apply to not complying with the non-duplication or syndicated exclusivity rules of the FCC . . . If you make a mistake [by not blacking out a distant broadcast signal when the rules require that action] you're in the remedy soup. The remedies and penalties range across the whole spectrum—injunctions, damages, lawyers fees, court costs, even criminal penalties if you're doing it willfully. Somebody could

TURN BROADCASTING AROUND... IN YOUR AREA!

TURN PROMISED "EDIT" INTO YOUR MOST POTENT, PROFITABLE PROMOTION! ←

Skeptical? So were ALL our clients . . . at first!
But, we GUARANTEE our work!"*

INSERT ALL OR ANY PART OF
"A-FORMAT-WITHIN-A-FORMAT"
• EXCLUSIVE
• PROVED
• ENDORSED
• LOW FEE
• GUARANTEED
INTO YOUR PRESENT PROGRAMING.

IT ONLY TAKES A MINUTE OR SO . . . now and then . . . AND JUST A DIME-A-TIME . . . more or less . . . TO CASH IN ON YOUR AREA'S "NEED-TO-KNOW!"

"EDIT" AND/OR "PA" PROFITABLE? WE GUARANTEE OUR WORK!

Because of so many "myths" concerning "EDIT", "PA" and brief but intelligent "talk," we offer YOU this opportunity to check those myths against the TRUTH!

* **GUARANTEE!** Secure your area if it's still available. We'll send full details. Study the material. Phone a few of our present clients. Many have used our service continuously since '69! Start on-air without a sponsor! At the end of FOUR WEEKS on-air YOU must be totally convinced and **ABSOLUTELY SATISFIED** or return our bill for that period marked "CANCEL" and **UNPAID!**

NO LONG TERM CONTRACT! CANCEL ANYTIME WITHOUT PENALTY! MONTH-TO-MONTH BASIS.

(CLIP-N-MAIL AND/OR PHONE TODAY)

Bob Cessna's CONSULTANT'S SERVICES, INC.
P.O. Box 5356 - Daytona Beach, Fla 32020
904-255-1154

Bob . . . without obligation or commitment on our part send full details on "A-FORMAT-WITHIN-A-FORMAT."

..... (City Letters) (In Care of) (Please Print)

..... (Street or Box Number)

..... (City/State/Zip)

say to you, 'You know, the switcher's broken down Joe,' and you say, 'Aw, I'll fix it tomorrow.' That could be willful, you know. And guess who could invoke all these penalties? . . . Your friendly local broadcast television station. He's the guy who has the right to sue you if you're within his local service area. Frightening? You bet your life.

" . . . If some kind of copyright payment becomes inevitable, you've got to rally behind it. But I think S. 1361 is a disaster . . . We need a new approach and a new bill."

The kind of bill to which Mr. Schildhouse was referring was one establishing a "rational" fee schedule in accord with the estimates compiled by the FCC several years ago—roughly 0.3% of gross revenues per distant signal. He also seeks a bill mandating payment for distant TV carriage only, one which would exempt small operators from any copyright payments and which would grandfather all systems now in operation by 1972. Mr. Schildhouse also feels no payment should be required for aural signal carriage, local origination or pay cable. He also maintains that any subsequent cable rate adjustments should be left up to the Congress, not the copyright tribunal.

The Lexington delegates, generally expressing surprise at Mr. Schildhouse's revelations, were extremely inquisitive as to how NCTA had sanctioned these "hidden dangers." Asking one Vermont operator: "How did we get into this mess?"

Mr. Foster's response: "I don't think we really have talked about the political realities. I was surprised that somebody who has worked so long and so hard in public life as Sol has would play it down quite as liberally as he did. Let's talk about the people who have said we should pay copyright." He ran down a list which included the Office of Telecommunications Policy, the Justice Department, the FCC, the Copyright Office and numerous key members of Congress. "I could go on and on and list for you the number of people who control the political world we have to live in who have made this statement . . . Now you can say they don't matter. Sol can say they don't matter but, by God, he hadn't lived with them a long time before he found out they matter. Back when he was trying to help us at the Cable Bureau—and we didn't get a very good break back then when he was running things. He knows it was because of some of those political realities.

" . . . There's a tremendous body of political depth, sponsored in large part by the broadcast industry, which has agreed that we should pay copyright. We've just simply tried to live with that reality.

" . . . Nobody wants to pay copyright. But do we sit back and pretend in a political world? What kind of a responsible industry would sit back and pretend that through eloquence and demagoguery we can get rid of a political fact of life? That does not make any sense to me. It may be a good way to run for office, or to throw mud at somebody. But is it a good way to run an industry?"

One county does not equal one system—FCC

Commission turns down franchisee's single application for several service areas in one jurisdiction

The government of a large county may regard the county as a single political entity so far as issuing a cable television franchise is concerned. But that does not mean the FCC will follow suit and require only a single application for a single certificate of compliance. The commission made that clear in denying the application of Calvert Telecommunications Corp. for a certificate to provide cable television service in Baltimore county, Md.

The proceedings in which Calvert (one of whose principals is former FCC Chairman Frederick Ford) won the franchise were hotly contested, with a number of losing applicants alleging that the county did not accord them due process in its proceedings.

The commission found that the proceedings did comply with its rules. But it said it could not consider Baltimore county a single community for purposes of the rules.

Rather, it said, the county consists of a number of separate and distinct communities. And the single carriage complement to be allowed the system for each of them must be determined individually according to its location.

The commission noted that its rules state that each separate community—including single, discrete, unincorporated areas—that is served by cable television facilities constitutes a separate cable television system, "even if there is a single headend and identical ownership of facilities extending into several communities."

Baltimore county is located wholly within the Baltimore major television market, and partially within the Harrisburg-Lancaster-York, Pa., and the Washington markets. "Were Baltimore county to be treated as a single community, the effect under the rules would be to make the signals of television broadcast stations licensed to Washington, D.C., Harrisburg-Lancaster-York, Pa., and Baltimore, Md., all local signals for signal carriage purposes," the commission said. And that, it added, was not its intent in defining a cable television system and providing for different signal carriage patterns in different communities.

Calvert had proposed to carry different signals in different parts of the country. It would have divided the county into three zones, each defined by the specified zones of the major television mar-

For the record. Latest estimates by the National Cable Television Association now put the number of cable subscribers over the nine-million mark—an increase of one million from the tally released by the association last June. Estimated subscriber total is now 9.1 million, representing 13% of the nation's TV households.

kets involved and would have provided signals in each community in accordance with the signal carriage provisions of the rules as they apply to the respective zones.

The commission said its denial of the Calvert application for a single certificate was without prejudice to its future submission of separate applications for certification for the various communities in the country.

Cleveland next forum in cable's campaign for de-regulation

The ramifications of the FCC's cable rules and the cable industry's call for radical revisions will constitute virtually the entire agenda of the North Central Cable Expo at the Cleveland Sheraton hotel Nov. 2-5.

The industry's new drive for FCC de-regulation, formally initiated at the Northeast Expo two weeks ago (BROADCASTING, Oct. 21), is predicated on assessments that it would cost some \$550 million—money that is said to be unavailable to cablemen—to fully comply with the commission's rules by the March 31, 1977 deadline. An entire day of the Cleveland gathering (Nov. 3) will be devoted to the theme "Impact of 1977—A Rebuild Analysis." During the day, delegates will relate information about their systems into a computer, which will tally the individual costs for new construction, renovations and maintenance costs that would be necessitated by the compliance deadline. National Cable Television Association President David Foster and Chairman Bruce Lovett will deliver addresses during the day.

The FCC will be well represented at the meeting. Commissioner James Quello will speak at the Nov. 4 luncheon. Cable Television Bureau Chief David Kinley and James Hudgens, chief of the bureau's 1977 task force, will be panelists in a Nov. 4 session on current regulations vis-a-vis the 1977 rules. Another session, "Evaluating Your System—1977," will concentrate on what operators must do now in anticipation of the deadline.

Lieberman buys up CPI

Fred Lieberman, a director of Communications Properties Inc., Austin, Tex., has purchased effective control of the company. Mr. Lieberman paid \$2,620,420 for about 25% of CPI's outstanding common stock, plus \$1.2-million in 8% convertible subordinated debentures. Seller was Citizens Financial Corp., whose two directors on CPI board, Brian Howell and Charles Seymour, immediately tendered resignations. The deal gives Mr. Lieberman "in excess" of 43% of CPI stock. He has given the company the option of purchasing securities previously held by Citizens Financial for the same amount he paid for them, plus legal fees and interest charges. CPI is the nation's eighth largest cable MSO, with some 200,000 subscribers.

How-to sessions, what's-up reports draw big crowd to NAB's opener

First fall conference features Washington warnings, expert advice on programing, sales, engineering

Some 300 delegates, mostly broadcasters, knuckled down to problems ranging from selling radio to tuning transmitters and coping with TV regulation as the National Association of Broadcasters opened its 1974 round of fall conferences last week in New York.

NAB officials appeared pleased with both the turnout and the delegates' response at the sessions, which filled all of Tuesday and half of Wednesday and set the pattern for other regional conferences to follow, starting this week in Atlanta (Oct. 28-29) and Chicago (Oct. 30-31).

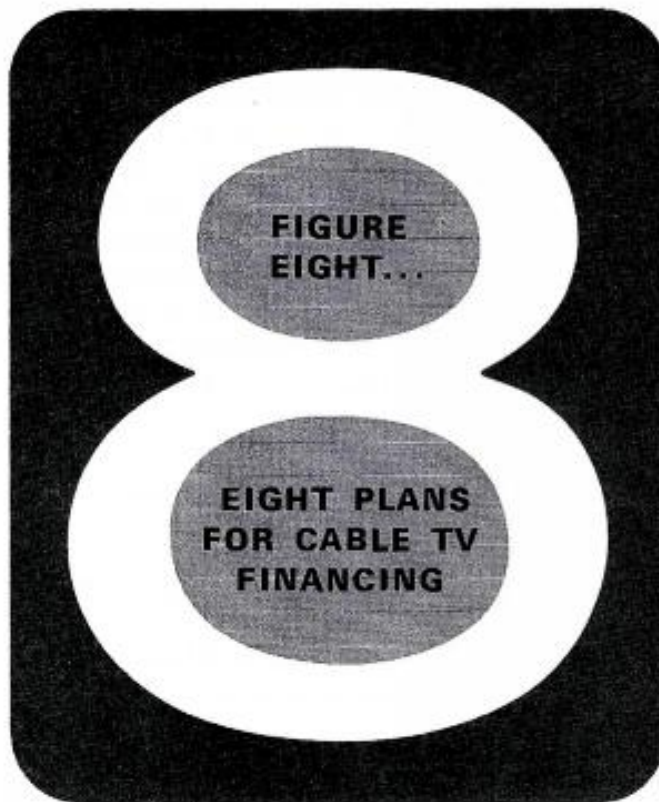
There were separate sessions for radio broadcasters, for TV broadcasters and for engineers in both media, as well as joint sessions, and all were well attended. There was also an innovation—a TV program session presented by the National Association of Television Program Executives, also well attended and highly rated (story page 32).

Among the conference highlights:

Ashton Hardy, FCC general counsel, warned that the court decision overruling the FCC in the NBC *Pensions* documentary case (BROADCASTING, Sept. 30) "does not alter the fairness doctrine." This may have been in answer to an unnamed FCC official's assertion, shortly after the court acted, that the decision left him gloomy about the fairness doctrine's future. What the court decision held, Mr. Hardy asserted, was that the broadcast licensee "has broad but not unbridled discretion" in making news judgments.

Mr. Hardy said he felt broadcasters had not gone far enough in either reducing commercial time or providing diversity in children's programing. The cut already authorized in commercial time, he said, still leaves children getting more commercials than adults get in prime time. "I do not favor the removal of all advertising [from children's programing]," he said, "but I do think some further decrease is in order." And he felt that children's programing was still "heavily weighted toward cartoon fantasies." He considered FCC involvement in programing judgments "extremely distasteful" but necessary when children were concerned. He indicated the FCC's report on children's television would be out soon (BROADCASTING, Oct. 7, 14).

Mr. Hardy also cautioned broadcasters that there are some things they may read or hear in their own homes but not broadcast into the homes of others. Specifically, he indicated that the former furore over so-called topless radio has



YOU CHOOSE from 8 new and different finance plans. At Firstmark Financial we can figure 8 ways to help you get the financing that's right for you.

Firstmark Financial is your "department store" of cable financing. We have the plan to help you get your cable system built, expanded or refinanced.

We'll share more than fifteen years experience in the communications finance field with you. Firstmark Financial Corporation has provided:

- Cable financing since 1959
- The First 2-year moratorium on principal payments
- The First 12-year term financing

If you need \$100,000 or more for construction acquisition or expansion, phone Firstmark Financial. Ask for Bill Van Huss. He'll give you a confidential analysis of your financing needs. Call 317/638-1331 collect.

One of our 8 plans should fit your needs. If not, we'll figure a new one!

Firstmark Financial

Firstmark Financial Corporation
Communications Finance Div.
110 E. Washington
Indianapolis, In. 46204
317/638-1331

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name _____ Position _____

Company _____

☐ Business Address

☐ Home Address

City _____ State _____ Zip _____

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

SUBSCRIBER SERVICE

☐ 3 years \$60

☐ 2 years \$45

☐ 1 year \$25

Canada Add \$4 Per Year

Foreign Add \$6 Per Year

☐ 1975 Cable

Sourcebook \$10.00

(If payment with order: \$8.50)

☐ 1975 Yearbook \$17.50

(If payment with order: \$15.00)

☐ Payment enclosed

☐ Bill me

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



Tuesday morning quarterbacking. NAB's president and his key staff executives presented a "playbook" session at last week's regional meetings opener in New York, re-creating the background briefings they give one another every week in Washington. L to r: Charles Jones, vice president and chief of the Radio Information Office; Burns Nugent, executive vice president for station relations;

Hal Niven, VP and assistant to the president; William Carlisle, vice president for government relations; Grover Cobb, senior executive vice president; President Vincent Wasilewski; Donald Zeifang, vice president for government relations; James Hulbert, executive vice president for public relations; John Summers, general counsel, and Ron Irion, director, broadcast management.

been succeeded lately by complaints about a number of stations "playing X-rated comedy albums over the air." Broadcasting obscenity and profanity, he pointed out, is prohibited.

Harold Kassens, assistant chief, FCC Broadcast Bureau, said he was hopeful that within six months the FCC could issue proposed rules on automatic transmitters for AM, FM and TV. He also told the Tuesday afternoon engineering session that "we have managed to negotiate" agreements with the Bahamas regarding presunrise operations on 1540 khz and with Canada regarding presunrise operations on Canadian clear channels.

NAB President Vincent T. Wasilewski and key staff executives recreated for the conference one of the weekly meetings in which they brief one another on late developments and prospects.

Vice President William Carlisle cautioned that unless the license renewal bills passed by the Senate and House are reconciled in conference and the resultant measure passed and sent to President Ford by Dec. 24, broadcasters can forget for the present about the five-year licenses envisioned in the Senate and House bills, because "we'll be back at square one" in the legislative process.

Mr. Wasilewski, who is a member of President Ford's Citizens' Action Committee to Fight Inflation, urged broadcasters to put their full resources to work with "a sense of urgency" to combat inflation. He asked that they not only carry anti-inflation spots to be provided through the Advertising Council but also develop their own individual plans to advance the fight against inflation.

Charles Jones, director of the NAB's Radio Information Office, said RIO's new *Spirit of America* record album will be mailed to members the week of Nov. 4 and that all members will be asked to introduce the song at 7:45 a.m. (local time) on Nov. 25. That way, he said, the song—and radio—will "have one helluva national impact."

Burns Nugent, executive vice president, said NAB is putting up \$150,000 in front money to publish the long-awaited engineering handbook, which he said is now due out early next year. He hoped it could be offered to NAB members at \$15-\$20 a copy.

In a radio sales workshop, Carlton Loucks, senior vice president of the Radio Advertising Bureau, expressed confidence that local radio advertising can continue to grow at the rate of 10% to 12% in 1975 though prospects for the general economy are dismal. He offered a number of suggestions calculated to increase local radio billings and some ammunition to counter the media values of both newspaper and television advertising.

He keyed a station's success to effective management and staff motivation. He stressed the importance of planning, setting goals and instituting controls where needed.

"The most important thing a salesman must establish on a call to a prospect is a need," Mr. Loucks said. "He must establish that the prospect needs his station. Some questions the salesman should ask the prospect: Why do people do business with him? Of those who don't do business with him, where do they go? Why do they do business there instead of with him?"

The answers to these questions, Mr. Loucks said, can suggest the theme for a radio campaign. He also recommended that in calls on prospects the salesman play an effective radio commercial that may be adapted to the prospect's needs.

Mr. Loucks also urged radio stations to take advantage of a wide array of material provided by RAB on an assortment of advertiser categories that can supply useful data in preparing presentations to prospective advertisers.

Mr. Loucks pointed out that radio lags far behind newspapers in local advertising and said TV has made rapid advances in retail advertising. Some "negative" aspects of newspaper advertising mentioned by Mr. Loucks were the high

cost relative to newspaper readership; the prospects of greater costs because of rising newsprint prices and narrow distribution patterns of most dailies. Arguments he advanced to counter TV advertising: Heavy TV viewers tend to be older, less educated, less affluent or under the age of 12, while light TV viewers tend to be younger, more affluent and better educated.

Mr. Loucks said that the broad range of programing formats in radio make the medium attractive to a wide spectrum of advertisers.

In a radio creative session, Ted Chambron, vice president of sales for Chuck Blore Creative Services, said "we are seeing a trend" of young writers coming to radio, because it is an "efficient and challenging medium." And he urged radio station management to "use your young people—they'll amaze you."

Writing for radio, Mr. Chambron told the NAB audience, is a "close-door, sit-down-at-the-typewriter, hammer-it-out medium, and it's very gratifying." He repeatedly urged his listeners to "respect your product" as their first priority, "since 30% of it is commercial time." At Blore, for example, priorities run "listener, then client, then ad agency," he said. "The one single factor to keep in mind is your listener," he insisted.

Mr. Chambron discussed ways to heighten the effect of a jingle or theme song in spot campaigns and used as example three campaigns—for an Akron furniture store and bank and for the Michigan department of tourism, a short-term campaign on fall visits to that state. In each case, the theme song was pre-metered to allow for the substitution of part of the lyrics with copy conversation, culminating with the song's chorus, for emphasis.

The Blore vice president also offered several pointers for dealing with local car dealer commercials in which the dealer insists he participate. "You know what I'm talking about," he said, "the businessman who demands he be in the spot

and he's terrible and everybody knows he's terrible. But you want his business." The solution, said Mr. Chambron, is to "sit down with a tape recorder and let him talk about himself and his business" and edit it down to an interesting, tight, unabridged 60 seconds. "Let's not script people who are not professionals," he demanded.

Among Mr. Chambron's other suggestions for local spot production: To build durability into a spot, punch lines that wear out quickly should be avoided.

The "greatest sin" in radio commercial programming, he said, is "to take the sound track from television and apply it to radio—it's a totally different medium."

An afternoon session featured Roy O. Danish, director of the Television Information Office, who narrated a slide presentation that is intended to counter criticism of children's television by groups such as Action for Children's Television; Robert I. Elliott, a special assistant to the president of CBS Inc., who warned the assembled broadcasters that pay cable would "skim the cream" from sports events and movies if the FCC relaxes its antisiphoning rules, and A. James Ebel, president of KOLN-TV Lincoln, Neb., and chairman of the CBS affiliates' satellite committee, who discussed the future of satellite transmission and its effect on TV broadcasters.

In his presentation, Mr. Danish stressed what he regarded as "effective" NAB code standards regulating the content of children's programming and of the commercials that appear in that programming. When he finished, he asked the assembled station executives if they could use the presentation in their own communities. A consensus seemed to develop that if the TIO could transfer the whole production, including a voice track of Mr. Danish's narration, onto film, the broadcasters would have a usable public-relations tool. By a show of hands, however, a majority registered themselves as dissatisfied with its length (almost an hour). Mr. Danish said that the presentation was about as compressed as the TIO could make it ("The script was mas-

saged more than any guy walking up 42d Street") but that rather than snip off pieces here and there "we'd take out one whole section—maybe the one on programming—to shorten it" to 20 minutes or so.

On pay cable, Mr. Elliott chided the station executives for closing their eyes to the dangers of siphoning by pay TV of top sports events and of movies such as "Cabaret" and "The Sting." He said that the entrepreneurs of this week's Ali-Frazier fight expect to take in \$17 million on the one night's closed-circuit presentation. "Since the TV rights to the whole NFL season come to only \$47 million," he continued, "you can see how vulnerable existing sports attractions would be if the FCC relaxes its rules."

Mr. Elliott also said that the present total of 100,000 homes wired for pay cable represents a 600% rate of growth over the past 10 months. Broadcasters, he concluded, should get local community groups to support the industry's antisiphoning stand and give more of their air time to debates on the future of pay cable, to make the public more aware of this issue.

The final speaker, Mr. Ebel, after clicking off a series of slides on the technology of satellite transmission, said direct satellite-to-home transmission was possible right now but that it would cost about \$8 billion for one satellite source to reach every home in the U.S. compared to \$4 billion for one terrestrial source using standard over-the-air facilities (and \$21 billion for a terrestrial source using only cable). He also said that "operational problems" have "thrown into limbo" any plans by the networks to bypass AT&T and beam their signals to affiliated stations by means of satellites. But someone in the audience reminded Mr. Ebel of another reason: AT&T lowered its rates when the networks began seriously looking into the possibility of satellite transmission.

A possibility that the FCC may act on standards for quadrasonic FM broadcasting by the spring of 1976 was suggested by Byron Fincher, manager, RCA

communications system division, at the opening engineering session. He and George Bartlett, NAB engineering vice president, noted that quad systems proposed by five companies are being field-tested at KIOI(FM) San Francisco under the aegis of the National Quadrasonic Radio Committee (BROADCASTING, Oct. 21). Mr. Fincher said the committee hoped to get the test information to the FCC by February or March 1975, and that perhaps the FCC could act by "a year from the NAB convention" next April.

Mr. Fincher, who noted that two of the systems currently being field-tested were proposed by RCA, said RCA hoped soon to field-test its AM stereo system, after the quad tests are out of the way.

Pierce in, Schwartz out as ABC regroups

Network TV chief is succeeded by number-two man and is appointed head of expanded Leisure Group

In a startling high-echelon shuffle, ABC installed Frederick S. Pierce as president of ABC Television last week and sent Walter A. Schwartz, a 19-year veteran of broadcasting, from that post to the presidency of a new nonbroadcast subsidiary.

The changes, elevating the 41-year-old Mr. Pierce to ABC's top TV rung and putting Mr. Schwartz into the new post of president of ABC Leisure Group II, were effective immediately. Less than 24 hours after they were announced by ABC Inc.'s Chairman Leonard H. Goldenson and President Elton H. Rule last Tuesday afternoon, Mr. Pierce was breaking into his new job and Mr. Schwartz was reported to be visiting the wildlife preserve near Washington that is part of his own new preserve.

ABC officials did all they could to discourage speculation that the changes—



Motivator. Dr. Herb True, who makes a mini-career out of NAB meetings, puts across a point and a punch line.



Teacher. Ted Chambron, vice president for Chuck Blore Creative Services, leads delegates through the creation of a radio spot.

QUALITY TALKS FOR WCCO

Minneapolis, Minnesota



Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.

Continental Electronics

CONTINENTAL ELECTRONICS MFG. CO.
BOX 17040 DALLAS, TEXAS 75217

PUBLIC NOTICE

The City of Cohoes, in Albany County, New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with the "Requests for Proposals" available from the undersigned.

Applications will be accepted at the City Clerk's Office, City Hall, Cohoes, New York until twelve o'clock noon on Monday, January 6, 1975.

Each package shall be clearly labeled "Cable Proposal" and shall be mailed by registered mail, return receipt requested. All applications received will be available for public inspection during normal business hours at the City Clerk's Office, City Hall, Cohoes, New York.

Marion M. Wonderford
City Clerk
City Clerk's Office
City Hall
Cohoes, New York 12047
237-7811, Extension 39

or others, announced one day earlier, in the ABC Entertainment division—were related to the ratings crisis ABC-TV has experienced this year, particularly in its Friday and Saturday-night line-ups.

The original ABC Leisure Group, under President I. Martin Pompadur, has expanded to the point where "the time [is] right to implement our original plans to create a second Leisure Group to insure orderly development and future growth in these important areas," Messrs. Goldenson and Rule said in a joint statement. "We are fortunate to have an executive with Wally Schwartz's wide skills to move into this key position."

ABC Leisure Group II under Mr. Schwartz—who will be 51 years old next Thursday (Oct. 31)—will consist of ABC Theaters, headed by President P. Harvey Garland and composed of 267 motion-picture theaters in 11 Southeastern and Southwestern states; ABC Scenic and Wildlife Attractions, headed by President John Campbell and including Silver Springs and Weeki Wachee Spring in Florida, the Wildlife Preserve at Largo, Md., and the Historic Towne of Smithville, near Atlantic City, and the Silver Springs Bottled Water Co. in Florida, also headed by Mr. Campbell.

Mr. Pierce has been senior vice president of ABC Television since January and in that post, spokesmen said, he has been in effect the division's number two executive, after Mr. Schwartz. Messrs. Goldenson and Rule emphasized his "broad administrative and creative abilities" and said "he has played a major role in all management decisions of ABC Television since the division was established in 1972. Before that he was an important contributor to the leadership that directed the significant progress of the ABC Television Network." He will have under him the same divisions Mr. Schwartz had: ABC-TV network, ABC-owned TV stations, ABC Entertainment, ABC Sports and ABC Television Planning and Development.

Mr. Pierce joined ABC in 1956 in research, became supervisor and then manager of audience measurements in 1957 and 1958 and director of research in 1961, adding sales development to his research responsibilities in 1962 and then, also in 1962, becoming director of sales planning and sales development. He has been a vice president since 1964, was national director of sales for ABC-TV from 1964 to 1968, subsequently vice president in charge of planning and development for ABC Television and later, along with that, assistant to the president of ABC Television.

Last week's announcement said Mr. Pierce would be nominated to—and Mr. Schwartz would continue to serve on—the ABC Inc. board of directors.

Mr. Schwartz had been president of the ABC Radio network for five years when he was named president of ABC Television in July 1972. It was under his leadership that ABC Radio's four-network concept was introduced and established. Before that, he had managed ABC's WABC(AM) New York. He entered radio at WWJ(AM) Detroit in 1955, subse-

quently served with Westinghouse Broadcasting Co.'s Radio Advertising Representatives in Detroit and in Westinghouse station posts before joining ABC in 1963.

Like Mr. Schwartz, Mr. Pompadur moved to the ABC Leisure Group from the broadcasting side. He had been vice president and assistant to President Rule, in effect Mr. Rule's chief of staff. As president of what now becomes ABC Leisure Group I, he will continue to be responsible for ABC Records and music publishing, Anchor Records and music publishing (London), ABC Record and Tape Sales Corp., ABC retail music stores, ABC farm publications, ABC leisure magazines, *Modern Photography* and *High Fidelity* and related publications, and ABC Entertainment Center in Century City, Los Angeles.

Other ABC changes last week were in the ABC Entertainment division under President Martin Starger. They were designed to take up the slack created by the departure of Barry Diller as chief prime-time program executive to become chairman of Paramount Pictures and, as ABC sources had predicted, involved promotions and reassignments of functions (BROADCASTING, Oct. 14). The changes:

Edwin T. Vane, vice president and national program director, becomes senior vice president and national program director. Michael D. Eisner, vice president for program development/production, becomes vice president, prime-time series television; Anthony D. Thomopoulos, vice president, prime-time TV programs, New York, becomes vice president, prime-time television creative services; Anthony Barr, director and general program executive, becomes vice president, prime-time current series; Dennis E. Doty, director of morning program development and executive assistant to President Starger, becomes vice president, morning programming; Michael Brockman, director of daytime programming, becomes vice president, daytime programming.

Brandon Stoddard continues as vice president, motion pictures for television, and Alan R. Morris continues as vice president, legal, production and financial administration.

\$14-million rebate sought by AT&T

**Bell companies ask FCC
as well as claims court, for refund
of filing fees paid since mid-1970;
more comments on fee rulemaking**

AT&T has added its name to the list of those seeking refunds of filing fees from the FCC (BROADCASTING, June 24). The request is for \$14 million.

The Bell companies have petitioned directly to the FCC for a refund of all filing fees paid since August 1970, when the last fee schedule was adopted by the commission. AT&T has also submitted a refund request to the U.S. Court of Claims, the usual recourse of those seeking refunds.

AT&T explained its dual request was

based on its belief that the FCC has the means to refund the fees. AT&T attached to its refund petition a Justice Department motion to dismiss earlier suits submitted to the Court of Claims in which Justice had argued that those seeking refunds had not exhausted all administrative remedies, specifically pointing to provisions of Title V of the Independent Offices Appropriations Act, the Communications Act and the General Accountant's Office policy and procedures for federal agencies. Justice made the point that there are two possible accounts at the FCC from which it could make such refunds: "fees, suspense, FCC" and "the permanent annual appropriations for refund of moneys received and covered" established by Congress.

In developments related to the filing fee controversy, Cablecom General Inc. and several broadcast licensees last week filed comments on the proposed rulemaking to outline a new fee schedule (BROADCASTING, Aug. 19), despite the commission's order extending the due date on such comments from Oct. 21 to Nov. 4.

McCoy Broadcasting Co. (licensee of KHON-TV Honolulu, KHAW-TV Hilo, KAH-TV Wailuku, all Hawaii; KYXI[AM] Oregon City and KGON[FM] Portland, both Oregon) and XYZ Television Inc. (licensee of KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado) contended that many of the proposed fees were invalid in view of the Supreme Court's postulate that only procedures that show a "direct benefit to the recipient" can be recovered by fees. The Supreme Court had struck down the old fee schedule in the case of National Cable Television Association vs. U.S. (BROADCASTING, March 11).

The broadcasters took issue with the proposed fees to cover hearing costs, since they believe any benefit derived is for the public and not the licensee. While the broadcasters noted that comparative hearings may be the exception, they added that the loser in a comparative hearing certainly gains no benefit and the winner is already paying grant fee applications.

With respect to assignment and transfer fees, the broadcasters admitted the benefit derived, but contended it is not related to a station's gross revenues, the basis the FCC has proposed to use for fee computation. (Previously, fees were based on 2% of the total sale price; the proposed charge is a fixed percentage of the annual gross revenues of the station over the preceding three years.)

Additionally, the broadcasters said that the FCC proposal to include, for the first time, grant fees on assignments and transfers ordered in wills would be "unwise," since it would interfere with estate planning which often has charitable aims.

Cablecom General Inc. attacked the whole scheme of FCC fees on cable systems as invalid under the commission's statutory regulations. Cablecom argued that, unlike broadcasters who utilize a scarce resource, the electronic spectrum, cable does not, and therefore should not be under FCC dictates. Addressing its remarks to the fee schedule issue, Cablecom—like the broadcasters—used the

phrase "value to the recipient" as a defense against most of the proposed fees. According to Cablecom, most procedures accrue no benefit to cable operators and are intended only to help broadcasters. The one exception, Cablecom suggested, is the proposed filing fee regarding microwave service. Cable antenna relay service (CARS) applications do directly benefit cable and accordingly should be charged for, Cablecom concluded.

Civic goes to mat in Dallas-Fort Worth

Still trying to block renewals of seven stations and sales of three, it appeals to court

Civic Telecasting Corp. has gone to court in its effort, now three years old, to block the renewals of major Texas broadcast properties and the sale of three of them.

The renewal applications at issue are those of A. H. Belo Corp.'s WFAA(AM) and KZEW(FM), both Dallas, Beaumont Television Corp.'s KDFM-TV Beaumont, the Times Herald Printing Co.'s KDFW-TV Dallas, and Carter Publications Inc.'s WBAP(AM), KSCS-FM and WBAP-TV, all Fort Worth.

The proposed sales involve the disposal of Carter's properties. In one sale, Capital Cities Communications Corp. would acquire the radio stations for \$10 million; in another, LIN Broadcasting would pick

up the television station for \$35 million. Also involved in the agreement with Capcities is the sale of the *Fort Worth Star-Telegram* and two suburban newspapers for \$64.5 million.

And the appeal, filed with the U.S. Court of Appeals in Washington, may jeopardize the sales. The sales contract deadlines, which have already been extended, now call for consummation by Oct. 31. Although the parties could complete the sales, barring a stay order by the commission or the court, the principals were considering last week the question of whether they should proceed.

The commission renewed the stations' licenses and approved the sales on May 16, rejecting Civic's petitions to deny on the ground of alleged antitrust violations.

Civic's principals—two brokers—had originally filed antitrust suits in 1970 in court in Texas against Belo and Times Herald. Carter was joined as a co-conspirator. Later, Civic filed its petitions against the license and assignment applications, raising the same issues involved in the court suit, which was eventually settled out of court.

Civic's court appeal grows out of the commission's denial of a petition for reconsideration directed to the renewal and assignment of the Carter licenses. Civic contended that it had been unable to perfect its pleadings in the case because of restrictions on the use of discovery that the Texas court imposed in the antitrust suit.

Civic, in its appeal, has asked the ap-

TAPECASTER

X-700RP

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

Net price \$635.00

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



TAPECASTER TCM, INC.

Box 662 • 12326 Wilkins Avenue, Rockville Maryland 20851
Area Code 301 881-8888

peals court to set aside the commission's orders on the ground they were issued without full disclosure or consideration of matters of decisional significance.

Meanwhile, Civic's principals, under the name of Maxwell Broadcasting, are pursuing another course in their opposition to Belo's applications. They filed competing applications for the facilities of WFAA-KZEW (BROADCASTING, Sept. 9).

Belo's license for WFAA-TV also faces a challenge. The competing application was filed by a group of local businessmen under the name of Wadeco Inc.

Greater Media buy in Philadelphia OK'd

FCC clears way by rejecting complaints that WPEN-AM-FM discriminated in employment practices

The FCC has approved the sale of WPEN-AM-FM Philadelphia, filed last winter (BROADCASTING, Jan. 21). Simultaneously, the commission dismissed petitions to deny both the stations' license renewals and assignment of license. Petitioners had alleged discriminatory employment policies and practices of the licensee, William Penn Broadcasting Co.

The petition to deny license renewals was submitted July 3, 1972, by Janet C. Wittaker and others in a joint filing directed at 28 Philadelphia area broadcasters including WPEN-AM-FM. The com-

mission rejected the petition explaining: "To challenge a licensee's employment policies and practices a petitioner must demonstrate with some degree of specificity that such practices contain barriers to equal employment opportunity."

Concerned Communicators, a Philadelphia black citizens group, filed the petition to deny the assignment of license from Penn Broadcasting to Greater Philadelphia Radio Inc., a subsidiary of Greater Media Inc., for \$4.3 million.

Greater Media owns or has principal interest in WTCR(AM) Ashland, Ky.; WGAY(AM) Silver Spring, Md.; WGAY-FM Washington; WVQM(FM) Huntington, W. Va.; WGSM(AM) Huntington and WCTO(FM) Smithtown, both New York; WCTC(AM)-WQMR(FM) New Brunswick, N.J.; WHNE(FM) Birmingham, and WQTE(AM) Monroe, both Michigan. Principals in Greater Media, John L. Rosenmiller and Peter A. Bordes, also control WESO-AM-FM Southbridge, Mass.

Concerned Communicators alleged that the grant of the assignment of license would deny blacks an opportunity to obtain ownership of broadcast facilities in Philadelphia and would reward an "undeserving licensee" who had violated equal employment regulations.

The commission again dismissed the petition for lack of specifics.

WPEN is full time on 950 khz with 5 kw; WPEN-FM is on 102.9 mhz with 50 kw and antenna 420 feet above average terrain.

Changing Hands

Announced

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

■ **WOWI(FM) Norfolk, Va.:** Sold by Brinsfield Broadcasting Co. to Metro Communications Corp. for \$765,000. Principals in seller are J. Stewart Brinsfield Sr. and son, J. Stewart Brinsfield Jr. (100% together). Principals in buyer are L. E. Willis (55%), his son, L. E. Willis Jr. (25%), and wife, Hortense E. Willis (20%). Mr. Willis Sr., is president of Atlantic National Bank in Norfolk and owns Tidewater Radio Show Inc., applicant for purchase of wwoc(AM) Portsmouth, Va. (see below). Wowi(FM) is on 102.9 mhz with 50 kw and antenna 470 feet above average terrain.

■ **Wwoc(AM) Portsmouth, Va.:** Sold by Baron Communications Inc. to Tidewater Radio Show Inc. for \$365,000. Principals in seller are Ralph J. Baron (90%) and George Lund (10%), who own WENZ(AM) Highland Springs, Va. Mr. Baron and his wife also had 50% interest in WCUM-AM-FM Cumberland, Md., which was recently sold (BROADCASTING, Sept. 30). Principal in buyer is L. E. Willis (100%) who is also principal in Metro Communications Corp. which is buying wowi(FM) Norfolk, Va. (see above). Wwoc is on 1400 khz with 1 kw day and 250 w night.

■ **KERN(AM) Bakersfield, Calif.:** Sold by Urner-Norman Broadcasting Co. to Brandon-Robison Broadcasting Corp. for \$400,000. Principals in seller are Edward E. Urner and James L. Norman. Mr. Norman also owns KSEE(AM) Santa Maria, Calif., which he is selling (see below). Principals in buyer are Anthony S. Brandon, vice president (35%), John H. Robison Jr., vice president-treasurer (25%) and Charles Rowe Coley (25%). President but nonstockholder of buying corporation is Mr. Brandon's father, Lawrence Brandon, whose interests include KPCC(AM) Pasadena, Calif.; KUXL(AM) Golden Valley, Minn.; WTBE(AM) Mineola, N.Y.; WARO(AM) Canonsburg, Pa.; and WYLO(AM) Jackson, Wis. KERN is on 1410 khz with 1 kw fulltime.

■ **KSEE(AM) Santa Maria, Calif.:** Sold by James L. Norman to Cal-Coast Broadcasters for \$150,000. Principal in buyer is Buddy Black (100%), consultant and former general manager of WLTD(AM) Evanston, Ill. KSEE is daytimer on 1480 khz with 1 kw.

■ **KBCL-AM-FM Shreveport, La.:** Sold by Good Music Inc. (Bernice A. Childs [25%], Kirke Couch [25%], Armand E. Daigle [25%], Bernice Claire Martin [12.5%] and Alvin Childs Jr. trust [12.5%]) to Harold G. Evans, Edwin Jones, Don Murry and others for \$350,000. Mr. Murry (5.4%) has construction business; Mr. Jones (10.7%) has interests in real estate and insurance; Mr. Evans (8.6%) has served as general manager and sales manager for several Shreveport area radio stations. KBCL is daytimer on 1220 khz with 250 w. FM



See you at all of the NAB's

SOUTHEAST
\$250,000

Good owner-operator situation. Daytimer in rapidly growing, progressive market. Flexible downpayment terms.

BLACKBURN & COMPANY, INC.

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

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30361
400 Colony Square
Suite 510
(404) 892-4655

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

74-51

is on 96.5 mhz with 100 kw and antenna 250 feet above average terrain.

KSBY-FM San Luis Obispo and **KSBW-FM** Salinas, both California: Sold by Central California Communications Corp. to Forrest Communications Corp. for \$332,500. Principal in seller is John Cohan estate which owns **KSBY-TV** San Luis Obispo and **KSBW-TV** Salinas. Principals in buyer are Robert A. Forrest and wife. Grace, who also control **KDON(AM)** Salinas. Mr. Forrest is president and director (no equity) of **WNDR(AM)** Syracuse, N.Y., and has coffee importing business in New Jersey. **KSBY-FM** is on 93.3 mhz with 30 kw and antenna 1,220 feet above average terrain. **KSBW-FM** is on 102.5 mhz with 18.5 kw and antenna 2,420 feet above average terrain.

▪ **WPTS(AM)** Pittston, Pa.: Sold by Midway Broadcasting Co. to Ward Broadcasting Corp. for \$250,000. Principal in seller is Mrs. A. W. Fiorani. Principal in buyer is James F. Ward (100%), general manager of **WBAX(AM)** Wilkes-Barre, Pa. **WPTS** is daytimer on 1540 khz with 1 kw.

▪ **WVIC-AM-FM** East Lansing, Mich.: Control (59%) of licensee, **WGSB** Broadcasting Co., sold by Bob Sherman (30%) and others to James A. Morse for \$200,746. Mr. Morse is real estate investor and former freelance radio-TV announcer in New York, Michigan and Minnesota. **WVIC** is daytimer on 730 khz with 500 w; **WVIC-FM** is on 94.9 mhz with 20 kw and antenna 250 feet above average terrain.

Approved

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

▪ **WPEN-AM-FM** Philadelphia: Sold by Penn Broadcasting Co. to Greater Philadelphia Radio Inc. for \$4.3 million (see opposite page).

▪ **KRGV-FM** Las Vegas: Sold by Gilday Broadcasting Co. (Donald S. Gilday and Louis G. Hess) to Broadcasting Associates for \$561,399. Principal in buyer: Steven Gold (51%), president of **KBMI(AM)** Las Vegas. **KRGV-FM** is on 101.9 mhz with 20 kw and antenna 41 feet above average terrain.

▪ Other sales approved by the FCC last week include: **KPLS(AM)** Santa Rosa, Calif.; **KAUS(AM)-KAAL-FM** Austin, Minn.; **WGIS-AM-FM** Gouverneur, N.Y.; **KURV(AM)** Edinburg, Tex.; **KGNB(AM)-KNBT-FM** New Braunfels, Tex. (for details, see page 44).

Ridders spin stations out of Knight merger

The broadcast properties owned by Ridder Publications Inc. have been transferred to corporations controlled by the Robert B. Ridder family in a voting trust to clear the way for merger of the Ridder newspapers with Knight Newspapers Inc. (**BROADCASTING**, July 15), scheduled for consummation Nov. 29. The transfers, approved by the FCC last week, enable the Ridders to retain control until

the properties are sold to others.

Involved in the transfers are a 26% interest in **WCCO-AM-FM-TV** Minneapolis and 100% of **KSSS(AM)** Colorado Springs; **WDSM(AM)** Superior, Wis., and **KSDN(AM)** Aberdeen, S.D. Ridder sold **WDSM-TV** Superior to RJR Communications for \$1.5 million a month ago (**BROADCASTING**, Sept. 23).

Knight Newspapers holds a 45% interest in Group One Broadcasting Co., which owns **KLZ-AM-FM** Denver; **WAKR-AM-TV** and **WAEZ(FM)** Akron, Ohio; **WONE(AM)-WTUE(FM)** Dayton, Ohio, and **KBOX(AM)-KTLC(FM)** Dallas. The majority interest in Group One is held by Roger G. Berk and Associates. The Knight broadcast holdings are excluded from the merger with Ridder Publications.

Point of law

Did Congress erase lowest-unit-rate and reasonable access amendments to Communications Act in passing new campaign reform bill?

FCC lawyers were wondering last week whether Congress, in its new campaign reform law, had inadvertently removed the FCC's power to revoke broadcast licenses for willful or repeated denial of broadcast access to political candidates (**BROADCASTING**, Oct. 21). But a Senate staffer, who participated in drafting the reform measure, said that the FCC au-

thority is still on the books, untouched by the new law.

At issue is the interplay of two laws: the Communications Act of 1934 and the Federal Election Campaign Act of 1971. The latter amended the former to give the FCC authority to revoke licenses for denial of reasonable access to candidates and to guarantee candidates the lowest unit rate for broadcast advertising. The newer campaign act, signed two weeks ago, repealed the section of the 1971 law that contained the Communications Act amendments. Did it also repeal the amendments to the Communications Act?

The answer is "no," according to James Duffy, chief counsel of the Senate Subcommittee on Privileges and Elections. Altering the 1971 law did not affect its changes in the Communications Act, which now can be changed only by explicit amendment.

An FCC lawyer admitted he may be sounding a "false alarm," but would feel "a lot more comfortable if I could find something in case law about that." He added, however, "I would tend to defer to Mr. Duffy's interpretation at this point."

The new law was signed by President Ford Oct. 15, although the President expressed reservation about using federal funds to finance presidential campaigns. He was also concerned that limiting contributions might infringe on First Amendment guarantees of freedom of expression.

EXCLUSIVE

Live the good life in rural America. This is an owner/operator property, beautifully equipped with automation and compact easy to operate studio facilities. Advertising Dollars competition is minimal.

Equipment alone worth **\$65,000**. Total price only **\$125,000** cash. Some local financing can be arranged.

FOR THE MAN WHO WANTS HIS OWN SMALL OPERATION, WITH PLENTY OF TIME FOR RELAXATION AND COUNTRY LIVING.

**Contact Dan Hayslett
Dallas Office**

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

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

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

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

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

Brokers of Newspaper, Radio, CATV & TV Properties

TVP®

**is a registered trademark
of the Archer Daniels Midland
Company for our brand of
Textured Vegetable Protein.**

**Please don't use our trademark as a
generic term or abbreviation.**

We're proud of our trademark. TVP® designates our brand of textured vegetable protein. TVP® is the original textured vegetable protein, and is a patented product—U.S. patent number 3,488,770.

While there are many textured vegetable proteins, there is only one TVP® brand. Please assist us in seeing that our trademark is not mis-used.



ADM
ARCHER DANIELS MIDLAND COMPANY
Decatur, Illinois 62525

Not just another hotel on Madison Avenue. But a Knott Hotel.

Best place on or off the Avenue for the communications industry to communicate. For when you've got to stay in town overnight. And when you and your wife want to do the town on a weekend. Two and three room suites for corporate use, too. With the Barberry Room where you can really commune over luncheon and dinner.

NEW YORK CITY

THE *Berkshire*
HOTEL

Madison Avenue at 52nd Street
(212) 753-5800

(Ask about our special weekend plan.)



Out-of-town reservations: Call toll-free in the
Continental U.S. (except Fla.): 800-327-3384.
In Fla. call collect: (305) 655-4101.

Media Briefs

Five aboard. ABC has acquired five new radio affiliates: WHDH(AM) Boston, American Entertainment Network; KING(AM) Seattle, KKDJ(FM) Los Angeles and KGW(AM) Portland, Ore., all on American Contemporary Network; WKTK(FM) Catonsville, Md., American FM.

Contested. Two pending station sales at FCC have been challenged. Bilingual Bicultural Coalition on Mass Media has filed against sale by Avco Broadcasting of WOAI(AM) San Antonio, Tex., to Clear Channel Communications Inc., charging that Clear Channel failed to negotiate in good faith with coalition and, questioning its ascertainment efforts, programming and EEO proposals. And Cascade Broadcasting Corp., which is awaiting final purchase agreement for KBIF(AM) Fresno, Calif., filed against sale by KIRV Inc. of KIRV(AM) Fresno to New Life Broadcasting. Cascade claims Jim Patterson, principal in New Life, failed to disclose his prior interests in KBIF. Cascade says that although Mr. Patterson had no equity in KBIF, his parents were full owners.

Crutchfield, Taylor appointed. Charles H. Crutchfield, president of Jefferson-Pilot Broadcasting Co., Charlotte, N.C.-based group owner, has been named chairman of communications committee of National Commission on World Population. Commission is working with various arms of government to promote awareness of problems connected with global population growth rate. Mr. Crutchfield, appointed to commission earlier this year by former President Nixon and reappointed by President Ford, announced last week that Arthur R. Taylor, president of CBS Inc., will serve on communications committee.

Helping hand. CBS Inc. will underwrite full-tuition scholarship, plus salary and benefits, to minority company employee to attend Columbia University Graduate School of Business in New York, for master's degree in business administration. Selected by company scholarship committee, minority employee must have bachelor's degree or equivalent preparation.

WEBB fined maximum

A fine of \$10,000 has been levied against WEBB(AM) Baltimore for numerous technical violations and for failure to file ownership and financial reports. Technical violations included operation with unauthorized modes and powers, operation with parameters at variance without authority, failure to measure monitoring point field intensities and failure to make equipment performance tests. WEBB cited flood problems and the previous licensee's actions as responsible for the violations. But the commission said the forfeiture took all mitigating circumstances into consideration and was assessed because of WEBB's failure, over a period of months, to take effective steps to resolve the problems. WEBB has 30 days to appeal.

Programming

Gainers, losers go at it again on access question

**As FCC reconsiders prime-time rule
NAB panelists variously assert
it will wreck or save television**

The FCC's prime-time access rule got another going-over from four divergent quarters last week in a panel session at a fall conference of the National Association of Broadcasters.

Joel Chaseman, president of the Post-Newsweek Stations, said 61% of the TV stations in the U.S. would prefer that the rule "continue in some form," according to a survey made by his company.

Speaking at an NAB fall-conference seminar last Tuesday morning (Oct. 22) in New York (also see page 25), Mr. Chaseman added that 72% of the sample (90 stations participating out of 120 that were queried) regarded the access rule as "economically beneficial." In addition, 63% of the sample, he said, use three or more programming sources for their access periods and 41% "produce at least one access program locally."

Reinforced by these statistics, the Post-Newsweek stations support the access rule and, in Mr. Chaseman's words, "encourage the FCC to continue it for at least five more years."

Taking issue with Mr. Chaseman, Kent Replogle, president of Metromedia's TV stations, called on the FCC to repeal the rule. "The access rule is working to the detriment of independent stations," he said, by giving a quantity of salable 30-second spots to network affiliates in the top-50 markets, he said. "This new inventory," he added, "increases the network affiliates' share of the advertising dollars in these markets, and gives them a big competitive edge over the independent stations."

But a third panelist, Katrina Renouf, a Washington attorney who has represented program syndicators who want the rule retained, said the rule had meant "increased profits" to stations and had produced stations "to do more local news and public-affairs shows" in time now denied to network programming.

Rebutting that point, Edward Bleier, the seminar's fourth panelist, a vice president of Warner Bros. TV, said his statistics showed that "of the 2,100 half-hours of new access time that the rule made available to stations, only 120 are being used for local public-affairs shows, which is less than a half-hour per week on the average." But Mr. Chaseman jumped in to say that when local news is added to the equation, "33.9% of the access periods are being taken up with either news or public affairs."

And to Mr. Bleier's complaint that drama and comedy shows have all but vanished from the access time periods because they are more expensive to do than, say, game shows, Mr. Chaseman

offered the following comeback: "Opening grass-roots employment opportunities in television to community people at local stations across the country" and "creating an open marketplace in prime-time" are "of more importance to the future of television than protecting the financial interest of the six major producers [Universal, Columbia, Warner Bros., Paramount, 20th Century-Fox and MGM] who are more comfortable selling their wares to three network decision makers than in competing for customers in the hurly-burly of first-run syndication."

Mr. Bleier insisted, however, that Warners tried a couple of prime-access shows which failed for lack of placement on the owned station of ABC, CBS and NBC. "In effect," he said, "the rule has increased the networks' control over programming rather than decreasing it. The only difference is that the action in this case has shifted to the owned stations rather than to the networks themselves."

But Ms. Renouf said that "access programming is generating very high revenues—the kind of revenues that could easily support big-budget network-type programs. The main reason there are so many cheaper shows in the access period is that there's no assurance the rule will be kept." No major studio, she continued, wants to make a costly access-show commitment if the rule might be abolished in a year or two.

Ms. Renouf also cautioned the broadcasters in the audience that if the access rule were repealed "government inter-



Focus on programing. The National Association of Television Program Executives is providing program panels at each of this year's NAB regional meetings. Last week, at the first, the subject was prime-time access. The participants (l to r): Joel Chaseman, president of Post-Newsweek Stations; Katrina Renouf, of the Renouf, McKenna and Polivy law firm; Henry Gillespie, executive vice president of Viacom International; Edward Bleier, vice president, Warner Brothers Television, and Kent Replogle, president, Metromedia Television Stations.

vention into your affairs could get worse instead of better. The FCC could end up dictating and specifying the kinds of programming and the exact time slots they should go in, instead of just giving you some extra half-hours, as the access rule does."

Henry A. Gillespie, executive vice president of Viacom, was moderator of the session, which was presented by the National Association of Television Program Executives. NATPE leaders will also present TV sessions at the other NAB fall conferences, an innovation this year.

Head of independent producers goes before IRTS to plead the case for retention of prime-time rule

The prime access rule was defended last week by Giraud Chester, chairman of the executive committee of the National Association of Independent Television Producers and Distributors.

Mr. Chester, who is executive vice president of Goodson-Todman Productions, New York, appeared before the International Television and Radio Society "Newsmaker" luncheon in New York to rebut the argument of Jack Va-

Consultants to Management on Executive Recruitment

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

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



Mike Walker
BROADCAST
DIVISION



Rick Davenport
BROADCAST
DIVISION



Fred Harms
CATV
DIVISION



Carl Young
NEWSPAPER
DIVISION

Ron Curtis & Company

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

lenti, president of the Motion Picture Association, who urged the repeal of the rule in a speech before the IRTS three weeks ago (BROADCASTING, Oct. 7). Mr. Chester insisted the rule has achieved its purpose of reducing network dominance of prime time.

Mr. Chester contended that once the rule is given stability, it will begin to achieve some of its other objectives: increases in program diversity, production ventures and local live programming.

He emphasized that none of the "dire forecasts" made at the time the rule went into effect had materialized. He said sets-in-use did not decline during the access periods; programs were made available; stations made money rather than losing it and networks simply eliminated the weakest entries in their schedules.

Mr. Chester said that opposition to the rule has weakened. The strongest opponents remain the major Hollywood studios, which, he said, are "perfectly free to produce programs for the prime-access market."

Mr. Chester reminded his audience that the U.S. Court of Appeals last June 18 enjoined the FCC from implementing a modification of the rule. The FCC has the rule under review.

"If the commission revokes the rule, the NAITPD will be back in court, as the court invited us to return," said Mr. Chester.

Pioneering is hard for woman in booth on CBS-NFL football

Giant and Redskin fans protest Chastain color commentary

Jane Chastain said last week she was surprised when CBS assigned her to do color on three of its NFL Sunday games shortly after hiring her last month as the first full-time woman sports reporter on the TV networks.

But she was not surprised at the torrent of "What in the hell is a girl doing commenting on pro football?" phone calls that have greeted each of her three network appearances, particularly her back-up work (as third banana to Brent Musburger and Pat Summerall) on the New York Giants-Washington Redskins game



Chastain

Sunday, Oct. 20. On that day, according to a network spokesman, WCBSTV New York logged 600 calls complaining about Ms. Chastain's incursion into a hitherto all-male preserve and WTOP-TV Washington counted 270 negative calls.

"I really expected that kind of reaction," she said. "I've been putting up with it throughout my 13 years of doing sports on three different TV stations." Starting out as an actress-model in Atlanta, she drifted into sports reporting on WAGA-TV Atlanta because "I've always loved the outdoors, and I've played just about every sport there is to play."

She later moved to WRAL-TV Raleigh, N.C., and for the past six years has been the regular sports reporter on WTVJ (TV) Miami's newscasts. At WTVJ (a CBS affiliate), she came to the attention of the sports brass at CBS by moonlighting on the *CBS Morning News*. (While holding down the network job she will continue to live in Fort Lauderdale, Fla., with her husband and will do occasional sports features on WTVJ.)

CBS's assigning her to pro football and to its NBA basketball games (she was slated to do pre- and post-game interviews and fan reaction on yesterday's [Oct. 27] Seattle at Portland game) is "a deliberate attempt on the network's part to make their sports coverage lighter," she says. Which is why she can shrug off the criticism of columnists like the *Washington Post's* William Barry Furlong, who, discussing her work on the Giants-Redskins game, said, "She exalted the trivial and the inane" and "indulged TV's gift for the obvious."

"It's so easy to write a negative col-

umn," she said, but then added: "Of course, I'm not completely pleased with my work on the football games so far. I still haven't got my timing down yet, and I have to worry about stepping on the analyst's toes. Even though I'm quite familiar with the ins and outs of the game, I don't want to get too technical because then I'll be put down as a know-it-all."

"The main thing, though, is to get away from the very straight, serious Ted Baxter-type of approach. I don't mean turning it into a circus or a happy-talk newscast, but what's wrong with being more conversational and having a little fun?"

Program Briefs

Braves on regional TV. Syndicable Inc., New York, has set up regional network of six upstate New York TV stations to carry 15 road games of Buffalo Braves of National Basketball Association. WBEN-TV Buffalo, N.Y. is key outlet. Genesee Beer, Freezer Queen, Savings Bank Association of New York State and Loblaw food chain are among major sponsors.

Experts from three fields. E.B.A. Distributing, Los Angeles, has been formed by Bill Andrews, formerly director of sales for KABC-TV Los Angeles; Alvin Eicoff, president of A. Eicoff & Co., Chicago agency, and Seymour Borde, film distributor. They are president, vice president and secretary-treasurer, respectively, of E.B.A. First assignment will be distribution of animated film, *Journey Back to Oz*, featuring voices of Liza Minelli and Mickey Rooney.

Educational née commercial. *Agronsky and Company*, public affairs show produced by Post-Newsweek Stations, will be distributed to 12 Eastern Educational Television Network stations starting Nov. 2. In line-up: WNET New York; WQED Pittsburgh; WNED-TV Buffalo, WMHT Schenectady-Albany-Troy, WCNV-TV Syracuse, WSKG Binghamton, WXXI Rochester, WNPE-TV Watertown, all New York; the New Hampshire Network, Durham, N.H.; Maryland Public Broadcasting Network, Baltimore; WQLN Erie, Pa., and WMEB-TV Orono, Me.

Riding high. National Telefilm Associates, Los Angeles, reports six more stations have bought off-network syndicated *Bonanza* for total of 132 stations in U.S. New stations: KBAK-TV Bakersfield, Calif.; KELO-TV Sioux Falls, S.D.; KLTATV Tyler and KTRE-TV Lufkin, both Texas; WCOV-TV Montgomery, Ala.; WAND-TV Decatur, Ill., and WOLO-TV Columbia, S.C.

Answers for inflation. RKO General Television is producing three-hour special, *Inflation: A Few Answers*, for telecasting on its WOR-TV New York and KHJ-TV Los Angeles on Dec. 10 (8-11 p.m.) Program will be produced in association with *Business Week*. Sander Vanocur will be host of special which will be produced by Al Korn, vice president in charge of programing for RKO General Television.

R. C. CRISLER & CO., INC.

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

CINCINNATI—

Richard C. Crisler, Ted Hepburn, Alex Howard
580 Walnut Street, 45202, phone (513) 381-7775

TUCSON—

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

Networks bow to FTC on regional ads

All three agree to more effort to attract nonnational TV campaigns

The Federal Trade Commission will announce today (Oct. 28) that it has accepted assurances from all three commercial television networks that they will operate regional advertising programs. The action caps a six-year FTC inquiry into alleged network discrimination against small advertisers (BROADCASTING, May 20).

In letters to the FTC, all three networks agreed to establish or continue regional sales clearinghouses, to actively solicit regional business and to attempt to match regional advertisers with one another or with national advertisers. They also agreed to keep detailed records—for FTC inspection—of regional advertising inquiries and communications and on endeavors to match prospective advertisers.

ABC wrote that it has had a regional sales manager for several years. CBS and NBC were to have begun operating their clearinghouses by the beginning of the fall TV season this year, according to their letters.

The networks said that although they would cooperate, they anticipated problems in matching up regional networks officially. For one thing, said NBC, an advertiser may have no interest in reaching all sections "naturally included" in a regional part of the national network. For another, a regional operation may require the purchase of expensive interconnection facilities and payments to affiliated stations for cut-in and switching services. Finally, NBC said, arrangements for changes from normal network distribution to regional distribution will increase the networks' administrative costs.

But the FTC said these are "minor inconveniences," far outweighed by the benefits to competition if the top-30 national TV advertisers which account for about 60% of the total network TV advertising, would participate "in regional pre-emption or cut-in procedures for a small percentage of their total advertising time."

Following a year of operation the networks are to evaluate their regional advertising clearinghouses and report back to the FTC. The establishment of regional sales offices does not dispose of any matter the FTC is currently investigating, the FTC said, "nor should it be construed to constitute an admission by the networks that any practice in which they are engaged is unlawful."

The feasibility of a regionalized network is best illustrated by some sporting events, the FTC said. "In the case of professional football telecasts, there may be as many separate regions on the network as there are teams in the league."

According to the FTC, the regional

THE BICENTENNIAL RADIO NETWORK,

in cooperation with the British Broadcasting Corporation, offers a unique opportunity to participate in the most comprehensive chronicling of Revolutionary events planned for our nation's 200th Anniversary.

Beginning March 31, 1975, the Bicentennial Radio Network will cover, in 2½-minute newscasts presented four times daily, the important happenings of the Revolution as they occurred in the 13 Colonies, England and key foreign cities.

A team of leading researchers here and in England guarantee historical accuracy. Top broadcast professionals from the United States and the BBC in London provide the highest quality production. More than 2,400 broadcasts will be produced over 6½ years. Purchase can be made on an annual basis with renewal option.

A comprehensive merchandising program for sponsors is offered, as well as publicity assistance. Series can be tailored to national or regional clients.



Write:

Thomas P. Chisman, Sr., President
or Harrol A. Brauer, Jr., Vice President
Bicentennial Radio Network
1930 East Pembroke Avenue
Hampton, Virginia 23661
Phone (804) 722-6331

UNCLE SAM WANTS TO SELL 250 H-23 HILLER TRAFFIC WATCHER-TYPE HELICOPTERS

THEY WILL GO ON THE
AUCTION BLOCK
13 NOVEMBER 1974
HILTON INN
1601 MIRACLE MILE STRIP, TUCSON, ARIZ.

These aircraft are in various conditions and are surplus to the Department of Defense.

YOU ARE ENCOURAGED TO INSPECT THE AIRCRAFT PRIOR TO SALE DATE.

ORDER FREE SALES CATALOG BY PHONE OR WRITE

DEFENSE PROPERTY DISPOSAL REGION-OGDEN

500 WEST 12TH STREET

DEPT. AC-B

OGDEN, UTAH 84401

PHONE: 801-399-7257/7853

CORPORATE NAME— — — — —

YOUR NAME AND TITLE— — — — —

STREET— — — — —

CITY— — — — — STATE— — — — — ZIP— — — — —
(COUNTRY)

sales offices will not usurp any functions traditionally performed by advertising agencies or media buying services, but are there for the use of these agencies and services.

NBC and CBS said their clearinghouse services may be used by any regional advertisers who have bought television advertising in at least four local markets in the past. Their services may not be used by national advertisers.

Children's advertising up front on ANA agenda for Hot Springs today

Mobil Oil, still smarting after network turnaround last summer, to participate in session about corporate messages on public issues

The Association of National Advertisers assembles this week for a look at some of the critical issues facing the U.S. and how they may affect the business of advertising and communications.

The occasion is the ANA's 65th annual convention. It is being held today (Monday) through Wednesday morning at the Homestead, Hot Springs, Va.

A backgrounding on "what's going on out there," subtitled "a perspective on the historical, economic and societal climates," will be provided at the opening session by Dr. Daniel J. Boorstin, director of the Smithsonian Institution; Robert R. Nathan, economist, and Norman Cousins, editor of *Saturday Review/World*.

Then the advertisers will get down to business, first in a closed meeting for election of officers and submission of reports, later for an afternoon symposium on children's advertising and other meetings and, on Tuesday morning, to assess "the new responsibilities of mass communicators."

Herbert S. Schlosser, president of NBC; Edward N. Ney, president of Young & Rubicam International, and

Andrew G. Kershaw, president of Ogilvy & Mather, are among the speakers scheduled for the "new responsibilities" session. Others are Joseph R. Slater, president of Aspen Institute for Humanistic Studies, and Vermont Royster, former Dow Jones & Co. executive and *Wall Street Journal* columnist.

Corporate advertising on public issues will be examined if not debated in one of four simultaneous business sessions Tuesday afternoon. Alfred Schneider, vice president of ABC Inc., and Herbert Schmetz, vice president of Mobil Oil, which earlier this year disputed bitterly the refusal of networks to carry Mobil's energy messages, are two of the speakers scheduled for the public-issues session; the others are John E. O'Toole, president of Foote, Cone & Belding Communications, and Gilbert H. Weil, New York attorney and ANA general counsel.

Other Tuesday afternoon sessions will deal with consumer promotions, the use of mathematical models in solving marketing problems and efforts of advertisers and agencies to develop a better rapport with students and educators.

"Changing advertiser requirements and their implications for agencies" will provide the wind-up feature Wednesday morning. Scheduled speakers are Paul C. Harper, president of Needham, Harper & Steers Advertising; David B. McCall, chairman of McCaffrey & McCall; William Mack Morris, president of Life Savers Inc., and James H. Pearce, director of corporate communications, Dow Chemical Co.

Collections of award-winning TV commercials will be shown preceding the Monday and Tuesday morning sessions.

Business Briefs

First spot splash. Five months ago Chuo Senko Advertising, New York, was formed as partnership of Benton & Bowles, New York, and Chuo Senko Advertising Co. Ltd., Tokyo, and now



International flavor. N. W. Ayer & Son has been operating under that name since its inception in 1869, but effective last Thursday, it became N. W. Ayer ABH International. Which is a mouthful, but it reflects Ayer's recent joint venture with major agencies in Britain and West Germany in a holding company known as Ayer Barker Hegeman International B.V. (Ayer, Charles Barker & Sons, London, and Werbeagentur Dr. Hege-mann, Dusseldorf). Pictured with the new corporate logo (l-r): Robert P. Zabel, Ayer president; Neal O'Connor, chairman, and Louis T. Hagopian, vice chairman. Combined worldwide billings for the agency are estimated at \$282 million.

partnership agency is reported to be launching its first broadcast campaign. Chuo Senko Advertising Inc. is reported to be lining up spot radio and spot TV effort in U.S. for Japanese client, TDX Electronics, Tokyo, for its magnetic tape division, scheduled to begin next month.

Holiday cheer. Taylor Wine Co., Hammondsport, N.Y., will launch its first network TV campaign on ABC, CBS and NBC in early December and continue through month. Spot TV also is being used in 31 markets, starting today (Oct. 28) and extending through holiday season. BBDO, New York, is agency on TV campaign for Taylor Lake County Wines and Taylor champagne that will cost \$1.3 million.

Big way. Public service time for "Great Moments" series of vignettes now being carried on TV-radio networks for benefit of United Way of America is valued at more than \$10 million. National Football League and its players have joined with United Way in preparing 65 spots, featuring gridders and being carried on all NFL telecast games.

Pushing southward. Bettis & Parks, Albuquerque, N.M., advertising agency, has opened branch at 444 Executive Center Boulevard, El Paso. Larry Bettis, B&P president, heads El Paso operation; Executive Vice President Russ Park is in charge of Albuquerque headquarters at 900 Medical Arts Avenue, N.E.

Commercial support. 3M Co., St. Paul, bought week-long campaign on network of 136 Blair-represented stations to dramatize problems of alcoholism and to advertise *Drink, Drank, Drunk*, program 3M underwrote on Public Broadcasting Service. Stations were given option of creating own spots on alcoholism in general, with reference to PBS program.

BAR reports television-network sales as of Oct. 13

ABC \$501,152,500 (30.3%), CBS \$596,281,800 (36.3%), NBC \$551,159,900 (33.4%)

Day parts	Total minutes week ended Oct. 13	Total dollars week ended Oct. 13	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	93	\$ 584,300	2,732	\$ 18,578,200	\$ 19,278,900
Monday-Friday					
10 a.m.-6 p.m.	967	10,030,000	40,661	351,904,700	302,455,200
Saturday-Sunday					
Sign-on-6 p.m.	327	9,121,000	11,511	165,008,800	154,970,900
Monday-Saturday					
6 p.m.-7:30 p.m.	95	2,762,000	4,014	84,377,100	75,924,200
Sunday					
6 p.m.-7:30 p.m.	14	827,200	554	12,743,300	12,934,700
Monday-Sunday					
7:30 p.m.-11 p.m.	402	28,711,800	16,063	898,555,400	828,393,100
Monday-Sunday					
11 p.m.-Sign-off	166	3,226,400	7,062	117,426,700	101,420,500
Total	2,064	\$55,262,700	82,597	\$1,648,594,200	\$1,495,377,500

Source: Broadcast Advertisers Reports

Study group offers plan for broadcast access to Congress

Twentieth Century Fund task force proposes that CPB key full coverage of all public sessions with networks retaining option as to amount used

An independent task force of the Twentieth Century Fund recommended last week that all public sessions of the U.S. Senate and House of Representatives be open to gavel-to-gavel coverage by television and radio, with broadcasters free to decide how much or how little coverage they would carry.

The recommendations in most respects parallel those of the Joint Committee on Congressional Operations which advised in a report (BROADCASTING, Oct. 14) that Congress set up a continuous live feed of all floor proceedings in both houses to be picked up free of charge by broadcasters and in-house monitors for a one-year trial beginning the first of next year.

The task force, headed by former FCC Chairman Frederick Ford, proposed that Congress authorize the Corporation for Public Broadcasting to arrange for broadcast coverage to be made available to all commercial and noncommercial networks as well as to other broadcasters. It also urged state legislatures to make similar arrangements for coverage.

CPB was recommended as the coverage instrument because the public might think, if Congress itself provided the coverage, "that only what the legislature believed to be the best aspects of the institution were being shown." Under the task force plan, a small number of cameras and microphones would be placed in the House and Senate chambers. These would transmit everything happening on the floors of both chambers to some central point where broadcasters could select as much or as little as they wished for broadcast.

The task force also recommended that all congressional committee sessions be opened to broadcast coverage and that some rooms be equipped so that hearings can be covered with minimum disruption for installation of temporary cameras.

The recommendations were contained in a report, titled "Openly Arrived At," that was made public at a news conference at the Fund's headquarters in New York last Thursday (Oct. 24).

The task force opposed limiting broadcast coverage to moments of high drama or controversy. "Coverage should reflect the variety of the legislative membership and of the issues it considers," the report said. "Full coverage is the best way to insure that television will not encourage demagoguery."

The proposal also encompassed limitation of equipment to prevent disruption of proceedings, maintenance of a complete video-tape or film record of con-

gressional sessions, use of the system to assist the functioning of Congress and creation of a working committee to implement the system and handle complaints.

Members of the task force in addition to Chairman Ford were Theodore Pierson, a specialist in communications law; Robert Northshield, executive producer, NBC News; Jay Iselin, president of WNET-TV New York; Julian Bond, member of the Georgia House of Representatives; Douglass Cater, director of the Aspen Program on Communications and Society; Frances Farenthold, former member of the Texas legislature; William F. May, chairman of American Can Co., and William Rusher, publisher of *National Review*.

Outside production is used in part by CBS in Castro news special

A CBS News documentary, "Castro, Cuba and the U.S.A.," broadcast last Tuesday (Oct. 22, 10-11 p.m. EDT), was the joint effort of the network (Dan Rather, correspondent, and Gordon Manning, producer) and NEC Productions, the fledgling Washington-based production company headed by Frank Mankiewicz, press secretary to the late Senator Robert Kennedy, and Kirby Jones, press secretary to Senator George McGovern in his 1972 presidential campaign.

NEC filmed three days of interviews with Fidel Castro last July. CBS News bought U.S. rights to that footage, but most of what TV viewers saw last week was material gathered on another Cuban visit early this month by NEC and CBS.

Mr. Mankiewicz was reported to be dissolving NEC after its first and only documentary. He was said to have been unaware of the general policy of all networks to produce their own news programming.

CBS gave full credit to NEC for the initiative in getting the interview.

However, the CBS documentary included only six minutes of NEC's original material, labeled as such. The program contained primarily excerpts from Mr. Rather's two-hour interview with Mr. Castro Oct. 2. Timeliness and news judgment dictated the second Cuban visit, CBS News sources explained. Mr. Mankiewicz's July interviews covered Cuba-U.S. relations during the Presidency of Richard Nixon; CBS News preferred an updating.



Yanqui, sl. CBS correspondent Dan Rather (c) in Cuba with Premier Fidel Castro and interpreter Juan Ortega.

Breaking In

Bungle in the Jungle—Jethro Tull (Chrysalis) ■ This English rock group's new single is providing it with its first top 40 success in two years. In that period, Tull has released two "concept" albums with little single potential, though the group's ability to fill this country's largest concert halls has remained constant. Among program directors contacted, Gary Berkowitz of WPRO-FM Providence, R.I., noted two principal reasons for the single's quick acceptance in several markets: the "supergroup" status of the band, and their long absence from singles charts despite continued popularity among LP buyers and concert-goers. Other stations adding *Bungle* include WRKO(AM) Boston, WGNI(AM) Wilmington, N.C., KEYN(AM) Wichita, Kan., and WGLF(FM) Tallahassee, Fla.

Fire, Baby I'm on Fire—Andy Kim (Capitol) ■ The comeback of Andy Kim seems to be firmly established with the quick acceptance of this follow-up to *Rock Me Gently*. A slick, big-production rocker much like his last effort, *Fire* was written and produced by the singer and was playlisted this week by KIKX(AM) Tucson, Ariz., KYSN(AM) Colorado Springs and KSEE(AM) Santa Maria, Calif.

Two Excellent AM-FM Facilities

Top markets with approximately \$8-million and \$17-million radio dollars respectively. Sellers will take terms and carry paper. Negotiate interest. Price: \$1.3-million and \$2-million.

Extremely Valuable Muzak Franchise: Midwest.

Income of over \$40,000 monthly represents only one third of potential customers in franchise area. Price approximately \$1-million.

La Rue Media Brokers, Inc.

RADIO TV CATV

116 Central Park South
New York, N.Y. 10019
212 265-3430

The Broadcasting Playlist™ Oct 28

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

Over-all rank		Title (length) Artist—label	Rank by day parts				
Last week	This week		6-10a	10a-3p	3-7p	7-12p	
1	1	I Honestly Love You (3:35) Olivia Newton-John—MCA	1	1	1	1	
2	2	Nothing from Nothing (2:40) Billy Preston—A&M	2	3	2	5	
7	3	Jazzman (3:43) Carole King—Ode	3	2	6	2	
5	4	Beach Baby (3:02) First Class—U.K. Records	5	5	3	7	
18	▲ 5	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	6	4	7	3	
6	6	Can't Get Enough (3:20) Bad Company—Atlantic	10	6	4	4	
4	7	Can't Get Enough of Your Love, Babe (3:15) Barry White—20th Century	4	7	5	8	
3	8	Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	7	8	8	10	
19	▲ 9	Tin Man (3:25) America—Warner Brothers	8	9	9	6	
11	10	You Haven't Done Nothin' (3:20) Stevie Wonder—Tamla	9	11	10	13	
10	11	Love Me for a Reason (3:45) Osmonds—MGM	11	13	12	12	
13	12	Sweet Home Alabama (3:20) Lynyrd Skynyrd—MCA	12	14	13	14	
20	13	Whatever Gets You Thru the Night (3:20) John Lennon—Apple	17	17	11	9	
22	14	The Bitch Is Back (3:50) Elton John—MCA	23	15	14	11	
9	15	Rock Me Gently (3:28) Andy Kim—Capitol	16	10	19	17	
8	16	I Shot the Sheriff (3:19) Eric Clapton—Atlantic	21	12	18	16	
23	17	Everlasting Love (2:20) Carl Carlton—Back Beat	13	18	16	19	
16	18	Do It Baby (2:55) Miracles—Tamla	14	23	17	18	
25	19	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	31	22	15	15	
26	20	Longfellow Serenade (3:30) Neil Diamond—Columbia	15	19	20	22	
21	21	Stop & Smell the Roses (2:55) Mac Davis—Columbia	19	24	22	25	
24	22	You Little Trustmaker (2:49) Tymes—RCA	22	20	25	20	
15	23	Who Do You Think You Are (2:59) Bo Donaldson & the Heywoods—ABC/Dunhill	25	16	26	21	
30	24	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	18	26	21	24	
31	25	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	20	21	23	32	
35	26	I Can Help (2:57) Billy Swan—Monument	24	27	24	29	
12	27	Another Saturday Night (2:28) Cat Stevens—A&M	28	25	28	27	
17	28	Never My Love (2:27) Blue Swede—EMI	27	30	27	26	
29	29	Clap for the Wolfman (3:29) Guess Who—RCA	29	28	29	28	
36	30	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	26	29	31	30	
33	31	Carefree Highway (3:45) Gordon Lightfoot—Reprise	30	32	30	33	
27	32	Hang On in There Baby (3:23) Johnnie Bristol—MGM	34	31	34	31	
32	33	Back Home Again (4:42) John Denver—RCA	32	33	33	34	
28	34	Steppin' Out (Gonna Boogie Tonight) (2:51) Tony Orlando & Dawn—Bell	33	36	35	38	
39	35	Cats in the Hat (3:29) Harry Chapin—Elektra	38	34	37	35	
14	36	(You're) Having My Baby (2:32) Paul Anka—United Artists	35	40	32	40	
34	37	Skin Tight (2:05) Ohio Players—Mercury	46	46	36	23	
38	38	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	36	38	38	39	
42	39	The Need to Be (3:53) Jim Weatherly—Buddah	37	39	39	43	
45	40	After the Goldrush (2:04) Prelude—Island	39	37	40	45	
40	41	I've Got the Music in Me (3:40) Kiki Dee—MCA	40	42	41	37	

Over-all rank		Title (length) Artist—label	Rank by day parts				
Last week	This week		6-10a	10a-3p	3-7p	7-12p	
53	▲ 42	Kung Fu Fighting (3:18) Carl Douglas—20th Century	41	44	42	46	
57	▲ 43	Wishing You Were Here (2:54) Chicago—Columbia	45	41	43	44	
37	44	Tell Me Something Good (3:30) Rufus—ABC/Dunhill	58	35	48	36	
44	45	Rockin' Soul (2:59) Hues Corp.—RCA	42	43	46	48	
—	▲ 46	Angie Baby (3:29) Helen Reddy—Capitol	44	45	44	51	
41	47	Honey Honey (2:55) ABBA—Atlantic	43	51	45	47	
46	48	Let's Straighten It Out (3:14) Latimore—Glades	48	49	53	49	
48	49	People Gotta Move (3:18) Gino Vanelli—A&M	50	50	50	52	
49	50	You Can Have Her (3:00) Sam Neely—A&M	49	48	49	57	
43	51	Earache My Eye (5:17) Cheech & Chong—A&M	56	58	52	41	
50	52	Play Something Sweet (3:32) Three Dog Night—ABC/Dunhill	52	52	54	50	
55	53	So You Are a Star (3:45) Hudson Brothers—Casablanca	53	54	51	54	
52	54	The Night Chicago Died (3:30) Paper Lace—Mercury	67	47	61	42	
51	55	I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	47	64	47	70	
59	56	Ride'em Cowboy (3:52) Paul Davis—Bang	57	53	56	58	
70	▲ 57	Laughter in the Rain (2:50) Neil Sedaka—MCA	54	55	55	56	
66	58	Fairytale (3:11) Pointer Sisters—Blue Thumb	59	56	59	55	
47	59	Second Avenue (2:50) Art Garfunkel—Columbia	55	57	58	59	
60	60	Overnight Sensation (3:38) Raspberries—Capitol	61	59	57	53	
56	61	You & Me Against the World (3:08) Helen Reddy—Capitol	60	61	60	67	
58	62	Give It to the People (3:18) Righteous Brothers—ABC/Dunhill	63	60	63	60	
64	63	Give Me a Reason to Be Gone (2:45) Maureen McGovern—20th Century	62	63	65	68	
68	64	Touch Me (2:45) Fancy—Big Tree	64	62	66	63	
54	65	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	51	88	64	72	
72	66	Black Eyed Boys (3:45) Paper Lace—Mercury	79	65	62	61	
61	67	Straight Shootin' Woman (2:57) Steppenwolf—Mums	80	67	67	64	
67	68	Doraville (3:15) Atlanta Rhythm Section—Polydor	65	68	68	74	
—	69	Nobody (3:27) Dobbie Bros.—Warner Brothers	70	69	69	66	
69	70	Early Morning Love (2:44) Sammy Johns—GRC	66	66	73	71	
—	71	I Feel a Song (In My Heart) (2:48) Gladys Knight & the Pips—Buddah	68	71	74	73	
63	72	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	71	79	81	65	
62	73	Travelin' Shoes (3:00) Elvin Bishop—Capricorn	74	70	79	78	
75	74	Evil Bolt-Weevil (2:20) Grand Canyon—Bang	77	76	71	76	
—	75	Don't Eat the Yellow Snow (3:26) Frank Zappa—Discreet	84	83	70	62	

Alphabetical list (with this week's over-all rank): After the Goldrush (40), Angie Baby (46), Another Saturday Night (27), Back Home Again (33), Beach Baby (4), The Bitch Is Back (14), Black Eyed Boys (66), Can't Get Enough (6), Can't Get Enough of Your Love, Babe (7), Carefree Highway (31), Cats in the Hat (35), Clap for the Wolfman (29), Do It Baby (18), Do It Till You're Satisfied (24), Don't Eat the Yellow Snow (75), Doraville (68), Earache My Eye (51), Early Morning Love (70), Everlasting Love (17), Give Me a Reason to Be Gone (63), Hang On in There Baby (32), (You're) Having My Baby (36), Honey Honey (47), I Can Help (26), I Feel a Song (in My Heart) (71), I Honestly Love You (1), I Shot the Sheriff (16), I'm Leaving It (All) Up to You (55), I've Got the Music in Me (41), Jazzman (3), Kung Fu Fighting (42), Laughter in the Rain (57), Let's Straighten It Out (48), Life Is a Rock (But the Radio Rolled Me) (19), Longfellow Serenade (20), Love Me for a Reason (11), My Melody of Love (25), The Need to Be (39), Never My Love (28), The Night Chicago Died (54), Nobody (69), Nothing from Nothing (2), Overnight Sensation (60), People Gotta Move (49), Play Something Sweet (52), Ride'em Cowboy (56), Rock Me Gently (15), Rockin' Soul (45), Second Avenue (59), Sha-La-La (Make Me Happy) (38), Skin Tight (37), So You Are a Star (53), Steppin' Out (Gonna Boogie Tonight) (34), Stop & Smell the Roses (21), Straight Shootin' Woman (67), Sweet Home Alabama (12), Taking Care of Business (72), Tell Me Something Good (44), Then Came You (8), Tin Man (9), Touch Me (64), Travelin' Shoes (73), Whatever Gets You Thru the Night (13), When Will I See You Again (30), Who Do You Think You Are (23), Wishing You Were Here (43), You Ain't Seen Nothin' Yet (5), You Can Have Her (50), You Haven't Done Nothin' (10), You Little Trustmaker (22), You & Me Against the World (61).



Sklar and star. Rick Sklar, director of station operations for ABC's WABC-AM New York, and director of programming for ABC's owned AM radio stations, was flanked by his friend, ex-Beatle John Lennon, during an award luncheon in New York last Tuesday (Oct. 22) when he was given the fourth annual plaque from the Third Street Music School Settlement for "distinguished service in music programming." The Settlement offers free instruction to some 50 children and teen-agers each year.

Tracking the 'Playlist.' Olivia Newton-John and Billy Preston still hold down the top two positions on the "Playlist," but a number of newer releases appear ready to move up to those positions in the next few weeks. Carole King's *Jazzman*, already a solid MOR hit, is duplicating the success of her *Wrap Around Joy* album (from which the song was taken), and jumps to the third spot. The heavier sound of Bachman-Turner Overdrive's *You Ain't Seen Nothin'* Yet moves up very strongly and is bolted at five. America's *Tin Man*, another MOR hit now moving up in the pop ranks, is bolted at nine. New releases from John Lennon and Elton John move well up the chart to 13 and 14 respectively, with Reunion's *Life is a Rock (But the Radio Rolled Me)* and Neil Diamond's *Longfellow Serenade* also cracking the top 20. The week's biggest splash is made by Helen Reddy's *Angie Baby*, which enters at 46. The only other new additions this week come from proved hitmakers: the Doobie Brothers with *Nobody* (69), and Gladys Knight and the Pips, whose *I Feel a Song (In My Heart)* enters at 71.

Music Briefs

Out of the farm. A&M Records has announced shipment to radio stations this week of first two releases on George Harrison's Dark Horse label, which A&M will distribute. Both releases are albums, one by long-time Harrison associate, Ravi Shankar, and other by new English band, Splinter. Both are produced by Mr. Harrison, whose personal recordings are still under contract to Apple Records.

Using their own. Argentine broadcasters are now obliged to devote 75% of their music programming to Argentine product, according to government edict. Measure, which formerly applied to government-owned stations only, has been extended to privately owned ones as well.

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

- ANOTHER LONELY SONG, Andy Williams (Columbia).
- BATTLE OF NEW ORLEANS, Nitty Gritty Dirt Band (United Artists).
- BLOOD IS THICKER THAN WATER, William Devaughn (Roxbury).
- BUNGLE IN THE JUNGLE, Jethro Tull (Chrysalis).
- COLD HIGHWAY, Elton John (MCA).
- COUNTRY SIDE OF LIFE, Wet Willie (Capricorn).
- EASY STREET, Edgar Winter (Epic).
- HE DID ME WRONG BUT HE DID IT RIGHT, Patti Dahlstrom (20th Century).
- HEAVY FALLIN' OUT, Stylistics (Avco).
- IT'S MIDNIGHT, Elvis Presley (RCA).
- LA LA PEACE SONG, O. C. Smith (Columbia).
- LA LA PEACE SONG, Al Wilson (Bell).
- LOVE DON'T LOVE NOBODY, Spinners (Atlantic).
- PENCIL THIN MUSTACHE, Jimmy Buffett (ABC/Dunhill).
- PRETZEL LOGIC, Steely Dan (ABC/Dunhill).
- PROMISED LAND, Elvis Presley (RCA).
- THREE RING CIRCUS, Blue Magic (Atco).
- WILLIE & THE HAND JIVE, Eric Clapton (RSO).
- YOU CAN TAKE MY LOVE, Duncan McDonald (United Artists).

Finance

ABC-TV profits continue to climb

More record highs turn up in report for third quarter, nine months of '74

ABC Inc. reported last week that its revenues and net income for the third quarter and the first nine months of 1974 reached record levels.

Leonard H. Goldenson, chairman, and Elton H. Rule, president, said third quarter net income from continuing operations was \$11,380,000 (68 cents per share) on revenues of \$225,796,000, compared to \$9,674,000 (58 cents per share) on revenues of \$197,809,000 in the third quarter of 1973. It was the 12th consecutive quarter in which earnings from continuing operations reached record levels compared with the prior year quarterly periods.

For the first nine months of this year, net income from continuing operations totaled \$38,854,000 (equal to \$2.31 per share) on revenues of \$687,587,000, up from \$33,376,000 (\$1.97 per share) on revenues of \$626,738,000 for the comparable period of 1973.

Financial Briefs

Up but down. National Telefilm Associates Inc., Los Angeles, reported increase in film rental income for nine months ended June 30 compared with same period in 1973, but larger losses. NTA reported film rental income for period at \$8,702,046 this year compared to \$6,591,708 last year; with net loss of \$957,121 (nine cents per share) this year compared to \$391,764 (four cents a share) last year. NTA noted that interest charges for nine months ended June 30 this year were \$2,525,688 compared to 1,612,323 in same period in 1973.

Filmways expands in print. Filmways Inc., Los Angeles, has finalized its acquisition of Grosset & Dunlap, New York-based book publishers, from American Financial Corp., also New York. Price was \$12 million in cash, plus share in future profits of publishing firm, up to \$9 million peak.

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Ameco Inc.	year 6/30	2,240,630	- 28.0%	527,169	- 63.8%	.44	3,106,180	1,455,309	1.21
Comsat	9 mo. 9/30	97,542,000	+ 12.6%	32,601,000	+ 30.1%	3.26	86,649,000	25,055,000	2.51
Cox Broadcasting	9 mo. 9/30	74,092,000	+ 13.9%	9,180,000	+ 18.9%	1.57	65,278,000	7,731,000	1.32
Dun & Bradstreet	9 mo. 9/30	366,711,000	+ 10.0%	29,430,000	+ 6.2%	1.12	333,928,000	27,717,000	1.06
Gannett Co.	9 mo. 9/29	239,308,226	+ 5.7%	22,346,570	+ 20.1%	1.06	226,450,489	18,607,789	.89
Harte-Hanks	9 mo. 9/30	56,892,000	- 7.2%	4,404,000	+ 20.1%	1.01	61,319,000	3,666,000	.85
Media General Inc.	9 mo. 9/30	105,865,000	+ 14.3%	6,384,000	- 6.7%	1.78	92,621,000	6,842,000	1.90
Meredith Corp.	3 mo. 9/30	37,861,000	+ 11.4%	1,663,000	+ 38.2%	.56	33,971,000	1,203,000	.42
Schering-Plough	9 mo. 9/30	526,913,000	+ 14.5%	97,953,000	+ 15.6%	1.82	460,144,000	84,745,000	1.58
Taft Broadcasting	6 mo. 9/30	57,172,579	+ 18.0%	8,042,437	+ 15.0%	2.01	48,502,670	6,989,181	1.68
Viacom Int'l.	9 mo. 9/28	26,763,000	+ 15.7%	1,898,000	+ 14.9%	.50	23,139,000	1,652,000	.43
Warner Communications	9 mo. 9/30	545,137,000	+ 35.7%	43,894,000	+ 24.1%	2.22	401,321,000	35,356,000	1.81
Westinghouse	6 mo. 6/30	3,054,720,000	+ 14.1%	62,323,000	- 33.9%	.70	2,677,595,000	94,245,000	1.06

Broadcasting's index of 138 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Oct. 23	Closing Wed. Oct. 16	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ARC	N	14 5/8	14 7/8	- 1/4	- 1.68	28 3/8	14 5/8	5	16,582	242,511
CAPITAL CITIES	CCR	N	21 5/8	21 1/4	+ 3/8	+ 1.76	39 1/4	19 1/2	8	7,164	154,921
CBS	CBS	N	31 3/8	32 3/8	- 1	- 3.08	40	25	9	28,092	881,386
CONCERT NETWORK*	O		1/4	1/4		.00	7/8	1/4		2,200	550
COX	COX	N	10 1/2	10 1/2		.00	19 3/8	9 1/2	5	5,831	61,225
GROSS TELECASTING	GGG	A	8 1/4	8 1/2	- 1/4	- 2.94	13 5/8	6 1/2	6	5,837	48,155
LIN	LINB	O	3 3/8	2 3/8	+ 1	+ 42.10	6 3/4	2	3	2,297	7,752
MOONEY*	MOON	O	2	2		.00	3 5/8	1 1/2	5	385	770
PACIFIC & SOUTHERN**	PSOU	O	4 3/4	4 3/4		.00	5 1/4	3 1/8	1	1,750	8,312
RAHALL	RAHL	O	2 1/4	2 1/2	- 1/4	- 10.00	6	2 1/4	5	1,297	2,918
SCRIPPS-HOWARD	SCRIP	O	14	14 1/4	- 1/4	- 1.75	17 1/2	13 1/2	6	2,589	36,246
STARR	S8G	M	4	4		.00	9	3 1/4	3	1,069	4,276
STORER	S8K	N	13 1/2	13 3/8	+ 1/8	+ .93	17 3/8	11 1/4	6	4,751	64,138
TAFT	TFR	N	13 1/4	13 1/4		.00	23 3/8	12 1/2	5	4,011	53,145
WOODS COMM.***	O		1/2	1/2		.00	1	1/4	4	292	146
TOTAL										84,147	1,566,451

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1	1 1/4	-	1/4	-	20.00	2 1/2	1	4	1,259	1,259
AVCO	AV	N	3 1/4	3 3/8	-	1/8	-	3.70	8 7/8	3	3	11,481	37,313
BARTLETT MEDIA	BM	A	1	7/8	+	1/8	+	14.28	2 3/8	5/8	2	2,257	2,257
JOHN BLAIR	BJ	N	4 1/2	4 5/8	-	1/8	-	2.70	7 1/2	4 1/2	4	2,403	10,813
CAMPTOWN INDUSTRIES*		O		1/8				.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	1 7/8	1 7/8				.00	4 1/4	1 5/8	7	4,162	7,803
COMBINED COMM.	CCA	A	7	7 1/8	-	1/8	-	1.75	13	5 3/4	5	3,280	22,960
COWLES	CWL	N	5 1/8	5 1/8				.00	7 1/8	4	9	3,969	20,341
DUN & BRADSTREET	DNB	N	20	21 3/4	-	1 3/4	-	8.04	36	17 5/8	13	26,555	531,100
FAIRCHILD IND.	FEN	N	4 3/8	4 1/4	+	1/8	+	2.94	6 3/4	4 1/8	6	4,550	19,906
FUQUA	FOA	N	4 3/4	5	-	1/4	-	5.00	10 3/4	4 3/4	2	7,273	34,546
GANNETT CO.	GCI	N	23 1/8	23 3/4	-	5/8	-	2.63	38 1/4	22 1/4	22	21,080	487,475
GENERAL TIRE	GY	N	12 5/8	13 1/4	-	5/8	-	4.71	18 1/4	12	4	21,515	271,626
GLOBETROTTER	GLBTA	O	1 3/4	1 7/8	-	1/8	-	6.66	4 3/4	1 3/4	2	2,731	4,779
GRAY COMMUN.*		O	5 1/2	5 1/2				.00	8 1/2	5	4	475	2,612
HARTE-HANKS	HHN	N	8 5/8	7 1/8	+	1 1/2	+	21.05	14 1/4	7 1/8	6	4,340	37,432
JEFFERSON-PILOT	JP	N	26	24 3/4	+	1 1/4	+	5.05	38 1/4	20 1/2	11	24,195	629,070
KAISER INDUSTRIES*	KI	A	5 1/2	5 1/2				.00	8 1/2	4 3/4	3	27,487	151,178
KANSAS STATE NET.*	KSN	O	3 1/8	3 1/8				.00	3 7/8	3 1/8	5	1,741	5,440
KINGSTIP	KTP	A	2 3/4	2 3/4				.00	6 3/4	2 1/2	5	1,154	3,173
LAMB COMMUN.***		P	1 1/4	1 1/4				.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12 1/4	13 1/8	-	7/8	-	6.66	16 1/4	10 3/4	8	3,352	41,062
LIBERTY	LC	N	9 3/8	9 1/4	+	1/8	+	1.35	15 5/8	8 1/4	4	6,632	62,175
MCGRAW-HILL	MHP	N	6 5/8	6 5/8				.00	9	6	6	23,426	155,197
MEDIA GENERAL	MEG	A	17 1/8	17 1/8				.00	25 1/2	17	7	3,552	60,828
MEREDITH	MDP	N	9 3/4	9 3/4				.00	11 3/8	8 1/4	4	2,921	28,479
METROMEDIA	MET	N	5 3/4	5 7/8	-	1/8	-	2.12	10 5/8	4 1/2	6	6,447	37,070
MULTIMEDIA	MMED	D	9 1/2	8 3/4	+	3/4	+	8.57	14 1/4	8 3/4	7	4,388	41,686
NEW YORK TIMES CO.	NYKA	A	9 7/8	10	-	1/8	-	1.25	13 3/4	8	6	10,231	101,031
OUTLET CO.	OTU	N	7 3/4	7 3/4				.00	9 3/4	7	4	1,379	10,687
POST CORP.	POST	O	5 1/4	5 1/4				.00	16 1/2	4 3/4	4	882	4,630
PSA	PSA	N	5 1/8	5 1/2	-	3/8	-	6.81	10	4 1/2	6	3,181	16,302
REEVES TELECOM	RBT	A	1 1/8	1 1/8				.00	1 3/4	1	13	2,376	2,673
RIDDER PUBLICATIONS	RPI	N	9 3/4	11 1/4	-	1 1/2	-	13.33	16 5/8	9 3/4	6	8,305	80,973
ROLLINS	ROL	N	9 3/4	10	-	1/4	-	2.50	19 3/4	6 1/2	8	12,705	123,873
RUST CRAFT	RUS	A	5 3/4	6 5/8	-	7/8	-	13.20	10 1/4	5 3/4	4	2,366	13,604
SAN JUAN RACING	SJR	N	8 1/2	8 5/8	-	1/8	-	1.44	13 3/8	8	6	2,367	20,119
SCHERING-PLOUGH	SGP	N	51 1/4	53 1/4	-	2	-	3.75	74 3/8	44 3/4	24	53,823	2,758,428
SONDERLING	SDB	A	5	5 1/4	-	1/4	-	4.76	10	4 1/8	3	788	3,940
TECHNICAL OPERATIONS	TO	A	3 3/8	3 5/8	-	1/4	-	6.89	6 3/4	3	3	1,344	4,536
TIMES MIRROR CO.	TMC	N	9 3/4	9 3/4				.00	17 5/8	9 1/4	6	31,385	306,003
TURNER COMM.***		O	3 3/8	3 3/8				.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	20 1/4	19 5/8	+	5/8	+	3.18	24 3/8	14 3/4	7	4,749	96,167
WOMETCO	WOM	N	7	7 3/8	-	3/8	-	5.08	10 1/4	6 1/4	5	6,034	42,238
TOTAL											367,526	6,298,152	

Cablecasting

AMECO**	ACO	O	7/8	7/8		.00	1 7/8	1/8		1,200	1,050
AMER. ELECT. LABS	AELBA	O	1 1/8	1 1/8		.00	2 1/8	3/4	3	1,672	1,881
AMERICAN TV & COMM.	AMTV	O	8	7 1/2	+ 1/2	+ 6.66	19 1/4	5 3/4	17	3,181	25,448
ATHENA COMM.**		O	1/4	1/4		.00	3/4	1/4		2,374	593
BURNUP & SIMS	BSIM	O	3 7/8	4 1/2	- 5/8	- 13.88	24 1/8	3	4	7,933	30,740
CABLECOM-GENERAL	CCG	A	2	1 7/8	+ 1/8	+ 6.66	4 1/2	1 3/4	11	2,560	5,120
CABLE FUNDING*	CFUN	O	5 1/2	5 1/4	+ 1/4	+ 4.76	7 3/8	3 7/8	25	1,121	6,165
CABLE INFO.++		O	1/2	1/2		.00	3/4	1/4	1	663	331
CITIZENS FIN.**	CPN	A	1 1/2	1 3/8	+ 1/8	+ 9.09	4 1/4	1 3/8	2	2,697	4,045
COMCAST*		O	1 3/4	1 3/4		.00	2 1/2	1 1/2	7	1,705	2,983
COMMUNICATIONS PROP.	COMU	O	1 1/4	1 1/8	+ 1/8	+ 11.11	3 3/8	1	14	4,761	5,951
COX CABLE	CXC	A	5 1/2	5 3/4	- 1/4	- 4.34	15 1/4	3 3/4	10	3,560	19,580
ENTRON*	ENT	O	3/8	1/2	- 1/8	- 25.00	7/8	3/8	3	1,358	509
GENERAL INSTRUMENT	GRL	N	7 3/8	7 1/2	- 1/8	- 1.66	17 1/8	5 7/8	4	7,060	52,067
GENERAL TV*		O	1 1/4	1 1/4		.00	1 1/2	1/2	63	1,000	1,250
SCIENTIFIC-ATLANTA	SFA	A	6	5 3/8	+ 5/8	+ 11.62	9 1/2	4 5/8	6	917	5,502

	Stock symbol	Exch.	Closing Wed. Oct. 23	Closing Wed Oct. 16	Net change In week	% change In week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
TELE-COMMUNICATION	TCOM	O	1 7/8	1 3/4	+	7.14	5 3/4	1	4	5,181	9,714
TELEPROMPTER	TP	N	2 1/4	2	+	12.50	8 1/4	1 7/8	1	16,013	36,029
TIME INC.	TL	N	30 5/8	32 1/8	-	4.66	40 1/4	30 1/2	6	9,986	305,821
TOCOM*	TOCM	O	3 1/4	3 1/4		.00	4 7/8	2 1/2	8	634	2,060
UA-COLUMBIA CABLE	UACC	O	4 3/4	4 3/4		.00	6	3 3/4	9	1,795	8,526
UNITED CABLE TV CORP	UCTV	O	1 1/4	1 3/8	-	9.09	4 5/8	1/4	25	1,879	2,348
VIACOM	VIA	N	3 3/8	3 7/8	-	12.90	7 1/2	2 7/8	5	3,850	12,993
VIKOA**	VIK	A	1 1/4	1	+	25.00	4	7/8	5	2,534	3,167
TOTAL										85,634	543,873

Programming

COLUMBIA PICTURES	CPS	N	2 1/4	2	+	12.50	4 3/4	1 5/8		6,748	15,183
DISNEY	OIS	N	22 5/8	24 1/2	-	7.65	54 1/2	21 5/8	14	29,155	659,631
FILMWAYS	FWY	A	2 1/4	2 3/8	-	5.26	6	2 1/8	3	1,791	4,029
FOUR STAR			1/4	1/4		.00	1 3/8	1/4		666	166
GULF + WESTERN	GW	N	20 5/8	20 1/8	+	2.48	29 1/8	18 3/8	4	14,088	290,565
MCA	MCA	N	23 5/8	23 1/2	+	5.53	26 1/2	19 1/4	5	8,401	198,473
MGM	MGM	N	15 3/4	15	+	5.00	16 3/8	9 1/4	5	5,918	93,208
TELE-TAPE**		O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.*		O	1 3/4	1 3/4		.00	4 1/8	1 3/4	4	943	1,650
TRANSAMERICA	TA	N	5 5/8	5 3/4	-	2.17	10 3/8	5 1/2	6	65,115	366,271
20TH CENTURY-FOX	TF	N	5 1/2	5 5/8	-	2.22	9 1/8	4 3/4	8	8,240	45,320
WALTER READE**	WALT	O	1/8	1/4	-	50.00	1/2	1/8		4,467	558
WARNER	WCI	N	8 1/4	8 1/8	+	1.53	18 1/2	6 7/8	3	16,317	134,615
WRATHER	WCO	A	2	2		.00	8 1/8	1 7/8	200	2,229	4,458
TOTAL										166,268	1,814,674

Service

RBDO INC.		O	11 1/4	11 1/4		.00	14 1/4	10	5	2,513	28,271
COMSAT	CO	N	26 1/4	24 1/4	+	8.24	40 3/8	23 3/4	6	10,000	262,500
CREATIVE MANAGEMENT	CMA	A	4 3/8	3 3/8	+	29.62	6 5/8	3	5	1,016	4,445
DOYLE DANE BERNBACH	DDYL	O	5 3/4	6 1/8	-	6.12	11 1/2	5 3/4	3	1,796	10,327
ELKINS INSTITUTE****	ELKN	O	3/8	3/8		.00	5/8	1/4		1,897	711
FOOTE CONE & BELOING	FCB	N	8 5/8	8 3/8	+	2.98	11 1/4	6	6	2,065	17,810
GREY ADVERTISING	GREY	O	6	6		.00	8 3/8	5 3/4	3	1,255	7,530
INTERPUBLIC GROUP	IPG	N	9 3/4	11 1/2	-	15.21	13	8 1/2	4	2,319	22,610
MARVIN JOSEPHSON*	MRVN	O	4 1/4	4 1/4		.00	8 1/2	3 1/4	3	802	3,408
MCI COMMUNICATIONS	MCIC	O	1 3/8	1	+	37.50	6 1/2	1		12,912	17,754
MOVIELAB	MOV	A	5/8	1/2	+	25.00	1 5/8	1/2	4	1,407	879
MPD VIDEOTRONICS	MPD	A	1 1/4	1 3/8	-	9.09	2 5/8	1 1/8		539	673
NEEDHAM, HARPER	NDHMA	O	4 7/8	4 3/8	+	11.42	7 1/2	4	3	918	4,475
A. C. NIELSEN	NIELB	O	8 7/8	10 1/4	-	13.41	28	8 5/8	8	10,598	94,057
OGILVY & MATHER	OGIL	O	12 3/4	11 3/4	+	8.51	17 1/4	10 1/2	5	1,807	23,039
PKL CO.***	PKL	O	1	1		.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	7 1/8	7 1/4	-	1.72	12	6	16	2,624	18,696
UNIVERSAL COMM.***		O	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	7 3/4	7 5/8	+	1.63	9 5/8	5 1/2	4	1,632	12,648
TOTAL										57,633	531,097

Electronics

AMPEX	APX	N	3 3/8	3 3/8		.00	4 7/8	2 7/8	3	10,883	36,730
CCA ELECTRONICS***	CCAE	O	3/4	3/4		.00	1 1/8	5/8	1	881	660
CETEC	CCH	A	1 1/4	1 1/4		.00	2 1/8	1 1/8	7	2,333	2,916
COHU, INC.	COH	A	2 1/4	2 1/2	-	10.00	3 7/8	1 3/4	6	1,542	3,469
CONRAC	CAX	N	12 1/4	14	-	12.50	21	10	5	1,261	15,447
GENERAL ELECTRIC	GE	N	36 1/2	35 3/4	+	2.09	65	30	11	182,048	6,644,752
HARRIS CORP.	HRS	N	13 1/8	14 1/4	-	7.89	33 1/2	13 1/8	4	6,224	81,690
INTERNATIONAL VIDEO	IIVP	O	2 3/8	2 5/8	-	9.52	7 1/2	2	8	2,728	6,479
MAGNAVOX	MAG	N	6 1/2	6 5/8	-	1.88	9 7/8	4	36	17,799	115,693
3M	MMM	N	58	57 1/2	+	.86	80 1/2	48 5/8	21	113,554	6,586,132
MOTOROLA	MOT	N	45 1/4	44 3/8	+	1.97	61 7/8	35 1/2	15	27,968	1,265,552
OAK INDUSTRIES	OEN	N	8	8 1/8	-	1.53	12 7/8	7 5/8	3	1,639	13,112
RCA	RCA	N	11	11		.00	21 1/2	11	5	74,661	821,271
ROCKWELL INTL.	RCK	N	20	21 1/8	-	5.32	28 3/8	20	4	30,356	607,120
RSC INDUSTRIES	RSC	A	1 1/8	1 1/8		.00	2 1/8	1	5	3,458	3,890
SONY CORP.	SNE	N	4 7/8	5 3/8	-	9.30	29 7/8	4 7/8	9	165,625	807,421
TEKTRONIX	TEK	N	26 1/2	26 3/4	-	.93	47 3/4	22 3/8	11	8,651	229,251
TELEMETION	TMT	O	1 1/4	1 1/4		.00	2 3/4	1 1/4	7	1,050	1,312
TELEPRO INC.***		O	5	5		.00	8	2 1/2	31	475	2,375
VARIAN ASSOCIATES	VAR	N	7 1/4	7	+	3.57	13 1/4	6 3/8	6	6,617	47,973
WESTINGHOUSE	WX	N	9	9 3/8	-	4.00	26	9	6	87,876	790,884
ZENITH	ZE	N	15 1/4	15 7/8	-	3.93	31 5/8	14	7	18,797	286,654
TOTAL										766,426	18,370,783

GRAND TOTAL 1,527,634 29,125,030

Standard & Poor's Industrial Average

79.4 78.5 +0.9

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

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

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

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

Fates & Fortunes®

Media



Conley

James Conley, corporate VP-general manager, Meredith Corp.'s broadcasting division, New York, elected president of broadcasting group, one of three divisions set up in Meredith's reorganization.

Paul J. O'Bryan, general sales manager, KCAU-TV Sioux City, Iowa, elected assistant secretary of Forward Communications Corp., KCAU-TV division, and concurrently assumes title of assistant general manager of station. **Jack Gilbert**, program and operations manager, KCRG-AM-TV Cedar Rapids, Iowa, named station manager, KCAU-TV.

Jim Thompson, sales manager, KOVR-TV Stockton-Sacramento, Calif., named manager, KMJ-TV Fresno, Calif.

G. W. (Jerry) Carr, national sales manager, KTVH-TV Wichita, Kan., named to additional position of station manager.

Charles J. Fleishman, on staff, WCWA(AM) Toledo, Ohio, joins WTUU(AM) there as station manager.

Robert G. Hummerstone, manager, editorial services, corporate information, CBS Inc., New York, named associate director, corporate information.

Stuart Shulman, on-air promotion copy writer, WPIX-TV New York, named to new post of promotion supervisor.

William Thomas, account executive, WCKY(AM) Cincinnati, named station manager, WAVI(AM) Dayton, Ohio. **John Jay**, manager, WABQ(AM) Cleveland, named station manager, WDAO(FM) Dayton. WAVI and WDAO are owned by WAVI Broadcasting Corp.



Keegan



Lindheim

Terry M. Keegan, director of program development, NBC Television Network, Burbank, elected VP-program development. **Richard D. Lindheim**, director, program research, NBC West Coast, elected VP-program research.

Bruce Campbell, sales manager, KWKC(AM) Abilene, Tex., named VP-general manager, KKYN(AM) Plainview, Tex.

Larry Lowenstein, VP-marketing and

public relations, Sherman & Co., Atlanta business and real estate firm, joins WXIA-TV Atlanta as director of marketing services.

Emmanuel Hall, reporter, co-anchorman and correspondent, WAGA-TV Atlanta, named community affairs director.

Nicholas A. Maggio Jr., administrative manager, WTNJ(AM) Trenton, N.J., named general operations manager. **Betty Thompson**, traffic manager, WTNJ, named office manager.

Massachusetts Broadcasters Association newly elected officers: **John F. Crohan**, WCOP-AM-FM Boston, president; **Lawrence Shane**, WMRC(AM) Milford, VP; **Seymour Yanoff**, WBZ-TV Boston, secretary-treasurer.

Newly elected officers of Illinois Broadcasters Association: **Robert E. Henley**, WGN(AM) Chicago, president; **Donald Jones**, WTIM-AM-FM Taylorville and WVLN(AM) Olney, president-elect; **Jack Mazine**, WREX-TV Rockford, VP-TV. New to board of directors: **Ken Woodell**, WLBK-AM-FM Mattoon; **Len Small**, WKAN(AM) Kankakee, and **L. William White**, WFDD-TV Chicago.

Newly elected officers of North Dakota Broadcasters Association: **Bob Weiler**, KDIX(AM) Dickinson, president; **John Von Rueden**, KXMB-TV Bismarck, VP; **C. H. Logan**, KDSU(FM) Fargo, secretary-treasurer. **Allen McIntyre**, KNDC(AM) Hettinger; **Dave Beach**, KFJM(AM) Grand Forks; **Bob McLeod**, KRYR-AM-FM Bismarck, and **Norm Engstrom**, WDAY-AM-FM Fargo, were elected directors.

Newly elected officers of ACRTF (Canadian French-language radio and television association): **Robert Bonneau**, CKTM-TV Trois-Rivieres, president; **Jacques M. Goulet**, CJLM(AM) Joliette, VP-radio; **Paul Chamberland**, CFMT-TV Quebec, VP-TV; **Marc-Andre Freve**, CHGB-AM-FM La Pocatiere, secretary-treasurer.

Indiana Broadcasters Association elected new officers: **Don N. Nelson**, WIRE(AM)-WXTZ(FM) Indianapolis, president; **Kelly H. Atherton**, WFIE-TV Evansville, president-elect; **Paul L. King**, WAWK(AM) Kendallville, VP-AM; **Edward Roehling**, WRCR(FM) Rushville, VP-FM; **Hilliard Gates**, WKJG-TV Fort Wayne, VP-TV; **G. Earl Metzger**, WITZ(AM) Jasper, secretary-treasurer and **John Dille III**, Truth Radio Corp., Elkhart, assistant secretary-treasurer.

William J. Lamb, partner, Rosner-Lamb Inc., New York consulting firm, named director of business affairs, noncommercial KCET(TV) Los Angeles.

William S. Hedges, long-time NBC executive now retired in Scarsdale, N.Y., has been elected chairman emeritus of Broad-

cast Pioneers Educational Fund, which directs Broadcast Pioneers Library in Washington. Citation to him noted that "Your genius together with your determination helped immeasurably to make a reality of what originally seemed an impossibility."

Broadcast Advertising



Upson

Stuart B. Upson, president and chief executive officer of Dancer - Fitzgerald - Sample, New York, named board chairman. **Gordon Johnson**, chairman, becomes chairman of DFS Holdings Inc., which operates various subsidiaries of agency. **William M.**

Weilbacher, executive VP, named to new post of vice chairman and **Peter F. McSpadden**, executive VP, named president and chief administrative officer.

Thomas H. Hagner, director of sales, Mutual Broadcasting System, New York, elected VP-director of sales.

Edgar A. Falk, director of public relations, Cunningham & Walsh, New York, elected VP.

Dale Pon, director of administration, ABC-owned FM stations, New York, appointed local sales manager, ABC's WPLJ(FM) New York.

Kevin W. Ahern, director of research, Tele-Rep Inc., New York, appointed research manager, RKO Television Representatives, New York.

John Bornholdt, senior media planner, Benton & Bowles, New York, named media planning supervisor, Kenyon & Eckhardt, New York.

Thomas E. Dolliff, account executive at New York headquarters of Christal Co., named sales manager of Atlanta office, succeeding **Neal Robbins**, resigned.

Gloria Wood and **Patti Rouen**, media buyers, Burton Sohigan Advertising, Detroit, named media supervisors.

Carol Bild, Arthur & Wheeler, Chicago, joins Bozell & Jacobs, Chicago, as associate media director.

Art Kugelman, senior art director-special projects, Kenyon & Eckhardt, and **Mike Shalette**, copy group head, Grey Advertising, join Needham, Harper & Steers, New York, as creative directors.

Anna Mae Jones, media supervisor, Ted Bates Advertising, joins Foote, Cone & Belding, New York, as assistant media director on Clairol products account.

Harry C. Chapman, account supervisor, Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

Claudia Wickham, account executive, Joseph Pedott Advertising Agency, San Francisco, named senior media buyer, W. B. Doner & Co., Detroit.

Jack Donahue, local sales manager, KPHO-TV Phoenix, named sales manager.

Susan B. Ziller, sales representative, WFAA-TV Dallas-Fort Worth, named sales coordinator.

Tom Ehrman, account executive, KULR-TV Billings, Mont., named local sales manager.

Tom Beauvais, sales manager, Buckley Radio Sales, Detroit, named VP-general sales manager. **Ron Camillo** succeeds Mr. Beauvais as sales manager and **Bill Schutz** assumes post of Eastern sales manager, New York.

Dick Polgreen, account executive, WLKY-TV Louisville, Ky., named sales manager.

Danny Harp, announcer-salesman, KNEL(AM) Brady, Tex., named sales manager, KKYN(AM) Plainview, Tex.

Kenneth Campbell, sales manager, WPBS(FM) Philadelphia, joins Alan Hoffberger Advertising, Sarasota, Fla., as director of client services.

Nina Taul, public relations director, WIGO(AM) Atlanta, named media supervisor for radio, Kinro Advertising, Atlanta.

Joe DeVivo, creative director, Leo Burnett U.S.A., Chicago; **Melody Douglas**, associate research supervisor, and **Jim Leman**, account supervisor, elected VP's.

Don Cadden, account executive, KRMH(FM) San Marcos-Austin, Tex., named sales manager.

Programing

Don Bryan, regional sales manager, South-Southwest, syndication division, Columbia Pictures Television, Atlanta, elected VP.

Merrill M. Mazuer, associate producer of *The Mike Douglas Show*, resigns to devote full attention to own production company, M3 Productions Inc., Philadelphia.

John C. Lund, program director, WNEW(AM) New York, joins WNBC(AM) New York, in same capacity.

Lindsey Nelson, sportscaster on NBC-TV *Game of Week* and announcer for New York baseball Mets for 13 years, named voice of *NFL Monday Night Football* on Mutual Radio Sports Network. He succeeds late **Van Patrick** (BROADCASTING, Oct. 7).

Arthur A. Ludwig, production manager, WTCN-TV Minneapolis, named program director.

N. Neil Kuvin, program and promotion manager, WLVI-TV Boston, named director of programing, WXIA-TV Atlanta.

Brian Macfarlane, national features editor, Television News Inc., New York, joins WJAR-TV Providence, R.I., as executive producer.

David Tucker, on staff at KCAB(AM)-KWKK(FM) Dardanelle, Ark., named program director for both operations.

Bonnie Simmons, operations director, KSAN(FM) San Francisco, named program director.

Broadcast Journalism

Bruce Dadd, news reporter, KTRH(AM) Houston, named news director, new KEYH(AM) Houston all-news station, to begin operations Nov. 1. Also named to KEYH staff: **Charles Miller**, news reporter, KTRH(AM) Houston, named assistant news director; **Bill Watts**, news director, WLEE(AM) Richmond, Va., named news editor; **Jerry Kamin**, **Thelma Schoettker**, **Casey Martin**, **Art Ervin**, **David Wheeler**, **Beth Eldridge**, **Bob Raleigh**, **Deborah Brandt**, **Jeff Miller**, **Mike Williamson**, **Burt Perreault** and **Lynne Blumentritt** named reporters.

Rahun Matthews, writer-editor, CBS News, named executive editor, WFAA-TV Dallas-Fort Worth. **Barney Harris**, reporter, ABC Chicago, and **Paul Henderson**, news staff, WRAU-TV Peoria, Ill., join WFAA-TV as reporters.

William Aber, news director, KDKA-TV Pittsburgh, named to same post, WBZ-TV Boston. Both are Westinghouse stations.

Paul R. Jeschke, assistant news director, KPIX(TV) San Francisco, named news director, succeeding **Jim Van Messel**, who joins WABC-TV New York.

John Schuback, anchorman, *Eyewitness News*, KABC-TV Los Angeles, named anchorman of 11 p.m. *Newservice*, KNBC(TV) same city, effective Nov. 25. He succeeds **Paul Moyer**, who becomes anchorman for KNBC's 6 p.m. news, replacing **Tom Snyder**, reassigned to New York. **Christine Lund**, on KABC-TV news staff, succeeds Mr. Schuback as co-anchorperson with KABC-TV's **Judd Hambrick**.

Carl Cederberg, news director, WJBK-TV Detroit, named anchorman, WILX-TV Lansing-Jackson, Mich.

Mike Eauclore, news reporter, WIRL(AM) Peoria, Ill., named news director, WGSM(AM) Huntington and WCTO(FM) Smithtown, both New York.

Daryl Woodson, newsmen, KCRG-AM-TV Cedar Rapids, Iowa, named news director, KRNA(FM) Iowa City, Iowa.

Farm directors name Mason. National Association of Farm Directors has elected **Bill Mason**, WGN-AM-TV Chicago, as president to take office Jan. 1. Others chosen at the NAFD's 31st annual convention in Kansas City, Mo., Oct. 18-20: **Royce Bodiford**, KGNC(AM) Amarillo, Tex., president-elect; **Marvin Vines**, KAAY(AM) Little Rock, historian, and **George Logan**, KGBX(AM) Springfield, Mo., secretary-treasurer. Regional NAFD VP's elected: **Ed Johnson**, WRFD(AM) Columbus, Ohio (Northeast); **Gene Williams**, WNAX(AM) Yankton, S. Dak. (north central); **Roddy Peebles**, Southwest Agricultural Network, San Angelo, Tex. (south central); **Buddy Sanders**, WMC-AM-TV Memphis (Southeast), and **Bill Allison**, KMJ(AM) Fresno, Calif. (West).

Skip Cilley, news producer, WCVB-TV Boston, joins WFAA-TV Dallas-Fort Worth in same capacity.

Julie Alex, business manager, WPIX-TV New York news department, named to newly created position of production manager-news.

Don Smith, on news staff of WAGA-TV Atlanta, named executive news producer.

Danice Bordett, on staff, KSAN(FM) San Francisco, named news director. **Peter Laufer**, foreign correspondent, KSAN, joins news team as full-time reporter.

Dan Rather, CBS correspondent, will receive distinguished achievement award from Journalism Alumni Association of University of Southern California at Nov. 7 awards banquet in Los Angeles.

Enid Roth, NBC associate director of dramatic and news programs, named director, *NewsCenter 4*, two-hour early evening newscast on NBC-owned WNBC-TV New York.

Equipment & Engineering

Joseph A. Flaherty, general manager, engineering and development, CBS-TV,



Flaherty

named to receive **David Sarnoff Gold Medal Award** of Society of Motion Picture and Television Engineers for 1974 during society's annual awards session in Toronto Nov. 11. Mr. Flaherty is being honored for major contributions to planning of complex network television production centers; evolution of electronic news-gathering techniques, and concept of computer-controlled videotape editing systems.

Edward Herlihy, director of technical services, Kaiser Broadcasting Co., named director of engineering, KTLA(TV) Los Angeles, succeeding **John Silva**, named director of newly formed research and development department.

Carl Smith, transmitter and maintenance engineer, KWTW(TV) Oklahoma City, named transmitter supervisor.

Robert W. Cochran, director of marketing, CBS Laboratories, Stamford, Conn., joins Electro Sound Inc., division of Viewlex Inc., as VP-marketing and sales.

Cable

David G. Walker, VP-finance and secretary-treasurer, Heritage Communications Inc., Des Moines, elected to board of directors of multiple systems owner.

Laverne Y. Berry, graduate of Syracuse (N.Y.) University's Newhouse School of Public Communication master's program, and **Joanna Hurston-Brown**, with departments of New York state government, named municipal consultants, New York State Commission on Cable Television, division of municipal assistance and policy development, Albany.

Deaths

Dan McC. Peterson, 57, TV reporter for former DuMont Television Network in early 1950's and later radio sportscaster on Yankee Network and Mutual, died of cancer Oct. 15 in St. Luke's hospital in New York. He is survived by seven children and a brother.

John Schermerhorn, 46, general manager of wxow-TV La Crosse, Wis., died Oct. 13 in Madison, Wis., of apparent heart attack. Mr. Schermerhorn had

worked for Wisconsin TV Network in various capacities for 26 years. Survivors include his wife, Lou Ann, one son and one daughter.

Herbert N. Gottlieb, 68, West Coast regional director for American Society of Composers, Authors and Publishers (ASCAP), died in Beverly Hills Oct. 5, after long illness. Mr. Gottlieb was former chairman of California Copyright Conference and long-time executive with Robbins Music Corp. He is survived by

his wife, Beatrice, and son, Edward.

Fred J. Mahlstadt, 65, with CBS for 34 years, died Oct. 22 in New York after long illness. He had been sales research manager, general service manager of CBS Radio and managing director of CBS Enterprises. He left CBS in 1971 when Viacom International Inc. was spun off and served Viacom until his retirement last April as director of licensing and merchandising. He is survived by his wife, Helen; brother, Walter, and sister, Doris Gieschen.

For the Record®

As compiled by BROADCASTING, Oct. 15 through Oct. 18 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 starts

- **KMUU-TV** Sacramento, Calif.—Authorized program operation on UHF ch. 31 (572-578 mhz); ERP 716 kw vis., 143 kw aur. HAAT 1024 ft.; Action Oct. 3.
- ***WWPB-TV** Hagerstown, Md.—Authorized program operation on UHF ch. 31 (572-578 mhz); ERP 436 kw vis., 79.4 kw aur. HAAT 1230 ft. Action Oct. 4.
- **WEVO** Aguadilla, Puerto Rico—Authorized program operation on UHF ch. 44 (650-656 mhz); ERP 294 kw vis., 58.6 kw aur. HAAT 1220 ft. Action Oct. 3.

AM applications

- **Beulah, N.D.**—Mercer Broadcasting seeks 1340 khz, 1 kw, 250 w unlimited. P.O. address: 219 8th St., N.W., Minot, N.D. 58701. Estimated construction cost \$47,125; first-year operating cost \$38,690; revenue \$60,000. Format: C&W. Principals: William A. and Alice J. Bolinske (100%). Mr. and Mrs. Bolinske have interest in several North Dakota businesses. Ann. Oct. 15.
- **Lykens, Pa.**—Quinn Broadcasting seeks 1290 khz, 500 w-D. P.O. address: 455 Main St., Lykens 17048. Estimated construction cost \$33,142; first-year operating cost \$42,042; revenue not given. Format: Standard pops. Principals: James F. Hepler (43%), special agent for Prudential Insurance Co.; John R. Thomas (33%), chief engineer at WCMB(AM)-WSFM(FM) Harrisburg, Pa.; Thomas L. Buffington (24%), communications craftsman at American Telephone and Telegraph. Ann. Oct. 16.

AM action

- **KOBO(AM)** Yuba City, Calif. (1450 khz, 100 w)—FCC granted assignment of license from General Broadcasting Co. to Concerned Communications Corp. for \$230,000. Seller: Gerald D. McLevis, pres. General Broadcasting owns KKIQ-FM Livermore and KGEO(AM) Thousand Oaks, Calif. Buyer: Concerned Communications Corp., owned by Michael D. Landrith (24%), Todd N. Baker (24%) and Charles A. Lawton III (52%). They own KUKI-AM-FM Ukiah, Calif. Action Oct. 9.
- **Soperton, Ga.**—Center Broadcasting Co. Broadcast Bureau granted 1000 khz, 1 kw-D. P.O. address: Route 3, Tippett Road, Vidalia, Ga. 30474. Estimated construction cost \$46,195; first-year operating cost \$52,248; revenue \$67,160. Principals: H. Fred Tippett (100%). Mr. Tippett is representative with National Farmers Organization (BP-19597). Action Oct. 11.

AM start

- **WKDC** Elmhurst, Ill.—Authorized program opera-

tion on 1530 khz, 250 w, DA-D. Action Oct. 7.

AM licenses

Broadcast Bureau granted following licenses covering new stations:

- **KZUL** Parker, Ariz., O.M. Broadcasting (BL-13785). Action Oct. 10.
- **KPAL** Pineville, La., Robert Cowan Wagner (BL-13728). Action Oct. 10.

FM applications

- **Demopolis, Ala.**—Demopolis Broadcasting Co. seeks 106.3 mhz, 3 kw.. HAAT 200 ft. P.O. address: Drawer X, Demopolis 36732. Estimated construction cost \$66,676; first-year operating cost \$10,825; revenue \$30,800. Format: easy lstng. Principals: Mr. and Mrs. William M. Jordan (100%) own WXAL(AM) Demopolis. Ann. Oct. 15.
- **Merced, Calif.**—Radio One seeks 97.5 mhz, 50 kw., HAAT 493 ft. P.O. address: Box 717, Merced 95340. Estimated construction cost \$43,045; first-year operating cost \$19,200; revenue \$60,000. Format: popular standards/show tunes. Principal: Maurice E. Hill (100%) owns KYOS(AM) Merced. Ann. Oct. 16.
- ***Chesterton, Ind.**—Duneland School Corp. seeks 90.7 mhz, 10 w. P.O. address: 700 W. Porter Ave., Chesterton 46304. Estimated construction cost \$4,716; first-year operating cost \$1,100. Principal: William Crockett, principal of Chesterton High School. Ann. Oct. 15.
- **New Bern, N.C.**—New Bern Broadcasting Co. seeks 101.9 mhz, 100 kw.. HAAT 300 ft. P.O. address: Box 1390, Shelby, N.C. 28150. Estimated construction cost \$107,170; first-year operating cost \$36,330; revenue \$52,000. Format: C&W. Principals: Boyce J. Hanna (90%) and Sherrill Gray Ingram (10%) own WHIT(AM) New Bern. Mr. Hanna owns WADA(AM) Shelby, N.C. and has interest in WGAS(AM) South Gastonia, N.C. Sherrill Ingram is general manager of WHIT. Ann. Oct. 15.
- ***Eagle Point, Ore.**—School District 9 seeks 89.1 mhz, 10 w. P.O. address: Box 97, 240 E. Main, Eagle Point. 97524. Estimated construction cost \$4,100; first-year operating cost \$200. Principal: Michael Remick, Eagle Point High School. Ann. Oct. 16.
- **Rockport, Tex.**—James H. Belote seeks 102.3 mhz, 3 kw, HAAT: 129.7 ft. P.O. address: 4903 Creekmore Drive, San Antonio, Tex. 78220. Estimated construction cost \$2,000; first-year operating cost \$24,743. Revenue \$29,100. Format: C&W. Principal: James H. Belote (100%). Mr. Belote is chief, communications-electronics division, Department of Army, Fort Sam Houston, Tex. Ann. Oct. 15.
- ***Cody, Wyo.**—Park County School District, No. 6 State of Wyoming seeks 90.1 mhz, 10 w. P.O. address: 1225-10th St., Cody 82414. Estimated construction cost \$8,284; first-year operating cost \$1,000. Principal: Glenn D. Gilbertson, superintendent of schools. Ann. Oct. 15.

FM actions

- **Holly Springs, Miss.**—Radio Station WKRA Inc. Broadcast Bureau granted 92.7 mhz, 3 kw., HAAT 300 ft. P.O. address: Hwy. 4E, Box 398, Holly Springs 38635. Estimated construction cost \$23,929; first-year operating cost \$10,740; revenue \$15,000. Format: pops/C&W/soul. Principals: Mr. and Mrs. Brooks Wallace (75%) and Joseph J. Cassatta (25%) own WKRA(AM) Holly Springs (BPH-9084). Action Oct. 9.

- **Lewistown, Mont.**—Montana Broadcast Communications. Broadcast Bureau granted 95.9 mhz, 3 kw. HAAT 228 ft. P.O. address: 620 N.E. Main,

Lewistown 59457. Estimated construction cost \$45,503; first-year operating cost \$28,680; revenue \$37,260. Principals: Fred Lark (56%), Lewis G. Boucher (25%), et al., have major interest in KXLO(AM) Lewistown (BPH-9062). Action Oct. 9.

FM starts

- **KKTU** Ukiah, Calif.—Authorized program operation on 103.3 mhz, ERP 1.90 kw, HAAT 1,837 ft. Action Oct. 7.
- ***WCNI** New London, Conn.—Authorized program operation on 91.5 mhz. Action Oct. 8.
- **KRNA** Iowa City—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 270 ft. Action Oct. 3.
- ***WSKB** Westfield, Mass.—Authorized program operation on 91.5 mhz. TPO 10 w. Action Oct. 7.
- ***WSRX** Allendale, Mich.—Authorized program operation on 88.5 mhz, TPO 10 w. Action Oct. 9.
- **KGLP** Gallup, N.M.—Authorized program operation on 94.1 mhz, ERP 25 kw, HAAT 70 ft. Action Oct. 7.
- **WAVR** Waverly, N.Y.—Authorized program operation on 102.3 mhz, ERP 1.5 kw, HAAT 405 ft. Action Oct. 4.
- ***WGXN** Dayton, Ohio—Authorized program operation on 88.1 mhz, TPO 10 w. Action Oct. 7.
- **WCLG-FM** Morgantown, W. Va.—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 90 ft. Action Oct. 4.

Ownership changes

Applications

- **KERN(AM)** Bakersfield, Calif. (1410 khz, 1 kw)—Seeks assignment of license from Urner-Norman Broadcasting Co. to Brandon-Robinson Broadcasting Corp. for \$400,000. Sellers: James L. Norman (49%) wishes to devote himself to his building and development business. Edward E. Urner (51%) will retain position of manager of KERN. Mr. Norman is selling KSEE(AM) Santa Maria, Calif. (see below). Ann. Oct. 17.
- **WWOC(AM)** Portsmouth, Va. (AM: 1440 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Baron Communications to Crusade for Christ for \$365,000. Sellers: Ralph and Judith Baron (45% each) and George Lund own WENZ(AM) Highland Springs, Va. and have interest in WEDO(AM) McKeesport, Pa. Barons also have interest in WCUM-AM-FM Cumberland, Md., which is in process of sale. Buyer: L. E. Willis family is also applying for new FM in Suffolk, Va. Mr. and Mrs. Willis have interest in real estate. Their son is student. Ann. Oct. 10.
- **KSEE(AM)** Santa Maria, Calif. (1480 khz, 1 kw-D)—Seeks assignment of license from James L. Norman to Cal-Coast Broadcasters for \$150,000. Seller: Mr. Norman wishes to devote more time to his building business. He has interest in KERN(AM) in process of sale (see above). Buyer: Buddy Black (100%), consultant and former general manager of WLTD(AM) Evanston, Ill. Ann. Oct. 7.
- **WALJ(FM)** Naples, Fla. (93.5 mhz, 3 kw)—Seeks assignment of license from Naples Image Inc. to Collier Broadcasting Co. for \$116,219. Seller: William A. Loach Jr., president. Buyers: Mr. and Mrs. Robert B. Lubic (75%) and Mr. and Mrs. David N. Pfaff (25%) own WRGI(AM) Marco Island. Fla. Ann. Oct. 17.
- **KICR(FM)** Cedar Rapids, Iowa (102.9 mhz)—Seeks assignment of CP from Stereo Beam Corp. to

Cedar Rapids Broadcasting Co. for \$22,600. Seller: James I. Mitchell, president. Buyers: G. Dale Cowie (62%), Stanley R. Cowie (15%), et al. G. Dale Cowie owns KASI-AM-FM Ames, Iowa, and has interest in KJJO(AM) St. Joseph, Mo. Brother Stanley R. Cowie is Hennepin county administrator. Ann. Oct. 15.

■ WYLD(AM) New Orleans (940 khz, 10 kw-D, 500 w-N)—Seeks assignment of license from Rounsaville or New Orleans Inc. to Peterson Broadcasting Corp. Consideration: \$970,000. Seller: Robert W. Rounsaville (100%) owns WFUN(AM) South Miami, WDAE-AM-FM Tampa, WBJW(AM) Winter Park, WBJW-FM Orlando and WMBK(AM) Jacksonville, all Florida, WCIN(AM) Cincinnati and WVOL(AM) Berry Hill, Tenn. Buyer: Jon C. Peterson (100%) has interests in outdoor advertising, electric sign manufacturing and camp ground in Orlando area. He recently sold WETO(AM) DeLand, Fla. Ann. Oct. 15.

■ KODI(AM) Cody, Wyo. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Wycorn Corp. to Shoshone Communications Corp. Consideration: \$250,000. Sellers: William R. Sims, president (44%), and Thomas F. Stroock, vice president (23%). Seller owns KOJO(AM) Laramie, Wyo., and has applied for new AM in Green River, Wyo. Buyers: James F. and Ann Coe Hayes, (80% together), and Robert D. Coe II (20%). Mr. and Mrs. Hayes and her brother, Mr. Coe, have interests in resort at Pahasha, Wyo. Ann. Oct. 15.

Actions

■ KDRS(AM) Paragould, Ark.—Broadcast Bureau granted relinquishment of negative control of KDRS Inc. by T. M. Self (50% before, 30% after) through transfer of stock to Timothy Max Rand (none before, 20% after) (BTC-7532). Action Oct. 11.

■ KPLS(AM) Santa Rosa, Calif. (1150 khz, 5 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from KPLS Inc. to Radio 1150 Inc. for \$309,512. Sellers: Mr. and Mrs. Joseph Stamler (100%). Buyers: Hugh E. Turner, Margaret Lang and James D. Lang Jr. (33⅓% each). Mr. Turner owns personnel training company, Mrs. Lang is housewife and Mr. Lang has insurance and investment interests (BAL-8213). Action Oct. 11.

■ WNWJ(AM) Valparaiso, Ind.—Broadcast Bureau granted acquisition of positive control of Northwestern Indiana Radio Co. by Nette B. Hershman, Arthur L. Hershman and G. Edward Hershman (jointly 50% before, 100% after) through purchase of stock from John W. Van Ness, trustee/escrowee (50% before, none after). No consideration (BTC-7428). Action Oct. 11.

■ KAUS(AM)-KAAL(FM) Austin, Minn. (AM: 1480 khz, 1 kw-DA-2; FM: 99.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Minnesota-Iowa Television Co. to Withers Broadcasting Co. of Minnesota for \$400,000. Seller: Minnesota-Iowa, Robert Buckmaster, president, is subsidiary of Black Hawk Broadcasting Co., owner of KWWL-AM-TV-KFMW(FM) Waterloo, Iowa and KLLW(AM) Cedar Rapids, Iowa. Buyer: W. Russell Withers Jr. (100%), has interest in WDTV-TV Weston, W. Va. WMIX-AM-FM Mt. Vernon, Ill. KGMO-AM-FM Cape Girardeau, Mo. (BAL-8189). Action Oct. 11.

■ KIEE(FM) Harrisonville, Mo.—Broadcast Bureau granted assignment of CP from Arnold E. and Verla M. Wilson to KIEE-FM Inc., owned 100% by Mr. and Mrs. Wilson (BAPH-567). Action Oct. 9.

■ KGEW(AM) Kearney, Neb.—Central Nebraska Broadcasting Co. and KFLI(AM) Mountain Home, Idaho, KFLI Radio—Broadcast Bureau granted acquisition of positive control of licensee corporations by John C. Mitchell (40% before, 66⅔% after) through sale of stock by George Peterson and Peter Paul (each 20% before, none after) to licensee corporations. Consideration \$47,500 (BTC-7378-9). Action Oct. 11.

■ KDAZ(AM) Albuquerque, N.M.—Broadcast Bureau granted acquisition of positive control of Pan American Broadcasting Co. by Belarmino R. Gonzales (30% before, 60% after) through purchase of stock from George A. Gonzales (30% before, none after). Consideration \$25,000 (BTC-7207). Action Oct. 11.

■ WIGS-AM-FM Gouverneur, N.Y. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Genkar Inc. to DeHart Broadcasting Corp. for \$200,000. Seller: Ann D. Genthner, secretary-treasurer. Buyers: Robert W. and Romyne Hartshorn (100%). Mr. Hartshorn was former account executive. WILM(AM) Wilmington, Del. (BAL-8214). Action Oct. 9.

■ WVCH(AM) Chester, Pa. (740 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from executors of estate of James M. Tisdale to WVCH Communications. Consideration: \$350,000. Sellers: Leon Goldberg, Malcolm B. Petrikin, and Thomas H. Moffit are executors of Mr. Tisdale's estate. Buyer: Mr. Moffit (100%) owns WTLN-AM-FM Apopka, Fla. (BAL-7605). Action Oct. 11.

■ KURV(AM) Edinburg, Tex. (710 khz, 250 w, DA-N)—Broadcast Bureau granted transfer of control of Magic Valley Radio from Cloyd O. Kendrick, et al. (55% before, none after) to W. Lloyd Hawkins (44% before, 99% after). Consideration: \$131,961. Principals: Mr. Hawkins is president of Magic

Valley and has interest in Valley Broadcasting, permittee for new FM at Edinburg (BTC-7438). Action Oct. 9.

■ KGNB(AM)-KNBT(FM) New Braunfels, Tex. (AM: 1420 khz, 1 kw-D; FM: 92.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Comal Broadcasting Co. from Eunice and Claude W. Scruggs (60% before, none after) to Raymond A. Bartram, Jack Ohlrich, Doyle Krueger, Carroll Hoffman, S. T. Burriss and J. C. Reagan (none before, 10% each after) for \$180,000. Messrs. Bartram, Ohlrich, Krueger and Hoffman are area businessmen. Messrs. Burriss and Reagan are attorneys (BTC-7450). Action Oct. 9.

Facilities changes

TV actions

■ KHSL-TV Chico, Calif.—Broadcast Bureau granted CP to install alt. main trans. (BPCT-4767). Action Oct. 11.

■ WLWD Dayton, Ohio—Broadcast Bureau granted CP to change type trans. (BPCT-4765). Action Oct. 11.

■ WTPA-TV Harrisburg, Pa.—Broadcast Bureau granted request for authority to operate trans. by remote control from 3235 Hoffman St., Harrisburg (BRCTV-207). Action Oct. 11.

■ WJAR-TV Providence, R.I.—Broadcast Bureau granted request for authority to operate trans. by remote control from 176 Weybosset St., Providence (BRCTV-204). Action Oct. 11.

■ WCGV Milwaukee—Broadcast Bureau granted mod. of CP to change trans. location to 505 E. Capitol Dr., Milwaukee; change studio location and change: ant. structure; ant. height 1030 ft.; conditions (BMPCT-7528). Action Oct. 11.

AM application

■ KVEN Ventura, Calif.—Seeks to change daytime power to 1 kw, non-DA; trans. and studio location redescribed as 0.3 mile south of Main St., near Callens Rd., Ventura. Ann. Oct. 17.

AM actions

■ KTRT Truckee, Calif.—Broadcast Bureau granted CP to remove series limiting resistor and increase radiation efficiency (BP-19795). Action Oct. 11.

■ WDAE Tampa, Fla.—Broadcast Bureau granted request for waiver of rules to identify as Tampa-St. Petersburg, Fla. Action Sept. 27.

■ WEGG Rose Hill, N.C.—Broadcast Bureau denied request for waiver of rules to identify as Rose Hill-Kenansville, N.C. Action Sept. 27.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KRIO McAllen, Tex. (BP-19,480), Oct. 3; WROD Daytona Beach, Fla. (BP-19,569), Oct. 7; WSLG Gonzales, La. (BP-19,400), Oct. 8; WTAE Pittsburgh (BP-19,432), Oct. 4.

FM actions

■ KBTM-FM Jonesboro, Ark.—Broadcast Bureau granted mod. of CP to operate second remote control from 801 S. Church St., Jonesboro; change trans.; change ant.; change TPO and ERP, 100 kw; ant. height 150 ft.; remote control from main studio at 603 Madison St., and from 801 S. Church St., Jonesboro, by personnel of station only (BMPH-14253). Action Oct. 10.

■ KSTX Canon City, Colo.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from studio-trans. site at 1615 Central, Canon City; change trans.; change ant.; change TPO and add circular polarization to ERP and ant.

height; ERP 3 kw; ant. height minus 520 ft. (BMPH-14263). Action Oct. 10.

■ WRXX Centralia, Ill.—Broadcast Bureau granted CP to install new trans. and ant.; add circular polarization; ERP 3 kw; ant. height 215 ft.; remote control permitted (BPH-9165). Action Oct. 11.

■ KFMH Muscatine, Iowa—Broadcast Bureau granted CP to install new trans. and change transmission line; ERP 50 kw; ant. height 245 ft. (BPH-9162). Action Oct. 11.

■ KFRA-FM Franklin, La.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change TPO and ant. height 175 ft. (BMPH-14264). Action Oct. 10.

■ KBED Lake Providence, La.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change TPO and ERP 2 kw; ant. height 145 ft. (BMPH-14257). Action Oct. 10.

■ WJGS Houghton Lake, Mich.—Broadcast Bureau granted mod. of CP to change ant.; change TPO; ERP 100 kw (h), 25 kw (v); ant. height 470 ft.; remote control from main studio at 3431 Houghton Lake Dr., Houghton Lake. (BMPH-14255). Action Oct. 10.

■ WWWS Saginaw, Mich.—Broadcast Bureau granted mod. of license to change licensee name to Saginaw Broadcasting Co. (BMLH-504). Action Oct. 10.

■ KILA Henderson, Nev.—Broadcast Bureau granted mod. of license covering change of studio and remote control locations to outside city limits at Sixth St., between St. Louis and Sahara Aves., Las Vegas (BMLH-491). Action Oct. 11.

■ WDOK Cleveland—Broadcast Bureau granted CP to replace present aux. trans. with new alt. main trans. (BPH-9164). Action Oct. 11.

■ WBBY-FM Westerville, Ohio—Broadcast Bureau granted CP to install new ant. (BPH-9160). Action Oct. 11.

■ WGBI-FM Scranton, Pa.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; decrease ant. height; change TPO; (BMPH-14254). Action Oct. 10.

■ WHIN-FM Gallatin, Tenn.—Broadcast Bureau granted CP to install new ant.; increase ant. height; change TPO; ant. height 770 ft.; and add circular polarization to ERP, ERP 50 kw; remote control from main studio on Highway 109N, Gallatin (BPH-9171). Action Oct. 9.

■ KRSP-FM Salt Lake City—Broadcast Bureau granted mod. of CP to change trans.; change ant.; decrease ant. height; change TPO and change trans. location (same site); ERP 13 kw; ant. height 3,630 ft.; remote control from main studio at 1130 W. 5200 South, Salt Lake City (BMPH-14256). Action Oct. 10.

■ KZOK Seattle—Broadcast Bureau granted mod. of CP to change trans. location (same site); make change in trans. location (same site); increase ant. height; and change ant. height 1170 ft. (BMPH-14259). Action Oct. 10.

■ WISM-FM Madison, Wis.—Broadcast Bureau granted CP to relocate FM trans. to same site as presently authorized; delete remote control; install new trans.; and change transmission line; remote control deleted (BPH-961). Action Oct. 9.

■ WRDB-FM Reedsburg, Wis.—Broadcast Bureau granted mod. of CP to correct trans. and change ant.; condition retained (BMPH-4262). Action Oct. 10.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KHSS Honolulu (BPH-9095), Oct. 8; WKLS Atlanta (BPH-7518), Oct. 8; WKTM North Charleston, S.C. (BPH-8635), Oct. 9; *WSCB Springfield, Mass. (BPED-1848), Oct. 3; *WYMS Milwaukee (BPED-1757), Oct. 7.

NORTHEAST — EXCLUSIVE FULL AM/FM

Large Market. Class B FM, antenna 800' HAAT. AM cash flow will support debt service. Asking \$1,200,000 including real estate with good terms to qualified buyer.

CECIL L. RICHARDS, INC.

Media Brokers

Radio — TV — Newspapers

Suite 817, 1625 Eye St., N.W., Washington, D.C. 20006

(202) 296-2310

In contest

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:

■ **WLIX(AM)** New Orleans, renewal proceeding: Storz Broadcasting Co. (Doc. 20200)—Designated Chief ALJ Arthur A. Gladstone to serve as presiding judge; scheduled hearing for Jan. 6, 1975, in New Orleans. Action Oct. 9.

Procedural rulings

■ **Fresno, Calif., FM proceeding:** Atlas Broadcasting Co. and Pacific Quadracasting, competing for 105.9 mhz (Docs. 20143-4)—ALJ James F. Tierney scheduled hearing to commence on Jan. 28, 1975. Action Oct. 10.

■ **Jacksonville, Fla., FM proceeding:** Bold City Broadcasting Co., Mark L. Wodlinger and Mel-Lin, competing for 101.3 mhz at Jacksonville (Docs. 20076-8)—ALJ Thomas B. Fitzpatrick canceled hearing presently scheduled for Nov. 19 and continued without date all procedural dates. Action Oct. 11.

■ **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 request by Tropical Florida to add issues against Post-Newsweek Stations Florida. Tropical Florida's petition sought to determine whether Washington Post Co., of which Post-Newsweek Stations is subsidiary, had engaged in manipulative and deceptive business practices, issued untrue and misleading statements and breached its duties to its shareholders in 1933 and 1934. Board said that Tropical Florida's sole reliance on "inexcusably late" evidence of which it has no knowledge, presented in an action in which it is not party, "is clearly insufficient to warrant addition of more issues in this proceeding." Action Oct. 11.

■ **Carrollton, Ga., AM proceeding:** Radio Carrollton, seeking 1330 khz, and Faulkner Radio (WLBB Carrollton 1100 khz) competing for Station (Docs. 19636-2)—Commission scheduled oral argument for Nov. 12, on exceptions and briefs to initial decision released April 15. In initial decision ALJ David I. Kraushaar proposed grant of application of Radio Carrollton. Judge Kraushaar also proposed denial of Faulkner Radio's renewal application. Action Oct. 16.

■ **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)—Review board in response to a petition by Broadcast Bureau, enlarged issues to determine which proposal would better provide fair, efficient and equitable distribution of radio service. Action Oct. 11.

■ **Midland, Mich., FM proceeding:** Wolverine Radio Co. and Patten Corp. (WMPX(AM) Midland and WKHM-AM-FM Jackson), competing for 93.5 mhz (Docs. 19925-6)—Review board scheduled oral argument for Nov. 14, on exceptions and briefs to initial decision released July 29. Initial decision proposed grant of application of Wolverine Radio. Action Oct. 16.

■ **Avalon, N.J., FM proceeding:** WAVV Communications and Avalon Broadcasting Co., competing for 94.3 mhz at Avalon (Docs. 20030-1)—ALJ Jay A. Kyle, on his own motion scheduled hearing to convene on Nov. 5. Action Oct. 11.

■ **WLE(AM)** Raleigh, N.C., renewal proceeding: WLE Inc. (Doc. 19908)—ALJ Ernest Nash postponed hearing presently scheduled to begin on Nov. 4 to Dec. 10 in Raleigh. Action Oct. 11.

■ **Dallas, TV proceeding:** WADECO Inc. and Belo Broadcasting Corp. (WFAA-TV), competing for ch. 8 (Docs. 19744-5)—Review board, on request of Belo Broadcasting modified financial issue directed against WADECO. Board found that financial issue directed against WADECO should be modified to determine whether applicant will have available \$3,000,000 loan, and, if so, effect of terms and conditions of that loan on applicant's financial qualifications. Action Oct. 10.

■ **WKL(AM)** Blackstone, Va., renewal and FM proceedings: Blackstone Broadcasting, seeking 93.5 mhz (Docs. 19774-5)—Commission scheduled oral argument for Nov. 12 on exceptions and briefs to initial decision released January 15. WKL renewal and FM CP applications were designated for hearing by Commission order released June 28, 1973, on issues to determine whether Blackstone Broadcasting knowingly engaged in fraudulent billing practices. In initial decision ALJ Chester F. Naumowicz Jr. proposed grant of application of Blackstone Broadcasting, ordering it to forfeit \$5,000 for violation of fraudulent billing rules. Action Oct. 16.

■ **Buena Vista, Va., AM proceeding:** Harry R. Peyton and WANV Inc., competing for 1270 khz at Buena Vista (Docs. 20036-7)—Review board denied petition by WANV Inc. requesting addition of site availability issue against Harry R. Peyton. Action Oct. 10.

Call letters

Applications

Call	Sought by
	New FM's
WLRB	Melvin Gollub, Rehoboth Beach, Del.
*KOKS	Alpine School District, Orem, Utah
*WSLX	St. Luke's Foundation, New Canaan, Conn.
*WAMP-FM	Board of Education—Toledo WREC-TV Ohio
KQNM	Gallup Broadcasting Co., Gallup, N.M.
*WXGC	Georgia State College for Women, Milledgeville, Ga.
	Existing TV's
WREC-TV	WREC-TV Memphis
WBKB-TV	WTIS Alpena, Mich.
	Existing AM's
WWCB	WOTR Corry, Pa.
WENA	WVON Cicero, Ill.
	Existing FM
KFAT	KSND Gilroy, Calif.

Grants

Call	Assigned to
	New TV
*KMPT	Educational Broadcasting Commission, Butte, Mont.
	New FM's
KMOE	Bates County Broadcasting Co., Butler, Mo.
WDFP	WVOC Inc., Battle Creek, Mich.
WKSI	Eldorado Broadcasting Corp., Eldorado, Ill.
WVNS	New South Broadcasting Corp., Tuskegee, Ala.
WAIF	Stepchild Radio of Cincinnati, Cincinnati
WEEJ	Broadcast Systems, Port Charlotte, Fla.
WWVY	Bartholomew County Broadcasting Co., Columbus, Ind.
KLEE-FM	Kleeco Radio, Ottumwa, Iowa
	Existing AM's
KBOM	KWWB Bismarck-Mandan, N.D.
KPRT	KPRS Kansas City, Mo.
	Existing FM's
KRNQ	KRNT-FM Des Moines, Iowa
WYSL-FM	WPHD Buffalo, N.Y.
WAKX-FM	KPIR Duluth, Minn.
WQEN	WLJM Gadsden, Ala.
KSML	KNLT Truckee, Calif.
KPRS	KPRS-FM Kansas City, Mo.
KCCQ	KASI-FM Ames, Iowa

■ **KUPY(AM)** Puyallup, Wash., renewal proceeding: KAYE Broadcasters (Doc. 18929)—Commission denied request by Benedict P. Cottone to re-enter his appearance as counsel for KAYE Broadcasters. Commission said there was ample support in record for ALJ Nash's conclusion that exclusion of Cottone is required to maintain decorum of hearing and to avoid further disruptions. Action Oct. 9.

FCC decision

■ **Pasadena, Calif., AM proceeding:** Orange Radio, Western Broadcasting Corp., Goodson-Todman Broadcasting, Pacific Fine Music, Crown City Broadcasting Co., Voice in Pasadena and Pasadena Broadcasting Co., competing for 1110 khz (Docs. 15754-6, 15762, 15764-6)—Commission denied request by Orange Radio for remand and reconsideration of FCC decision. Commission said that despite Orange's contentions, it remained of view that Western proposal held greatest promise of improved operation which would make most efficient use of 1110 khz frequency in southern California area. Action Oct. 8.

Complaint

■ **KAUS-TV** Austin, Minn.—Commission denied

application of Baldy Hansen for review of Broadcast Bureau ruling of May 16, in which Bureau rejected his fairness doctrine complaint against KAUS-TV. Hansen complained that KAUS-TV failed to fulfill its fairness doctrine obligations in connection with broadcast of news story concerning local school for deaf. In rejecting Hansen's complaint, Bureau concluded that he had not proved that question of merits of sign language method of teaching deaf was controversial issue. Action Oct. 8.

Fines

■ **KLIV(AM)** San Jose, Calif.—Broadcast Bureau by letter, notified KLIV Inc. that it is apparently liable for forfeiture of \$1,000 for operating station with ant. input power in excess of that authorized from Nov. 1 to 10, 1973, for nighttime pattern. Action Oct. 10.

■ **WVLD(AM)** Valdosta, Ga.—FCC notified Ev-Co Broadcasters, licensee of WVLD, that it has incurred apparent liability for forfeiture of \$2,500. Ev-Co was notified of numerous rule violations for operating station with excessive power; operating with unauthorized power; failing to employ first-class radiotelephone operator; failing to make proper inspections and failing to maintain maintenance log. Action Oct. 16.

■ **WCAT(AM)** Orange, Mass.—FCC ordered Berkshire Broadcasting Co., licensee of WCAT, to forfeit \$500 for repeated operation of station with excessive power during presunrise period. Action Oct. 16.

■ **WWJ-TV** Detroit—FCC ordered Evening News Association, licensee of WWJ-TV, to forfeit \$5,000 for repeated failure to log entire duration of real estate program as commercial time. Proceeding arose from Feb. 18, 1973, broadcast of two-hour program entitled "The House Detective." Action Oct. 16.

■ **KSEN(AM)** Shelby, Mont.—Broadcast Bureau, by letter, notified Tri-County Radio Corp. that it incurred apparent liability for forfeiture of \$300 for not having available equipment performance measurements for 1972 and 1973, since interval exceeded fourteen months. Action Oct. 10.

■ **WDIX(AM)** Orangeburg, S.C.—FCC ordered WDIX Inc., licensee of WDIX Orangeburg, to forfeit \$2,000 for repeated failure to log entire duration of certain programming as commercial matter. Action Oct. 16.

■ **KQXX(FM)** McAllen, Tex.—FCC ordered Rio Broadcasting Co., licensee of KQXX, to forfeit \$2,000 for repeated failure to comply with equipment and program test requirements. Action Oct. 16.

■ **KPOS(AM)** Post, Tex.—Broadcast Bureau, by letter, notified James G. Boles, licensee, that it is apparently liable for forfeiture of \$500 because trans. operator Steven Mason did not have broadcast endorsement on his third-class operator's permit when he signed log on duty from Dec. 2-11, 1973; and station operated with daytime power prior to sunrise from Dec. 3-12, 1973. Action Oct. 10.

Allocations

Petitions

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

■ **KSRM(AM)** Soldotna, Alaska—Seeks to assign ch. 261A to Soldotna-Kenai, Alaska (RM-2453).

■ **Erway Broadcasting Corp.**, Santa Barbara, Calif.—Seeks to assign ch. 292A to Goleta, Calif. (RM-2451).

■ **John W. Talbott**, Waverly, Iowa—Seeks to add ch. 285A and delete ch. 272A from Cherokee; add ch. 292A to Harlan; and add ch. 272A and delete ch. 292A from Onawa, all Iowa (RM-2452).

■ **Jefferson Lowe Watts**, Statesville, N.C.—Seeks to assign ch. 285A to Canton-Waynesville, N.C. (RM-2455).

Action

FCC took following action on TV allocation:

■ **Manassas, Va.**—Broadcast Bureau proposed amendment of TV table of assignments by assigning ch. 66 to Manassas. Action was in response to petition by National Capital Christian Broadcasting (RM-2344, Doc. 20208). Action Oct. 9.

Rulemaking

Action

■ Commission proposed new rules concerning processing of broadcast applications for new stations and major amendments. Proposed revisions, which

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
5390 Cherokee Ave.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 770-7470
(202) 223-4664
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301 - 299-3900
Member AFCCE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member AFCCE

contact
BROADCASTING MAGAZINE
1735 DeSoto St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Summary of broadcasting

FCC tabulations as of Sept. 30, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,395	2	22	4,419	53	4,472
Commercial FM	2,532	0	59	2,591	161	2,752
Educational FM	677	0	28	705	88	793
Total radio	7,604	2	109	7,715	302	8,017
Commercial TV	698	1	10	709	36	758
VHF	507	1	6	514	5	521
UHF	191	0	4	195	31	237
Educational TV	221	0	17	238	10	252
VHF	88	0	7	95	2	98
UHF	133	0	10	143	8	154
Total TV	919	1	27	947	46	1,010

* Special temporary authorization

** Includes off-air licenses

would amend Part 1 of rules, would limit period for filing competing applications for new FM and TV stations and for filing petitions to deny, and effect of certain amendments to applications for CP's for AM, FM and TV facilities. Comments may be filed by Dec. 9, and reply comments by Dec. 23 (Doc. 20205). Action Oct. 9.

Translators

Applications

- Valley T.V. Club, Tampico and rural area, Montana—Seeks ch. 57, rebroadcasting KRTV Great Falls, Mont. (BPTT-2702). Ann. Oct. 18.
- Kittitas County Television Improvement District #1, Ellensburg and Kittitas Valley, Wash.—Seeks ch. 65, rebroadcasting KSPS-TV Spokane, Wash. (BPTT-2701). Ann. Oct. 15.

Actions

- K78CR Keosauqua, Iowa—Broadcast authorization canceled and call letters deleted, at request of licensee. Ann. Oct. 18.
- K7ICE Ottumwa, Iowa—Broadcast authorization canceled and call letters deleted, at request of licensee. Ann. Oct. 18.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 16 (stations listed are TV signals proposed for carriage):

- Arkansas Cable Television, 910 City National Bank Bldg., Austin, Tex. 78701, for Pulaski county, Ark. (CAC-4357); KARK-TV, KATV, KTHV, KETS Little Rock, Ark.; KTVT Ft. Worth; KPLR-TV St. Louis; KXTX-TV Dallas.
- Cotton Country Communications, Box 1616, Greenville, Miss. 38701, for Hollandale, Miss. (CAC-4352); KNOE-TV Monroe, La.; KTVF El Dorado, Ark.; WLBT, WJTV, WAPT, WMAA Jackson, Miss.; WABG-TV Greenwood, Miss.; WTVV Tupelo, Miss.; KATV Little Rock, Ark.
- Gulf Coast Cablevision, Box 1818, 5115 Telephone Rd., Pascagoula, Miss. 39567, for Pascagoula (CAC-4363) and Moss Point (CAC-4364), both Mississippi; Add WWL-TV, WDSU-TV New Orleans.
- Littleton TV Cable Systems, 78 Main St., Littleton, N.H. 03561, for Campton, N.H. (CAC-4362); WGBH-TV, WBZ-TV, WCVB-TV, WSBK-TV Boston; WCAX-TV Burlington, Vt.; WCHS-TV, WGAN-TV Portland, Me.; WMTW-TV Poland Spring, Me.; WMUR-TV Manchester, N.H.; WENH-TV Durham, N.H.
- Micro-Cable Communications Corp., 7 Fir Court, Oakland, N.J. 07436, for Kinnelon, N.J. (CAC-4365); WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WNYE-TV, WOR-TV, WPIX-TV, WNYC-TV New York; WLIW Garden City, N.Y.; WXTV Paterson, N.J.; WNET-WBTB-TV Newark, N.J.; WPHL-TV, WTAF-TV Philadelphia; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.
- Catawba Valley Communications, 124 11th St., N.W., Hickory, N.C. 28601, for Hickory (CAC-4355); WHKY-TV Hickory, N.C.; WBTV, WSOC-TV, WCCB-TV Charlotte, N.C.; WSPA-TV Spartanburg, S.C.; WLOS-TV Asheville, N.C.; WUNG-TV Concord, N.C.; WJHL-TV Johnson City, Tenn.; WKPT-TV Kingsport, Tenn.; WCYB-TV Bristol, Va.; WUNE-TV Linville, N.C.
- Craven Cable Co. of New Bern, 217 Broad St., New Bern, N.C. 28560, for New Bern (CAC-4351); WUNK-TV, WNCT-TV Greenville, N.C.; WITN Washington, N.C.; WCTI-TV New Bern, N.C.; WRET-TV Charlotte, N.C.; WYAH-TV Portsmouth, Va.; WUND-TV Columbia, N.C.

- Two M. Cablevision, R.R. 4, Box 85, Waverly, Ohio 45690, for Huntington township, Ohio (CAC-4349); WSAZ-TV, WHTN-TV Huntington, W. Va.; WLWC, WTVN-TV, WBNS-TV, WOSU-TV Columbus, Ohio; and for Twin township, Ohio (CAC-4350); WLWC, WTVN-TV, WBNS-TV, WOSU-TV Columbus, Ohio; WHIO-TV Dayton, Ohio.

- Portage Telerama, Box 647, Ravenna, Ohio 44266, for Streetsboro, Ohio (CAC-4358); WAKR-TV Akron, Ohio; WUAB Lorain, Ohio; WKYC-TV, WEWS, WJW-TV, WUAB-TV, WKBF-TV Cleveland; WNEO-TV Alliance, Ohio; WJAN Canton, Ohio; WXON, WKBD-TV Detroit; and for Ravenna (CAC-4359), and Kent (CAC-4360), both Ohio: Add WXON, WKBD-TV Detroit.

- Community Television of Utah, 1251 Wilmington Ave., Salt Lake City 84106, for Murray City (CAC-1860), Salt Lake county (CAC-1861), South Salt Lake (CAC-1862), Weber county (CAC-1864), Roy City (CAC-1865), Ogden Canyon (CAC-1968), Orem (CAC-4353) and Utah county (CAC-4354), all Utah: Add KTVU Oakland, Calif. and delete KMUV-TV Sacramento, Calif.

- Staunton Video Corp., 308 N. Central Ave., Staunton, Va. 22401, for Staunton (CAC-4361): Add WVIR-TV Charlottesville, Va.

- Oates TV, Virginia Ave., rear of Court House, Petersburg, W. Va. 26847, for Petersburg (CAC-4356): Add WRC-TV, WTOF-TV Washington; translator station W48AA Pinnacle Rock, Keyser, W. Va.

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: See Mor Cable TV of Bernie, Bernie, Mo. (CAC-3148); Michigan Cable TV, Saline Mich. (CAC-3498); Yorktown Cable Co., Yorktown, Tex. (CAC-3594); Hernandez Cable TV, portions of Hernando county, Fla. (CAC-3677); Lake Cable TV, Mentor, Ohio (CAC-3791); Ultra Com of Rockmart, Aragon (CAC-3800) and Van Wert (CAC-3801), both Georgia; Booth American Co., Spring Arbor township, Mich. (CAC-3808); Troy Cablevision, Troy, Ala. (CAC-3815); Warner Cable of Ft. Walton Beach, Destin, Fla. (CAC-3862); Border Area Cable TV, Baudette, Minn. (CAC-3991); East Bank Cable TV, Kenner, La. (CAC-4019); Nacogdoches Cable TV, Nacogdoches, Tex. (CAC-4048); Belle Glade Community Television Co., Belle Glade, Fla. (CAC-4050); Nation Wide Cablevision, Poulsville, Wash. (CAC-4051); Crystal Cablevision, Seattle (CAC-4109); Teleprompter of Seattle, Seattle (CAC-4110); Colorcable, Seattle (CAC-4111); Community Cablevision of South Carolina, Marion, S.C. (CAC-4122); Consolidated Cable TV, Patterson, Ark. (CAC-4140); Kilgore Video, Kilgore, Tex. (CAC-4142); Telecable Communications Corp., St. Thomas township, Pa. (CAC-4146); Burke County CATV, Waynesboro, Ga. (CAC-4148); Spokane Cablevision, specified unincorporated portions of Spokane county, Wash. (CAC-4149); Good Vue CATV, Spring Valley (CAC-4156), Ramapo (CAC-4157) and Clarkstown (CAC-4158), all New York; Warner Cable of Ft. Walton Beach, Okaloosa Island, Fla. (CAC-4170); Diversified Communications, Mexico, Me. (CAC-4181).

- California—Commission granted Storer Cable TV certificates of compliance to add signals to existing cable systems at Agoura, Calabasas, Banning, Hermosa Beach, Manhattan Beach and El Portal, Calif. Cable systems are located in Los Angeles-San Bernardino-Corona-Fontana, Calif. TV market. Storer proposes to add *KVST-TV, *KLCS Los Angeles, and KHOF-TV San Bernardino, Calif. to all six systems; KLXA-TV Fontana and KBCS-TV Corona, Calif. to its Agoura and Calabasas systems; KLAX-TV to its Banning system; and *KOCE-TV Huntington Beach, Calif. to its Hermosa Beach, Manhattan Beach and El Portal systems. (CAC-1691-3, 1695-7). Action Oct. 16.

- Broadway Estates and Holly Hills, Colo.—FCC granted Jones International certificates of compliance to operate new cable systems at Broadway Estates and Holly Hills, in unincorporated areas of Arapahoe county, Colo. Jones proposes to carry KMGH-TV, KBTU, KOA-TV, *KRMA-TV,

KWGN-TV Denver; KXTX-TV Dallas; and XEJ-TV Juarez, Mexico. Action Oct. 16.

- West Fargo, N.D.—Commission granted Sheyenne Cable T.V. Association certificate of compliance to begin cable service at West Fargo, located in Fargo-Valley City, N.D., major TV market. Sheyenne proposes to carry *KGFE-TV Grand Forks; KXJB-TV Valley City; WDAY-TV, KTHI-TV and *KFME Fargo, all North Dakota, and WTCN-TV Minneapolis. Petition by Spokane Television, licensee of KTHI-TV, to deny grant of certificate of compliance was denied. Action Oct. 8.

- Nicholson borough, Pa.—Commission granted Northeastern Pennsylvania TV Cable Co. certificate of compliance to begin cable service at Nicholson borough. Cable system is located in both Wilkes-Barre-Scranton, Pa. major TV market and Binghamton, N.Y. smaller TV market. Northeastern proposes to carry WNEP-TV, WDAU-TV, *WVIA-TV Scranton; WBRE-TV Wilkes-Barre; and *WPHL-TV Philadelphia, all Pennsylvania; and New York signals of *WSKG, WBJA-TV, WICZ-TV, WBNG-TV Binghamton; and WOR-TV and WPIX New York. Action Oct. 16.

- Philadelphia—Commission granted Philadelphia Cable Television Co. certificate of compliance for new cable system to serve Philadelphia. Philadelphia Cable will provide its subscribers with *WHYY-TV Wilmington, Del.; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV Philadelphia; WKBS-TV Burlington, *WNJS Camden, WXTV Paterson, N.J.; and WPIX and WOR-TV New York. Joint objections by Synapse Communications Collective, Concerned Communicators, Rev. Ralph M. Moore Jr., Leanne Smith Keys and John F. O'Rourke, and informal objection by Philadelphia Community Cable Coalition were denied. Action Oct. 9.

Other actions

- Jacksonville, Ill.—Commission deleted Jacksonville from Springfield-Decatur-Champaign-Jacksonville, Ill., major TV market listing of TV signals in cable service. Since WJLY-TV was deleted on June 24 and no commercial TV is now authorized to serve Jacksonville, commission said area no longer fits definition of TV market. Action Oct. 16.

- Southbridge, Mass.—FCC denied petition by Quinebaug Valley Cablevision, operator of cable system at Southbridge, for waiver of signal carriage requirements. Quinebaug requested waiver of signal carriage requirements of rules in response to request for cable carriage by The WHYN Stations Corp., licensee of WHYN-TV Springfield, Mass. Commission found that WHYN-TV is "must carry" station and said that following proper request for carriage, it must be added by cable systems. Action Oct. 16.

- Sturgis, Mich.—Commission denied request by Michigan CA-TV Co., operator of cable system at Sturgis, for waiver of network program exclusivity rule. Noting that waiver request was filed under former rules which prohibited same-day duplication of network programming, commission said time differential problems had been resolved under present rules which require deletion of only simultaneously duplicated network programming. Action Oct. 16.

- San Juan, Puerto Rico—Commission required Cable Television Co. of Puerto Rico, operator of cable system in San Juan, to afford syndicated program exclusivity protection on request when party whose "protected" programming is broadcast in same language as that being carried by cable system. Although San Juan is not included in commission's list of major TV markets, commission decided that because of city's 800,000 population, it would be appropriate to treat it as a major market so that cable TV access requirements would be applicable. It stated that communities outside contiguous United States may be treated on "ad hoc" basis due to unique circumstances inherent in many of these communities. Action Oct. 9.

- Kingwood and Terra Alta, W. Va.—FCC denied request by Mountain State Cable, operator of cable systems in Kingwood and Terra Alta, for waiver of network program exclusivity rule. FCC said it requires smaller systems with over 500 subscribers to demonstrate unusual circumstances and provide specific data to support waiver petition based on general claim of economic hardship. It said Mountain State had failed to do so. Commission added, since Terra Alta system served 357 subscribers, rule exempts cable systems having less than 500 subscribers from exclusivity requirement. Action Oct. 16.

- Weston, W. Va.—FCC denied petition by Weston Television Cable Corp., operator of cable system at Weston, for reconsideration of order directing it to comply with network exclusivity rules. Commission said that Weston Television had merely reargued contentions denied in original decision. In addition, pendency of Doc. 19995 fails to add compelling force to arguments which are unpersuasive on their own merits, commission said. Action Oct. 16.

Rulemaking

- Commission said record will remain open until Nov. 1 for supplemental written material in reply to arguments in pay cablecasting rulemaking proceeding made during oral presentations on Oct. 23-25 (Doc. 19554). Action Oct. 16.

Classified Advertising

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

RADIO

Help Wanted Management

Sales-oriented manager needed for Southern medium market station. \$25,000 income based on gross profits. Excellent facility, lovely market. Send resume to Box K-85, BROADCASTING.

Clean cut, positive thinking person for managing and selling—Class C FM station big band and classical format. Northern Rocky Mountain Region. Box K-166, BROADCASTING.

No. 1 radio station WERK, Muncie, Indiana, is looking for aggressive sales oriented general manager with proven track record. Must stand rigid inspection. To the right individual an attractive salary or percent on sales. At present sales level your income would amount to \$20,000+ with excellent growth potential. If you produce you gain. All replies confidential. No phone calls. Send written resume with references to WERK Radio, Box 2465, Muncie, IN 47304.

Help Wanted Sales

Experienced account executive—Lincoln, Neb. (pop. 165,000). Top ARB ratings (18-34). Five figure salary, commission KFMQ Radio, 1025 Terminal Bldg., Lincoln, NE.

We have immediate position available for an aggressive sales person in one of nation's healthiest retail markets. Commissions escalate to 25 percent of net. Send resume to Ron Stack, WCRG Cedar Rapids, IA 52406.

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

Wanted: experienced salesperson with sales manager potential for small market station. Salary negotiable. Box 100, Jackson, WY 83001. Resume.

Male or Female, experienced and able to travel. Sell our proven sales promotions to stations and earn more than you have ever made in your life selling locally. Key Marketing Corp., P.O. Box 650, St. Petersburg, FL 813-821-0986.

Sales manager with solid sales background, some management experience needed by #1 station. Salary commensurate with ability. Send resume to Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

Help Wanted Announcers

Mature, experienced person desired for news and di combination position. MOR adult format. Secondary New England market. Equal opportunity employer. Box K-167, BROADCASTING.

50,000 watts—If you want to be part of one of the biggest country stations in America; if you want to get totally involved in a major market; if you like to work; if you think you're the best country talent there is and like to make money send resume now. Box K-184, BROADCASTING.

Announcer: KOSI AM-FM, the Denver area's good music stations need a strong announcer with an excellent air voice and several years of experience in announcing, newswriting and delivery; a third class license with broadcast endorsement; experience in board operation and outstanding production techniques. If you're our person, we can offer a fine opportunity; good pay and working conditions, excellent equipment and a chance to work with a great staff at a stable and well-respected station located in one of the great family-living areas of the country. You'll be replacing a person with 13 years longevity with us. Please send tape and resume to Lee Stewart, PD, KOSI, P.O. Box 98, Aurora, CO 80010. Equal opportunity employer M-F.

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

Help Wanted Announcers Continued

Progressive MOR looking to add full time personality to staff. New studios, full benefits, profit sharing, etc. E.O.E. excellent opportunity to join a great station in a great area. Send tape and resume to Ed Marks, KRDO, Colorado Springs, CO 80901.

Fulltime AM/FM in college town needs exp. anncr/prod, person anncr/sales, pd/prod. Good future. Contact Mgr. KRUS, Ruston LA. P.O. Box 430, ph 318-255-2530.

I need 2 announcers to round out a young hardworking crew. Knowledge of MOR, jazz and light rock a must. No egos or super jocks. Send tape, resume and salary requirements to: Steve Lapa, WEBR, 23 North St., Buffalo 14202.

86,000 watt—Beautiful music leader seeks mature voice. Good money, benefits. Contact Cliff Houser, WGER-FM Bay City, MI, 517-892-4501.

Major market classical FM has immediate opening for announcer/engineer. Pronunciation important. Miscellaneous duties. Resume and tape to WQRS-FM, 1200 Sixth Ave., Detroit, MI 48226.

We need an experienced professional MOR personality. Must be bright—versatile broadcaster. No time and temp job, please. Join a great group of broadcasters. Send air check, resume and pix to: Program Manager, WSWA Harrisonburg, VA 22801. An equal opportunity employer.

Southwest top 40 needs experienced 3rd phone jock. Send tape, resume to Box 1907, Clovis, NM 88101. 505-763-4401.

Taber Broadcasting Company, Inc. needs a production genius. Read our ad under Programming/Production. Box 10243, El Paso, TX 79993.

Full time modern country station in southeast (50,000 + metro) is looking for midnight format jock (male or female). Good opportunity for break-in. Experience helps, but not absolutely necessary. Send tape and resume to P.O. Box 2083, Parkersburg, WV 26101.

Great voice and personality with 3rd for progressive Western Oregon radio station. 503-367-6018.

Wanted. Announcer with play by play and production experience. 314-586-8577 with references.

Help Wanted Technical

Radio Engineer, technically astute, first, audio and digital design and fabrication ability, considerable broadcast engineering background required for position with 50 kw clear channel. Box K-186, BROADCASTING.

Chief Engineer northeast kilowatt AM. Maintenance, repair; transmitting, remote control, audio equipment. Strictly engineering, no announcing, board. Adult atmosphere. We'll wait 'til after Christmas for right individual if necessary. Send resume, salary. Box K-189, BROADCASTING.

AM-FM facility in Rocky Mountain West seeks full-time Chief Engineer. Must have directional and automation experience. No air work. Send resume with experience, references, salary requirements and recent photo to: Box K-204, BROADCASTING.

Alaska: CE for 1 kw, also CATV knowledge helpful. Possible automation. References a must and will be checked. We need a pro and are willing to pay for a pro. No beginners. Garry Brill, KJNO, Box 929, Juneau, AK. 99802.

America's northernmost radio station needs a chief engineer. We're Alaska's newest public AM station and our listeners, spread all over northwest Alaska, depend on us for news, information, and lots of lively entertainment. If you would like to keep our 5 KW installation in good shape, pull a board shift, and become a part of our young and congenial staff, we'd like to hear from you. Write to: Alex Hills, KOTZ Radio, Box 78, Kotzebue, AK 99752.

Chief Engineer for AM-FM. Experienced in transmitter studio maintenance and automation. No board. Excellent salary and fringe benefits. KVMA-KFMV Magnolia, AR 501-234-5862.

Florida coastal station needs chief engineer announcer capable of AM/FM and automation system maintenance and assisting construction of new tower site plus 100 kilowatt FM power increase; must be reasonably good announcer; prefer engineer brought up on transistors. Delightful living by the sea. Opportunity for advancement with small chain. \$10,000 to \$12,000 annually. Send resume and tape, Hudson Millar, WIRA Fort Pierce. An Airmedia station. Equal opportunity employer.

Help Wanted Technical Continued

Engineer, \$150.00 a week, WPRT Radio. Telephone 606-886-2050 or 606-886-6191. D. C. Stephens, owner.

1st Class-Engineer to work with automated AM station. Immediate opening. Irv Laing, WQTE, Monroe, MI. An equal opportunity employer.

AM and FM engineering for applications prepared on contingency basis. Archie Kendrick, P.O. Box 591, Crossville, TN.

Help Wanted News

New Jersey's top FM news team wants a pro who can do it all and knows our market. Call Bill Huf, 201-269-0927. WOBN Toms River, EOE.

Go-getter news person heavy on digging, rewriting, sound and air delivery for contemporary station. Equal opportunity employer. WRAW, Reading, PA. 215-376-7173.

Small market group station western Pennsylvania wants individual to develop news department. Short board shift at beginning. Call program director, 412-654-5501, mornings.

Help Wanted Programing, Production, Others

Beautiful Music Programming. We are the #1 Beautiful Music programming syndication company in the country. We are looking for the finest and most knowledgeable Beautiful Music programmer to join us in a key company position. The individual we seek must have proven ability as a music director or programmer in highly competitive Beautiful Music markets. All replies will be held strictly confidential. Box K-108, BROADCASTING.

Wear two hats? Major midwest market station seeking experienced and ambitious PD to double as top-flight morning drive jock who is real communicator. If your track record shows you qualified, send details. Equal opportunity employer. Box K-121, BROADCASTING.

Major market black rocker seeks PD, air talent, copy writer. Immediate and future needs. Resume, references, picture. No poets please. Box K-202, BROADCASTING.

Copywriter or copy/production. Professional. WBCM, Bay City, MI 48706.

WSJM needs creative production/copy oriented person who can also do occasional airshift. Well equipped new facility, great people. Air/production check, copy samples, resume to Mike Berlak, P.O. Box 107, St. Joseph, MI 49085.

The Taber Broadcasting Company, Inc., in the International city of El Paso/Juarez, needs a copy writer. Join our professional staff. Enjoy a year round affair with the sun. Savor the best of American and Mexican cultures. Live in a metropolis of one million people that has become the cosmopolitan capital of the southwest. For an adventure in a city of two nations and a fun future in broadcasting send samples of your creativity (tapes and copy) and your resume to: Chuck Ashworth, Executive Vice-President, Box 10243, El Paso, TX 79993.

Situations Wanted Management

Salesmanager—Station Manager. Age 43 with 20 years broadcasting experience. Top references. West or Mid-West. Box K-58, BROADCASTING.

Got a loser with lots of potential? I can probably change it into a winner. Strong in sales, programming, engineering, accounting and management. Will work on percentage of increase. Prefer western U.S. All areas considered. Box K-135, BROADCASTING.

Attention Florida: Outstanding GM, PD, and SM wants challenge, a warmer climate, and \$20,000. 14-year radio veteran, 10 as small/medium market GM. 33, family, B.A. You won't find a better man for that position. Box K-165, BROADCASTING.

19 years experience as chief engineer and program director looking for managerial position. Can cover all. Box K-170, BROADCASTING.

Hard selling general sales manager, total experience in station operations and fully versed in rep functions. Seeks new opportunities and challenges. Let's talk. Box K-180, BROADCASTING.

I have turned two top 5 major market stations into winners. If you want to win let me show you who I am. Box K-200, BROADCASTING.

Situations Wanted Management Continued

Experienced manager, have picked one station off the floor, and now I'm looking for another, interested? Write Box K-210, BROADCASTING.

Operations manager, announcer available for beautiful or classical format. Capable-experienced. 513-231-4000, Ex. 129 or 219-485-5555.

Situations Wanted Sales

Aggressive in sales and promotion, knowledgeable in administrative procedures, and FCC rules and regulations. Former general manager of small UHF station. Station I was with was sold. 31 years old, college degree, 1st FCC, excellent track record, desire small or medium market. Will relocate anywhere. B16-333-3424. 5916 Central, K.C., MO. 64113.

Situations Wanted Announcers

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

Rock Jock Pro, first class license. Box K-44, BROADCASTING.

Female, presently deejay in major market, well experienced in radio and TV production, considering offers. Box K-83, BROADCASTING.

Top-flight announcer, experienced in news and all music formats for eleven years, looking for position to grow in, along New England coast. Box K-115, BROADCASTING.

Self confident, total personality, successful 37-year-old businessman-broadcaster. Recent professional training. Strong on news, commercial delivery and writing (also sports specialist). Available weekends and/or part time. Flexible, cooperative teamworker and responsible individual. Salary secondary. Can commute 100 miles radius NYC. Box K-122, BROADCASTING.

Intelligent young man seeking fulltime position. Hoping to relocate. Recent Specs Howard graduate, with 3rd endorsed. With me comes a total commitment towards highest achievement. Box K-154, BROADCASTING.

Rock or MOR—2 years experience in Chicago, third endorsed. College graduate. Box K-155, BROADCASTING.

Disc jockey with first phone has little experience, will go anywhere. Box K-161, BROADCASTING.

Florida Wanted. Must move to sun, 1st phone, 10 years present station. Small market jack-of-all. Willing to learn more. Box K-164, BROADCASTING.

Announcer anyone? Could be your answer. Smooth MOR, soft rock, 1st phone, major markets. Box K-176, BROADCASTING.

NYC broadcast grad w/3rd class lic., wants first break with progressive or top 40 station. New York-Conn. area preferred. Box K-177, BROADCASTING.

Medium market personality, 24, versatile, dependable, creative, humor, voices, one-on-one. Experienced up-tempo MOR. Career-minded, looking for responsibility. Box K-179, BROADCASTING.

Offer me a livable wage and I'll provide you with radio entertainment. Box K-196, BROADCASTING.

Warm personality for Cont./MOR. Dry humor, 1st ticket, 7 years experience, married—\$175 minimum. Box K-203, BROADCASTING.

Some college, third phone, three years experience all formats. Voice, speech, writing background. Box K-205, BROADCASTING.

Announcer, first phone, good news and commercial delivery, tight board, familiar with traffic, seeks MOR or progressive, needs relocation to New Mexico, Colorado area. Box K-206, BROADCASTING.

The Captain, in six months, helped to take this rocker from "also ran" to number one. Can't see why he can't help you do the same. 4 1/2 years experience, 1 3/4 commercially. College broadcasting degree. Third. Single. Box K-212, BROADCASTING.

Ten years experience, small, medium market. If you have an opening I want to talk to you about becoming your next "air man." Randy Galliher, 904-771-7386. 3907 Angol Pl., Jacksonville, FL 32210.

First phone. Black-D.J., Newscaster, 32, eight years experience, East Coast, any hours. Box 1471, Easton, MD 21601.

Young, ambitious "DJ," wants break—small station, 3rd phone, excellent trainings, solid news, good commercials, sports, tight production. Go anywhere, immediately. Charlie DeNatale, 22 Craig Court, Elwood Park, NJ 07407. 201-796-1008.

Situations Wanted Announcers Continued

Humorous Personality, seeks northeast contemporary/top 40. Currently top 40 drive time and P.D. 26, B.A., single, 3rd. Box 362, Oxford, NC 27565. 919-693-4121, ask for Mike.

Tired of Supermen with clipped wings? Certified normal announcer with 1st ticket, production abilities, community awareness and 2 years experience seeks personality format, late evening shift. Coastal community preferred. Tape and resume available upon request. 10025 E. Girard, #459, Denver, 80321. 303-750-6140.

Fired. Know contemporary music, excellent production. Good air work, five years experience. 813-936-4427.

Four years experience, ready, tight board, top 40, CW, MOR, done all. Rock show on 110,000 watt FM. Will relocate if willing to pay. 3rd phone, 21, married and family. Contact Cliff Payne, 406 Grand Ave. Circle, Carrollton, MO 64633. 816-542-3415.

Jock/Newsman. Dependable, versatile, aggressive, experienced. Tight board, 3rd endorsed. L. Walters, 18 1/2 Monaco Pl., Brooklyn, NY 11233

38-24-37 is an eyeopener. PD and morning man with ratings and nationwide publicity is also an eyeopener. Major and medium market experience. I'm an entertainer, I get listeners involved and participating. Johnny Kaye, 66 the Fenway #53, Boston, MA. 02115. 603-532-6401.

Michigan and surrounding area. Exp. announcer desires MOR format, tired of automation. Bill, 517-892-0863.

DJ with great music mind. B.A., 3rd class. Will work anywhere. Rock-jazz. Excellent references, resume, tapes upon request. Peter Shendell, 911 Oakland Cr., North Baltimore, NY 11710. 516-781-9021.

Looking for first announcing job. Have first-phone license but no experience. Will move. Call 316-584-6970 after 4 p.m.

Situations Wanted Technical

Experienced Studio Technician—First phone. Excellent background and references. Consider all areas. Box K-201, BROADCASTING.

Experienced chief. Maintenance, administration, any size market. Other talents. Prefer Ohio, Kentucky, Indiana. Box K-213, BROADCASTING.

Graduate Midwestern School of Broadcasting. Looking for D.J. Preferably in Midwest but will relocate. 3rd class license. Contact: Preston Smith, 9234 S. Bennett, Chicago, IL.

Chief Engineer, 33, family, AM/FM stereo, automation, SCA, proofs, FCC applications, construction, Virginia, North Carolina, East Tennessee. Call 904-629-5019 after 5:30 p.m. EDT.

Situations Wanted News

8 years radio-TV news; skilled writer; handle public affairs; anchor. Box K-78, BROADCASTING.

Current News Director. Two years Music Director, four years experience B.A. degree, seeking position in music, news, California preferred. Box K-174, BROADCASTING.

Crack Newsman available; major-mediums, west of Mississippi. 200 weekly minimum. Television considered. Box K-181, BROADCASTING.

Well rounded, dedicated broadcast journalist in #2 market seeks NDship or anchor field work. Background also includes major group anchor/reporter, 2 years as ND, currently with net. O & O. Reply Box K-188, BROADCASTING.

Intelligent young newsman. Major market air, network editing experience. Seeking good career opportunity. Anchor, street or deskman. Box K-190, BROADCASTING.

Sportscaster, experience includes New York air work, TV exposure, 5 years harness race calling, sport clinics, writing, production, talk show producer, basketball PBP ability. Box K-191, BROADCASTING.

Sports reporting/play by play. Experienced knowledge. Informative material. Competent writing, interviewing, production. Box K-217, BROADCASTING.

Good and heavy. Newsman/ND. Major markets. Inexperienced stations needn't apply. Fair price. Now. P. Burke, 3 Raintree Isl., Buffalo, 14150. 716-693-7573.

Female reporter/writer-producer with four years excellent experience in radio-TV and wire service. Looking for opportunity in or around Atlanta in news, production, public relations or allied field. 614-235-2985.

Situations Wanted News Continued

News-pro seeks stable organization. Top flight delivery, ability, PBP sports, 1st phone, degree, married. 415-776-3231.

News-pro—hard-working, cooperative, willing to relocate, PBP sports, 1st phone, degree, married. Phone 415-776-3231 or write 1661 Sacramento #1, San Francisco, CA 94109.

Skilled reporter, producer, writer with first-rate experience, master's degree, awards. Looking to relocate in west, southwest or northwest. More interested in job satisfaction and living surroundings than in market size. 614-235-2985.

Available immediately. News-Sports-Talk Personality. PBP all sports. Several years major market experience with CBS. 314-842-2549.

Help! Experienced Radio/TV newscaster with ten years experience. Desires an air newscaster position in small or major market area. Prefer east coast or southern states area. Can do the job if given the right opportunity. Karl H. Lochner, P.O. Box 373, South Fallsburg, NY 12779. 914-434-7197.

Sportscaster with entertaining ability to bring the people to the sports world. 3 years PBP experience in football, basketball, hockey, baseball. Vast, diversified knowledge for talk shows, interviews or news. College grad., 3rd endorsed, will relocate, available now. Peter Cooney, 36 Tanager Rd., Attleboro, MA 02703 or call 617-222-4796 today!

Situations Wanted Programing, Production, Others

Radio veteran seeks position as talk-show host or PD. 9 years experience with telephone talk. 17 years in radio with one station and top ARB rating in Mid-Atlantic state. MOR background in programming. College grad with excellent references. Box K-153, BROADCASTING.

Knowledgeable, professional, creative. FM progressive or contemporary LP cut. Experience: P.D., M.D., good numbers! Love to competel Hard worker! Box K-169, BROADCASTING.

Dependable, disciplined, manager, program music director, copywriter, production, announcer. Prefer midwest, midsouth, country or good music format. 7 years background. Family man. Personal interview only. Box K-185, BROADCASTING.

West coast or south. Competent, professional programmer wants to turn your country format into a saleable product. Eight years experience. 517-892-0863.

You'll love me or hate me—but you won't be apathetic. I'm stuck in dead-end station. 25, 9 years experience, B.A. Good, reliable, talented, seeking medium market program/operations management. Money talks. Do us both a favor. Phone 616-684-5433, after six.

First phone. Nine years experience, great voice. A country music program director who will take charge! Top air work! Excellent production! 406-452-5732.

Sociologist-Media, Performing Arts experience, interested in developing talk show, program. Female, late twenties. Washington, D.C. area. 202-785-0353.

TELEVISION

Help Wanted Management

Business Manager: Group-owned television station, #1 in market, needs #1 financial person. Want a sharp, aggressive manager, not a pencil pusher. Unique opportunity for top-notch professional in one of top 40 markets. Reply in confidence to Box K-197, BROADCASTING.

Help Wanted Sales

Sales Manager—Immediate opening for a sales manager at a group-owned Texas TV station. Requires person with minimum of five years successful television sales experience. Growth opportunity. Good salary and corporate benefits. Send resume and salary requirements to: Box K-163, BROADCASTING.

Sales representative for television program syndicator. Commission, exclusive your area. Must know agencies, stations. Full information first letter. Vidi-scrib, Inc., 6380 Wilshire Boulevard, Los Angeles, CA 90048.

Help Wanted Technical

Wanted experienced video tape maintenance and field engineers for large Miami, Florida facility. Please send resume and salary requirements to Box K-97, BROADCASTING.

Help Wanted Technical Continued

Assistant Chief Engineer wanted for a southeastern network affiliate. UHF experience and management background helpful, will consider a person who has experience and wants to step up to management. Send full details and salary requirements. Equal opportunity employer. Box K-144, BROADCASTING.

Immediate opening for energetic Assistant Chief Engineer, midwest full color VHF Television Station. Must have 1st Class License, thorough maintenance background on the latest State-of-the-Art Equipment with capability of passing this knowledge on to the Engineering Staff, and the ability to assist in supervision of the Technical Staff. Equal Opportunity Employer. Box K-208, BROADCASTING.

New public television station requires experienced engineers to build and operate station. First-class FCC license, state-of-the-art experience with quad tape, color film, live cameras, and transmitter essential. Send resume to Chief Engineer, KAKM-TV, 3211 Providence Drive, Anchorage, AK, 99504. M/F equal opportunity employer.

Transmitter engineer, for public broadcasting station in south central Texas. Must have experience in transmitter operations and maintenance and first class FCC license. 40 hour week with full color UHF channel 15, RCA 2 KW transmitter. Equal opportunity, affirmative action employer. Contact: George Shearer, KAMU-TV, Texas A&M University, College Station, TX, 77843. 713-845-5611.

Senior engineer with diverse experience in audio, video, Xmir, maintenance and production. First class license required. Contact Walter Cummings, WGBY-TV, Springfield, MA 413-781-2801.

Wanted immediately in Midwest. Experienced technician in operations and maintenance of video tape recorders, color cameras and systems. Experience as video tape editor essential. Salary commensurate with experience. Contact Bernie Green, Editel Inc., 1920 N. Lincoln, Chicago, IL 60614.

Help Wanted News

Florida TV needs strong sports reporter with field and sportscast experience. Send resume. Equal opportunity employer. Box K-193, BROADCASTING.

"What We Want" I A newperson who has been or currently is employed in medium or small market television and desires work in similar market as Assignment Editor under News Director. Requisites are "organization," "experience," and positively no "star-making-on-camera" ambitions. Reply to Box K-211, BROADCASTING.

Immediate. Experienced anchor for Louisiana medium market. Strong camera presence and delivery required. Excellent conditions, benefits. Send VTR, resume, salary requirements to news director, KATC-TV, P.O. Box 3347, Lafayette, LA 70501. No phone calls.

Immediate. Southwest Louisiana medium market. Quick-changing, severe weather, coastal area needs weatherperson. Prefer broadcast experienced meteorologist who can communicate to diverse audience and interests. Send VTR, resume, salary requirements to news director, KATC-TV, P.O. Box 3347, Lafayette, LA, 70501. No phone calls.

Stand-up Reporter with anchor potential. Southwest group owned station requires two years television news experience strong on writing with ability to produce half-hour newscast. Send tape and resume to KTEW-TV News, Box 3002, Tulsa, OK. 74101.

News reporter, experienced, with good authoritative on-air appearance. Must be good "city hall" beat reporter—good news writer. Send resume, sample first draft copy, video tape or SOF first letter to WEVU Television, Box 656, Naples, FL 33940. Minorities encouraged.

Help Wanted Programing, Production, Others

Bright, effervescent person to host a mid-day talk/variety TV program. Must be able to handle fast-paced interviews, knowing what younger audiences want, and generally communicate a sense of excitement and energy. Major market network affiliate. Send complete resume but hold tape until requested. Box K-117, BROADCASTING.

Wanted: Director for news. CBS affiliate in medium midwest market. Send resume and salary needed. Box K-120, BROADCASTING.

Producer/Director needed for small but dominant VHF. Must know board and tape machines. Experience necessary. Equal opportunity. Send resume. Box K-141, BROADCASTING.

Bi-lingual, Spanish-speaking, producer/director. To work in Southwestern PTV facility, plan and coordinate television productions. Commercial experience desired. Many fringe benefits. Equal Opportunity Employer. Box K-158, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Florida VHF needs sports photographer capable of performing interviews/developing reports. Growth opportunity. This is an equal opportunity station. Send resume. Box K-194, BROADCASTING.

Seeking an experienced person to manage all phases of studio and control room production for a major northeast ABC affiliate, send resume and salary requirements. An equal opportunity employer. Box K-218, BROADCASTING.

Program director top 25 market network affiliate experienced and competitive in all phases of programming, production and news. All replies confidential. Equal opportunity employer. Box K-219, BROADCASTING.

Instructor for basic television production in laboratory setting in rural Alaska. Work includes assisting local community college staff in developing instructional TV programs. Will also have production responsibilities in general public and educational radio and TV operations. Address inquiries to Jim Croll, KYUK-TV, P.O. 558, Bethel, AK 99559.

TV Art Director. Midwest PBS VHF. Experience in illustration, set design, publication and promotion layout, supervise art department. Creative environment, pleasant working conditions, excellent benefits. Send resume immediately to Don Mullally, WILL-TV, 1110 W. Main, Urbana, IL 61801. We are an affirmative-action/equal-opportunity employer.

Experienced Public Affairs. Producer-Director for Public Television Station that emphasizes local programming. Write or call Program Manager, WMVS-TV, 1015 N. 6th Street, Milwaukee, WI. 53203. Telephone: 414-271-1036.

Producer/director. WPVI-TV in Philadelphia is seeking an experienced person for the position of producer/director must have leadership qualities and a strong background to handle all types of programming with the ability to handle an effects switcher. Forward a complete resume and salary requirement to Charles Bradley WPVI-TV 4100 City Line Ave., Philadelphia, PA. Equal opportunity employer.

Television Producer/Director. Minimum seven years experience, or three years with four year degree in communications. Must be experienced producer as well as skilled technical director. Preference given to broad multi-media background to include cinematography, audio production, writing, graphics, and photography. Operational engineering helpful, but not required. Beginning salary \$11,000+. Apply Employment Office, FSU, 216 Suwannee Arcade, Tallahassee, FL. Phone-644-2820. An Equal Opportunity/Affirmative Action Employer.

Television cinematographer for land grant university television information unit, for filmclips, program insert film to documentaries. Must know all phases 16mm photography and editing, and preferably have experience in commercial television news or public television. Degree with major studies in cinema, plus 2 years experience in 2 or more phases of motion picture production required, but additional experience may be substituted for education. Starting salary, \$9,600. Send resume and work samples to Ann Weisend, Personnel Office, Virginia Polytechnic Institute and State University, Blacksburg, VA 24061, by November 1, 1974. An equal-opportunity/affirmative-action employer.

Situations Wanted Management

Management Executive. Skilled in labor relations, financial and administrative functions of both radio and television at both staff and station level. Interested in new opportunity and challenge. Reply Box K-162, BROADCASTING.

Situations Wanted Technical

First Class License. Female. Willing to learn, work and relocate. Have some experience. Z. Baker, 417 Valley Ave., SE, Washington, DC 20032.

Situations Wanted News

Funny major market weatherman and show host wants to move. Box K-113, BROADCASTING.

Reporter in top 20 market, self-starter, digging newsman, memorable features with human and humorous touch, fluent Spanish, seeks new opportunity in news or public affairs. Box K-157, BROADCASTING.

News Director with Major and Medium market radio-TV experience totaling 18 years. Top administrative abilities in format, budgeting, and personnel. No hurry, presently employed—but, looking for career opportunity. Box K-160, BROADCASTING.

TV anchorman, small market, 6 years radio-TV, B.A. degree. Looking for larger market TV anchor or street, will consider radio ND. Box K-175, BROADCASTING.

Experienced female reporter. O&O producer medium market reporter. Young, free to travel. I want a hard-working job with a dedicated news team. Do I want you? Box K-182, BROADCASTING.

Situations Wanted News Continued

Three years experience. Reporter, anchorman, producer, news director. Want medium to major market committed to quality news. Box K-183, BROADCASTING.

Recent College graduate with two years of professional radio news wants to make the move to television news. Hardworking and dedicated wants to make television broadcasting a career. Will relocate. Box K-187, BROADCASTING.

Dedicated news director/anchorman in large market seeks new commitment. Thoroughly experienced all phases TV news. Box K-209, BROADCASTING.

Experienced Newsmen/Switcher, desires relocation. 1st phone. VTR. Excellent references. Box K-215, BROADCASTING.

Young Meteorologist—A.M.S. 4 years broadcasting, seeking progressive market. "Creditable weather viewers can use." Box K-216, BROADCASTING.

Female Reporter/Writer-Producer with four years excellent experience in radio-TV and wire service. Looking for opportunity in or around Atlanta in news, production, public relations or allied field. 614-235-2985.

Skilled Reporter, Producer, Writer, Photographer with first-rate experience, master's degree, awards. Looking to relocate in west, southwest or northwest. More interested in job satisfaction and living surroundings than in market size. 614-235-2985.

News photographer. In TV studio production, want change to news. Two years film experience—solid technical background. Pylask, 88 Lake Avenue, Lancaster, NY 14086. 716-881-6799.

Situations Wanted Programing, Production, Others

Desire Production-Management position in progressive VHF, UHF, Industrial, or CATV in Connecticut, Southeastern New York, or New England area. Currently Production Supervisor commercial UHF, major market; two production studios plus remote. Previous CATV Program Manager, major system. Available January 1975. Box K-76, BROADCASTING.

Director seeking daytime position. N.Y., N.J., Conn.; TV Station/University/Industry. Eight years experience. Last three with top 30 net Affil. Hard working, Creative, Professional. Married, 27, College Grad. Box K-151, BROADCASTING.

Producer/Writer: B.A., Film, and TV experience. Fast learner, creative, hard working individual. Call 216-499-8542.

Sociologist-Media. Performing Arts experience interested in developing talk show program. Female, late twenties. Washington, D.C. area. 202-785-0353.

TV-Film Prod. Trainee. Remember the person who gave you your first break? I need that foot-in-the-door break. B.A. Communications. 201-944-6361.

Director/producer: creative, ambitious, has awards, masters, and experience directing news, documentaries, entertainment and commercials. Film, tape, live, switching. 212-369-0985 or 315-472-3552.

CABLE

Help Wanted Sales

Young, aggressive time salesperson wanted for new full color studio and mobile local programming service with \$8,000 potential. Big Valley Cablevision, Inc. 4955 West Lane, Stockton, CA 209-466-1567.

Advertising Salesperson wanted by largest cable system in United States. Send resumes to: Dick Fairbanks, P.O. Box 20847, Grantville Station, San Diego, CA 92120.

Situations Wanted Management

Will manage installation of, or conversion to, system with 2-way pay TV on pattern proven successful, if I can buy-in as partowner. Box K-171, BROADCASTING.

Innovative General Manager seeks challenging position in cable industry, especially pay cable, two-way, and future applications. Experienced in Management, Marketing, Programing, PR. Masters Degree, 28. Box K-214, BROADCASTING.

WANTED TO BUY EQUIPMENT

Used 3 KW Standby FM Transmitter. Bob Howard WYSL, 425 Franklin Street, Buffalo, N.Y. 14202.

FOR SALE EQUIPMENT

For Sale: Gates exciter and stereo generator, Schafer solid state remote control, Sparta stereo console with turntables in cabinetry (as new, never used) and new Revox A77 tape recorders. Must sell. KLOB-FM, Bishop, CA. 714-873-7334.

Gates BC-1G AM transmitter 1000/250 watts. Presently tuned to 1,300 khz. Good condition—3 years old. Available September. \$4,750. Write Kin Jones, KYNO Inc., 2125 N. Barton Ave., Fresno, CA 93703.

Sale! Brand new! 2 Mackenzie 500-ST stereo playback machines. These units were installed but never used. Call or write with an offer: Dick Lucas, WDAE-FM, 101 North Tampa Street, Tampa, FL 33602. 813-229-0404.

314 Ft. TV Tower. Stainless Inc., Type G-800. Guyed on the ground. Chester Sawicki, WNEP-TV, Scranton, PA. 18641. 717-457-7401.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESSCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Ampex VR-1100 with Proc Amp, Electronic Editor, 3M DOC, monitor bridge, three head assemblies. (Less Intersync, Amtec, and Guide Servo.) Best Offer. Detailed description on request. Purchasing Dept., Eastern Michigan University, Ypsilanti, MI. 48197.

3 Angenieux 15x150 C. mount, 10:1 lenses, one with motorized zoom and Focus. Reply: D. Zulli, 5545 Sunset Blvd., L.A. 90028.

FM Translators: New low cost solid state FM Translator can mean extra revenue for FM Broadcasters. Contact us for money making facts. Terms available. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Antennas (used): Circularly polarized and horizontal. Check our antenna bank. Advise your needs. Terms available. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Audio Consoles (used): Stereo and Mono in solid state and tube type. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Automation Equipment: Used automation systems in Stereo and Mono configuration. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Cartridge and reel to reel tape equipment (used): Cartridge playback and record-playback in solid state and tube, mono and stereo. (Spotmaster, Tape-caster, SMC, Gates, Collins, ATC, Sparta). Stereo and Mono playback and record-playback reel to reel units. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Educational FM Transmitters: New low cost solid state, compact. Reliable educational FM transmitter line. Stereo and SCA available. Check out our educational FM package. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701.

PC-70, new plumbicons, w/remote panel. 4 Ampex AV-1000s (alienized. 2" VTRs). Call: PA 215-821-4929.

Like-new TIM 400 Telestrator (animated-TV-graphics-over unit), \$8,000. Only 2 years old, and never used except to test another system. Mr. Zanetti, Scott-Engineering Sciences, Pompano Beach, FL 305-946-4470.

FM exciters (used): Gates, Collins, RCA, CCA, Moseley, ITA, GEL. Some stereo generators. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

For Sale—Record Library—Station changed hands and format. 30,000 records—oldies and goldies. High bidder takes all. Call 804-623-6262.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Comedy Continued

"Reminiscing in old-time radio" Daily 5 minute classic old-time comedy programs. Demo-information—Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, VA 24011. 703-342-2170.

Jack Shorts! Twice-monthly Contemporary comedy for top deejays. Free issue. Library. 5804-B Twinealing, Dallas, TX 75227.

Flabbergasters, bits, one-liners, \$5.00. Corry, Route 1, Bowman, GA. 30624.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade. . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

Famous KIXL Library! 4,000 stereo, 5,000 mono LPs, 7,000 45's, 2,000 classical albums, 8,000 78's, sound effects and mood music libraries. Standard, World, Capitol and MacGregor transcription libraries. \$10,000 takes all. Once in a lifetime chance to buy one of the largest easy listening libraries in the southwest. Complete with catalogs. Crescent Communications, 1401 S. Akard, Dallas 75215. 214-741-5016.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

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

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Nov. 11, Jan. 6, Sept. 30. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on November 4, 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

FCC license. Don't memorize. Prepare the right way, through understanding. Free catalog. Home study. Genn Tech., 5540 Hollywood Bv., Hollywood CA 90028.

Directional Antenna School. Learn Practice and Theory from NAB DA Seminar Consultant. Correspondence Course details: Battison Radio Institute, P.O. Box 8, Cleveland, OH. 44141.

RADIO

Help Wanted Production, Programing, Others

One of the most interesting, highest paid farm directors jobs in the country will be available shortly. Must be NAFB or able to become a member. Tell us if you are willing to spend some time each month attending farm/ranch meetings, livestock auctions, to build your audience. Tell us whether you are sales oriented. We will request a tape later so we will know how you sound. Send a picture. We will immediately send you complete information about this job and this company. It is one of the best in the country and we want a farm director who is the best. Address replies to

Box K-195, BROADCASTING.

Situations Wanted Management

GENERAL MANAGER

5 years management experience, excellent background in programing and sales. Can institute policies to instill pride in station personnel. Why be a "me too" operation when you can just as easily be a driving force in your market.

Box K-133, BROADCASTING

After 7 successful years as a major market selling sales manager, with exposure in National, Regional, and Local (heavy on direct), I am seeking a General Manager's position. My heavyweight credentials include 15 years of radio and TV experience ranging from on air, P.D., sales & promotion, G.S.M., and A.G.M. Present earnings 30+

Box K-199, BROADCASTING.

Situations Wanted Announcers

If you believe that personality radio is alive and well, profitable and rewarding, then I've got ten years on-air experience to share with you and your listeners. Last 4½ years at WDRC Hartford. Reliable . . . Creative . . . Warm. Contact: Bob Craig . . . 203-569-2396

CHARISMA!

Few "Jobs" have it—The ratings prove I do! I will bring you personal and professional maturity that only 7 years of hard work in medium markets can give. I have played in Peoria—VERY WELL. For profile and one Hell of a show call Scotty Henderson (309) 673-4178.

Situations Wanted Technical

Broadcasters

Chief Engineer for group-owned AM and FM stations in major market seeks stable position with advancement potential. Six years in broadcast engineering. Experience with studio and transmitter design and maintenance; FCC filing; Proof of Performance; automation; STL and radio-remote-control equipment; stereo techniques; solid-state technology; and SCA. EE degree.

Box K-156, BROADCASTING.

Situations Wanted News

Available now — two professional broadcast journalists. National awards. Washington, D.C./L.A. experience. Management background. Public affairs/documentary/investigative experience. Now with #1 ARB rated/news-oriented station. This radio team interested in major markets only.

Box K-152, BROADCASTING.

Multi award winning investigative journalist—now network correspondent. Wants TV/Radio investigative news directorship. 13 years Radio/TV—minimum \$28,000.

Box K-159, BROADCASTING.

Situations Wanted Programming, Production, Others

PEOPLE MAKE RADIO STATIONS!

Winning team seeks new frontier for successful format. If you're an owner who needs top flight Programmer, News Director and unique and seasoned communicators write Box K-168, BROADCASTING. This staff increased billing 300% in three months. Why break up a winning team????

Major market and network-owned programmer interested in research opportunities seeks position with research firm or major broadcaster involved in audience and programing research.

Box K-172, BROADCASTING.

TELEVISION

Help Wanted Management

REGIONAL SALES MANAGERS TELEVISION FIELD ENGINEERS

Join a small rapidly growing company in television signal processing.

Our current line includes standalone time base and velocity correctors for Quad and Helical VTRs. Development underway on advance video time control products for commercial broadcast and audio/visual markets.

We are expanding our field sales force with additional regional managers and field engineers. Sales managers must have bachelors or equivalent and 5 to 10 years television experience including several years of successful field sales. Field engineers must have video engineering experience and hands on experience with Quad and Helical VTRs.

Positions available in Atlanta, Dallas and Chicago. Compensation open and dependent on qualifications. Liberal benefits package.

Career opportunities for qualified and aggressive individuals willing to assume independent responsibilities. Send resume to:

TELEVISION MICROTINE, INC.

Subsidiary of Andersen Laboratories, Inc.

1280 Blue Hills Avenue

Bloomfield, Conn. 06002

Attn: Pat Pond, Personnel Mgr.

AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Management Continued

PROGRAM/OPERATIONS MANAGER

Midwest VHF Network affiliate. Must be familiar with all phases including license renewal. Will be member of executive team. An excellent opportunity to join an aggressive station with new facilities. An equal opportunity employer. Send resume to Box K-178, BROADCASTING.

"You may be interested in knowing that my previous positions were obtained through BROADCASTING classified ads...There is no other medium which can produce the results that BROADCASTING does!"

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

Help Wanted Sales

Immediate sales opening with leading Midwest NBC television station. Our client wants candidates who have graduated from college within the last three years, including June '74 graduates. Salary negotiable. Call Mike Walker, Management Consultant, 312-693-6171.

Help Wanted Sales

International Sales Management Opportunities in Broadcast Equipment

Quincy, Illinois Corporate H.Q. Based

We are a leading manufacturer of commercial television and radio broadcast equipment. Our growth has resulted in the establishment of an International Sales Organization and the following outstanding career opportunities for professional Sales Managers with broadcast equipment experience.

MANAGER—INTERNATIONAL SALES

Reporting to the Director of International Sales, your responsibilities will encompass promotion and sales of our products (outside U.S. possessions, Puerto Rico, and Canada). Strong international background in our field is prerequisite.

INTERNATIONAL AREA SALES MANAGERS

- Far & Near East (excluding Israel)
- Central & South America
- Europe & Africa (including Israel)

These key positions report to the Manager of International Sales and require strong practical selling experience plus some product management background. Your responsibilities

will include training export representatives, and maintenance of good customer relations in your foreign territory.

ADMINISTRATOR—INTERNATIONAL SALES DEVELOPMENT

This position calls for practical Radio or Television station engineering plus broadcast marketing experience. Reporting to the Manager of Sales & Marketing Development, your responsibilities will include coordinating the preparation of bids and proposals.

You'll each enjoy a salary commensurate with experience, full company benefits including medical and relocation expenses. Please send your resume, including salary history and specific position in which you are interested, in strictest confidence to:

Bob J. Vaughn, Professional Employment Manager

HARRIS CORPORATION Gates Broadcast Equipment Division
123 Hampshire Street, Quincy, Illinois 62301
an equal opportunity employer m/i

MAGNETIC PRODUCTS SALES

Large International organization seeking qualified video, audio, computer and other magnetic products salespeople for positions in various areas of the U.S.

Some travel required

Positions will include liberal salary, fringe benefits

Experience in sales or user area will be essential.

Box K-143, BROADCASTING.

Situations Wanted Programing, Production, Others

TV Production Assistant. Young man, junior college and recent NYU TV film production workshop graduate, certificate in cinematography, lighting Tungsten-Halogen, editing moviola single and double system sound. Resume on request. Travel to interview. Excellent references, will relocate.
Box K-173, BROADCASTING

Employment Service

LOOKING FOR A CAREER IN BROADCASTING?

Then Subscribe to:



Box 61, Lincolnale, N.Y. 10540

Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, PD's, News, Sales and Engineers

\$5.00 per month (4 issues); \$12.00 3 months (12 issues); \$30.00 12 months (50 issues)
Remit Cash With Order, Please!

Help Wanted Technical

URGENT—TV engineer needed for growing educational color studio (non-broadcast) operated by the training organization of the National Security Agency in the Washington/Baltimore area. Must be very versatile and experienced in maintenance of a variety of studio control equipment, VTR's and cameras (RCA TR 70 TK 610). Salary start \$15K with opportunity for additional training and advancement. Send resume to: Mr. Marton, NATIONAL SECURITY AGENCY, Fort George G. Meade, Md. 20755 Attn: M321

Help Wanted News

Four TV News Anchorpersons Needed

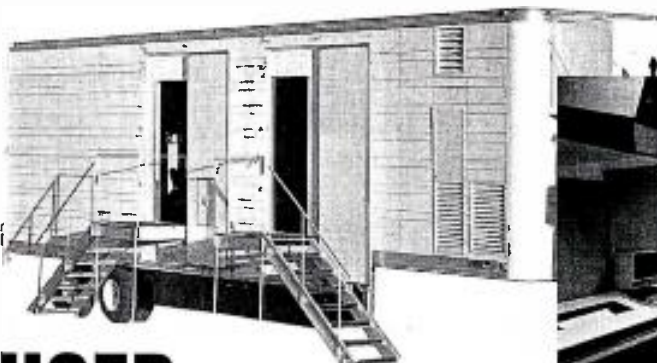
- 1) Major market—top ten
- 2) Medium market

Send VTR and Resume to:

Box 586

Marion, Iowa 52302

For Sale Equipment



Exterior of trailer
(Tractor not included)

Interior as used for
electrical equipment
demonstration



USED MOBIL VAN TRAILER

Completely self contained.
Ideal for remotes or demos.

All the power and air conditioning you need. Handsome, 40' Utility Dual Air Ride Trailer, 8' wide x 13' 6" high. Beautifully finished interior with computer floor, carpeted walls, acoustic ceilings, adjustable fluorescent lighting, sound proofing. Many storage cabinets. Includes two external stowaway stairs with railings and awnings, 7.5 tons of air conditioning underfloor (Carrier), 100 kV 3Ø 208 volt motor generator (Onan) with 120 gallon fuel tanks. Line voltage compensator (automatic). Isolation transformers. 480 V to 208 line transformers. Two air compressors plus storage tank and air dryers. Operates on external power sources of 480 3Ø or 208 3Ø, or internal.

PHONE: Lynn Jenkins, (408) 738-4910 or write c/o Ampex Corp., 1020 Kifer Rd., Sunnyvale, CA 94086.

CATV—Franchise

Situations Wanted News

WHA' HOPPEN TO LOCAL TV?

NEED SUCCESSFUL TV-HOST?
PERSONALITY PRO? EXPERIENCED,
TOP-RATED HUMOROUS SHOWMAN TO
M.C., TALK, INTERVIEW & ENTERTAIN...
WITH SAVVY. YOUR FORMAT OR MINE.
COSMO AREA. HELP! (207) 827-7554

You belong in

Broadcasting
The newsworld of broadcasting and allied arts

The Town Board of the Town of Highland, in Sullivan County, New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "REQUEST FOR PROPOSALS" available from the undersigned. Applications will be accepted until December 30, 1974, and all applications received will be available for public inspection during normal business hours at the Town Clerk's Office, Town Hall, Eldred, New York.

Dorothy Perez
Town Clerk
P.O. Box #138
Eldred, New York 12732
Phone 914-956-6085

The Town and Village of Waterford, in Saratoga County, New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until December 31, 1974 and all applications received will be available for public inspection during normal business hours at the Town Clerk's Office at 65 Broad Street, Waterford, New York.

Barbara Plummer, Town Clerk
William E. Powers, Village Clerk
65 Broad Street
Waterford, New York 12188
(518) 235-8282

Wanted to Buy Stations

OWNERSHIP

Do you manage an FM radio station that can be bought for under \$500,000? Investment group will make partial ownership available if station is purchased by our company. Write in complete confidence to President, Box K-192, BROADCASTING.

For Sale Stations

Full time 5,000 watt AM with super power companion FM in top five market. Presently showing an operating profit but potential has not been realized. Asking price \$6,000,000 cash but responsible buyer may arrange attractive pay-out. Principals please establish financial qualifications with letter of interest.

Box K-145, BROADCASTING.

Top-rated full time AM in major southeastern market. One of top growth markets in the country. Includes valuable real estate and excellent growth potential. Currently profitable with excellent record. Priced in the \$1,000,000 range, qualified principals only please. Box K-146, BROADCASTING.

Small market Class A FM grossing \$150,000 priced at \$300,000. \$200,000 cash required to reduce current debt and balance to be negotiated. Perfect owner-operator situation.

Box K-147, BROADCASTING.

Full time regional AM station in eastern midwest with minimum competition. Valuable real estate included. Station currently profitable and priced for quick sale at under \$500,000. Presently absentee owned and very attractive competitive situation. Proper management should be able to double revenues within two years, no brokers please. Box K-148, BROADCASTING.

Midwest full power Class B serving metro area from suburbs, full stereo, full power, real estate included; available on terms at \$450,000 to qualified principals only.

Box K-149, BROADCASTING.

Full time AM in medium northeast market. Low dial position, good growth potential with right owner available for \$500,000 on attractive terms to qualified buyer. Box K-150, BROADCASTING.

For sale by owner daytime 1000 watts eastern one of top 12 markets. Valuable real estate. Excellent facility—always has shown profit. Owner has interest in other states and must sell because of health. \$350,000 with terms—no brokers—for information, submit proof of financial ability—

Box K-198, BROADCASTING.

For Sale Stations Continued

Mid-Atlantic Fulltime AM. 5kw/1kw. Good Frequency. \$350,000 with liberal terms.

Box K-207, BROADCASTING.

FLORIDA METRO MARKET:

5,000 watt AM. Very good current and projected growth. Choice real estate. Other "plus" features disclosed to interested principals. Good terms to qualified buyer.

Reply: Box K-220, BROADCASTING

For Sale Stations Continued

AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.

RICHARD A. SHAHEEN, INC.

Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



#1 Fulltime Contemporary AM. Southeast playground area. Excellent plant and equipment, \$306,000. 29% down, balance amortized over 15 years at 9% from cash flow. Principals Only. No Brokers.

Box K-221, BROADCASTING

Terrific Value

That sums up one dimension of the medium of television, whose effectiveness as an advertising force **Broadcasting** will celebrate in its November 18 issue. Our occasion: the 20th anniversary of the Television Bureau of Advertising, whose mission is to insure that no sales prospect remains in the dark about what the nation's TV screens can light up.

It sums up, too, the advertising force of **Broadcasting's** special report. Among the editorial adjacencies:

- A complete listing of the nation's television markets, with latest Arbitron estimates of TV households and demographic breakouts.
- A special analysis of where things stand in the media competition, including a 20-year track on advertising spending in spot and network television vs. the other measured media. And a background report on the advertising media sales associations that do battle for the national and local dollar.
- A preview-in-print of TVB's multi-media presentations to be unveiled at the organization's 20th anniversary meeting in Los Angeles—sales and research tools the November 18 **Broadcasting** will make portable for every broadcast advertising executive.
- And more.

You belong in Broadcasting Nov 18

Books for Broadcasters

301. 1975 BROADCASTING YEARBOOK, the one-book library of radio and TV facts—the practically indispensable reference work of the broadcast business world. \$17.50, or \$15.00 prepaid
302. 1975 BROADCASTING CABLE SOURCEBOOK, the most complete and comprehensive listing for every operating system in the U.S. and Canada. \$10.00, or \$8.50 prepaid
303. THE LIGHTER SIDE OF BROADCASTING, a selection of 124 Sid Hix cartoons reprinted from BROADCASTING Magazine. An excellent gift item. \$5.50
304. TO KILL A MESSENGER by William Small. From his vantage point as News Director and Bureau Manager of CBS News in Washington, Mr. Small thoughtfully and thoroughly examines the role of television news in our society. He tells of the inside, factual problems of the day-to-day decision-making process of selecting and presenting news. "Engrossing and valuable . . . excellent scholarship."—Washington Post. 320 pages. \$8.95
305. BROADCAST JOURNALISM, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". \$6.95
306. BROADCAST MANAGEMENT, Radio and Television by Ward L. Quaal and Leo Martin. A comprehensive exploration of all of the management aspects of U.S. broadcast stations. 272 pages, 6 1/8" x 9 1/4", charts, index. \$8.95
308. COLOR FILM FOR COLOR TELEVISION by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/2" x 9 1/2", 75 diagrams, 7 photos. \$12.50
309. COLOR TELEVISION: The Business of Colorcasting edited by Howard W. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6" x 9", 2 color pages, illus., diagrams, charts. \$9.95
310. DOCUMENTARY FILM by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world documentary film movement. 476 pages, 5 1/2" x 8 1/2", with 64 pages of photos. \$12.50
311. DOCUMENTARY IN AMERICAN TELEVISION: Form - Function - Method by A. William Bluem. A critical examination of the documentary movement in American television. 312 pages, 6 1/8" x 9 1/4", illustrated, appendices, notes. \$8.95
312. FACTUAL TELEVISION by Norman Swallow. The role of television in public affairs, the arts, education, examined by a distinguished British producer. 216 pages, 5 1/2" x 8 1/4", index. \$7.50
313. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. \$37.50
314. THE WORK OF THE MOTION PICTURE CAMERAMAN by Freddie Young and Paul Petzold. Details the working environment, the day-to-day routine and equipment used by the film cameraman. Also covers—at length—the part played by the director of photography. 245 pages, 20 pages of diagrams, 32 pages of halftones, glossary. \$15.00

BROADCASTING Book Division 1735 DeSales St., NW Washington, D.C. 20036

Please send me book(s) numbered _____. Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

For Sale Stations Continued

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138
New England office • St. Albans, Vermont 05478
(P.O. Box 270) • (802) 524-5963

For Sale Stations Continued

MW	Small	FM	200M	29%
SW	Metro	Daytime	150M	29%
SE	Metro	FM	125M	34M
NE	Metro	Daytime	825M	Cash

CHAPMAN ASSOCIATES
nationwide service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

EAST TEXAS

Daytimer in single station market. Billings one-third of radio potential. Ideal for owner-manager. Located in growth area. Price: \$120,000. Terms to a qualified buyer. Contact: Jim Moore.

George MOORE
& ASSOCIATES

8116 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-6970

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy.

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted. 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COO, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Bill McCormick would rather do it himself

Bill McCormick's career may seem like a dream come true to every broadcaster who has wished he could implement all his ideas on stations he owns. As president of McCormick Communications Inc., Mr. McCormick has four stations in three cities to work with, and keeping up with their needs and problems demands all the expertise he has acquired in 25 years in radio and television.

Most of those years were spent with RKO General, where he did virtually everything there is to do in broadcast management, culminating in a two-year tenure as area vice president for New England. He began at RKO by taking his degree in business administration from New York University to its WOR(AM) New York in 1946. He was hired as a salesman with the most difficult territory in WOR's area, including much of outlying New Jersey and Philadelphia. His first new clients included Flemington Furs of Flemington, N.J.—and over 20 years later, Flemington Furs still remembers Bill McCormick quite clearly. "He was a fantastic gentleman, very confident," recalls Sid Benjamin, owner of the firm. "I felt he had a great future in whatever he wanted to do." That initial impression has lasted—Flemington is still on WOR.

Mr. McCormick's confidence grew with his list of clients: "I found out that New Jersey loved WOR," he says, and it wasn't long before WOR loved Bill McCormick as well, moving him back to New York with greater responsibilities in sales, while he retained the New Jersey markets he had made so profitable.

It was at about this time that Mr. McCormick first began toying with the idea of owning his own radio station. He went so far as to check into a New Jersey station with an asking price of \$300,000 ("and \$100,000 down," he recalls with a hint of nostalgia), but he put aside the plan in favor of advancement within RKO General, which moved him to Boston as vice president and general manager of WNAC-TV in 1960.

His experience in radio had convinced Mr. McCormick that heavy promotional efforts—"a high profile" for his station—were essential; so he plunged WNAC-TV into Boston's urban renewal controversy and intensified its public service efforts, resulting in numerous awards for both the station and Bill McCormick.

As he entered the 1970's, Mr. McCormick once again felt the lure of ownership, and again took up his inquiries with station brokers and financiers. His ideas found a patron in Technical Operations Inc. (Tech/Ops), a Boston-based instruments and construction concern and McCormick Communica-



William Martin McCormick—president, McCormick Communications Inc.; b. Dec. 15, 1921, Hackensack, N.J.; U.S. Navy, 1941-46; BS, business administration, New York University, 1946; WOR(AM) New York account executive, 1946-55; assistant sales manager, 1955; director of sales, 1956-59; vice president and director of sales, 1959-60; vice president and general manager, WNAC-AM-FM-TV Boston, 1960-1964; vice president and general manager, WNAC-TV, 1964-69; RKO area vice president for New England, 1970-72; present post, 1972; m. Joan Dowling, June 1957; four children—Jean Marie, 15; Patricia, 12; Joan, 6; William, 6.

tions Inc. came into being in 1972 as a subsidiary of Tech/Ops.

Whatever challenges he had faced before, ownership proved to be the greatest ("This is testing all I have learned," he says). He was looking for stations with "turnaround potential" rather than for proven winners, and found his first in WLKW-AM-FM Providence, R.I. The WLKW stations were growing fast as the only beautiful music outlets in a medium-sized market, but Mr. McCormick detected untapped possibilities. With a program of new sales ideas, incentives at the management level, and heavy promotion ("WLKW: UnRock"), he brought the stations to present over-all number-one.

He next turned to Buffalo, N.Y.—at the time an "immature" FM market in Mr. McCormick's view, one in which advertisers had yet to be convinced of the potential of FM. McCormick Communications acquired WBNY(FM) there in January 1973, invested heavily to modernize its technical facility and brought in Stereo Radio Productions' beautiful music format. In less than a year WBNY had risen from 15th overall to third. With the acquisition of WEZE(AM) Boston later in 1973, Mr. McCormick reached two goals: expansion into AM, and into a larger market. WEZE, once top-rated in

the Boston area, had fallen off somewhat in recent years, but McCormick Communications believed in the chances of returning the station to the top, as indicated by the \$2.4 million the company paid for WEZE. To insure a good start for his venture, Mr. McCormick drew on his knowledge of radio to manage the station for several months, introducing the sales and promotion techniques used in Providence and Buffalo, and refining WEZE's easy listening format. The station has yet to duplicate the success of the other McCormick stations, but Bill McCormick is optimistic about its prospects.

The biggest change that Mr. McCormick notices in his switch from manager to owner lies in his increased responsibility to his financial backers; but his belief in the management techniques he has devised over 25 years is unshaken. The essential factor in building a successful station, he feels, is choosing the proper personnel. He likes to hire individuals with minor-market experience—what he calls "expediting your way to maturity"—seeing in small radio operations the best proving ground (or "farm team," in his phrase) for management personnel, preferable to business or sales backgrounds in other fields. Managers in McCormick Communications are given substantial incentives in salaries and profit sharing, as well as the opportunity for advancement within the corporation.

Promotion is also a vital part of the McCormick plan. He regards the lack of "built-in" excitement (which TV has) as one of radio's principal problems, and in order to generate this excitement, Mr. McCormick's stations use promotions wherever possible. WLKW has led the way with a variety of promotions ranging from balloons for children to station-backed concerts (with artists such as Liza Minnelli) for adults.

After only two years, McCormick Communications has WLKW operating in the black, WBNY breaking even and WEZE still in the red. Prospects for expansion are bright.

Although he has had good success with beautiful music and easy listening formats, Mr. McCormick will not rule out moving into other areas, and although he likes the long-term potential of FM, retains an interest in AM properties as well. A move into TV at some point in the future is also possible.

Mr. McCormick hasn't really had time to savor his accomplishments, as the demands of his company grow along with its successes. In the brief moments he allows himself for reflection, he sees his 25 years in diverse branches of broadcasting as "many challenges but one career"—and with his long-time dream of owning his own stations now a very substantial reality, it's likely that those challenges will multiply.

Editorials

The extremists

As this publication has recently reported in a number of news articles, cable television leaders have mounted a major campaign for radical relaxation of government regulation. The campaign goes well beyond the appeal for relief from the FCC's antisiphoning restraints on pay cable, a subject that was voluminously argued before the commission last week. It goes to all of the regulation, existing and prospective, that cable venturers think obstructs their growth.

Bruce Lovett of American Television & Communications, in his first speech as chairman of the National Cable Television Association, has candidly described the objectives (*Broadcasting*, Oct. 21): Marked as a primary target is the FCC's March 31, 1977, deadline for compliance by all cable system with technological requirements that include 20-channel minimum capacity and two-way capability. Also in NCTA's sights is suspension, if not repeal, of all FCC restrictions on cable's choice and use of broadcast signals. And further, Mr. Lovett has confirmed, the NCTA is rethinking its position on broadcast program royalties prescribed in pending legislation to revise the copyright law. Cable interests are beginning to think the copyright bill as it now stands threatens an excessive burden.

Cable must be conceded a reason for concern about compliance with technical rules that were adopted in circumstances dramatically different from those prevailing today. The FCC voted for 20-channel minimums when stock issues were selling out at offering, when bankers were soliciting borrowers and when cable spokesmen were confidently predicting a vast surge of expansion if only the FCC would relax its original restrictions on the importation of distant broadcast signals.

Cable interests may not be exaggerating when they say now that there is no way to finance the rebuilding that would be necessary to meet the 1977 deadline. Cable stocks, like many others, are falling off the charts. Interest rates are prohibitive. And cable development is all but stalled, despite the FCC's granting of concessions on signal importation. In the major population centers there has proved to be enough free broadcast service to dilute or negate the need for cable delivery at a price.

The question is whether national economic changes and the cable promoters' vast misjudgment, if not misrepresentation, of their marketing potential are justification now for a rollback all along the front of regulation. If cables can't open the big markets with the generous measure of broadcast services now allowed them, what assurance is there that unrestricted access to the air would provide the key? What additional programming, now unavailable on free television, does cable really think would rapidly enlarge the subscriber universe by the introduction of pay cable? Or does the intense lobbying for suspension or repeal of the FCC's antisiphoning rules really mean, as broadcasters say, that pay cable entrepreneurs think their future depends on outbidding free television for its biggest features?

In all this the cable interests would be more credible in their clamor for a free market in programming if they were not simultaneously lobbying for a narrowly restricted market, favoring their side, in the broadcast rights to be included in the new copyright bill. Having succeeded in getting friends in Congress to write into legislation an original scale of broadcast royalties that is low by any dispassion-

ate judgment, many cable interests are having second thoughts about the system that the bill prescribes for future royalty adjustments. Once again it is evident, despite professions to the contrary, that the cable industry is unwilling to accept any copyright bill that fails to accord it protection in perpetuity.

As thoughtful readers know, this publication has faithfully reported cable developments in detail and with editorial sympathy for the aspirations of cable venturers who make reasonable projections based on service of genuine value and innovation. That policy will be maintained.

There is at the moment, however, a spirit of to-hell-with-everyone-else emerging in the cable industry. It is not a spirit that comports with a creative urge to build new markets with new services. It is a spirit that can prevail only at the destruction of any competitor that stands in the way of domination of the market.

There must be a wiser course.

A vote for enlightenment

The Joint Committee on Congressional Operations has recommended a one-year trial of television coverage of proceedings on the House and Senate floors. Happily, the committee took the best of the welter of advice it was given during hearings early this year. It has suggested the installation of the type of system that is used at the United Nations — straightforward video pickup of all formal proceedings on the floors, for closed-circuit delivery to monitors at appropriate locations and for use at will by news organizations.

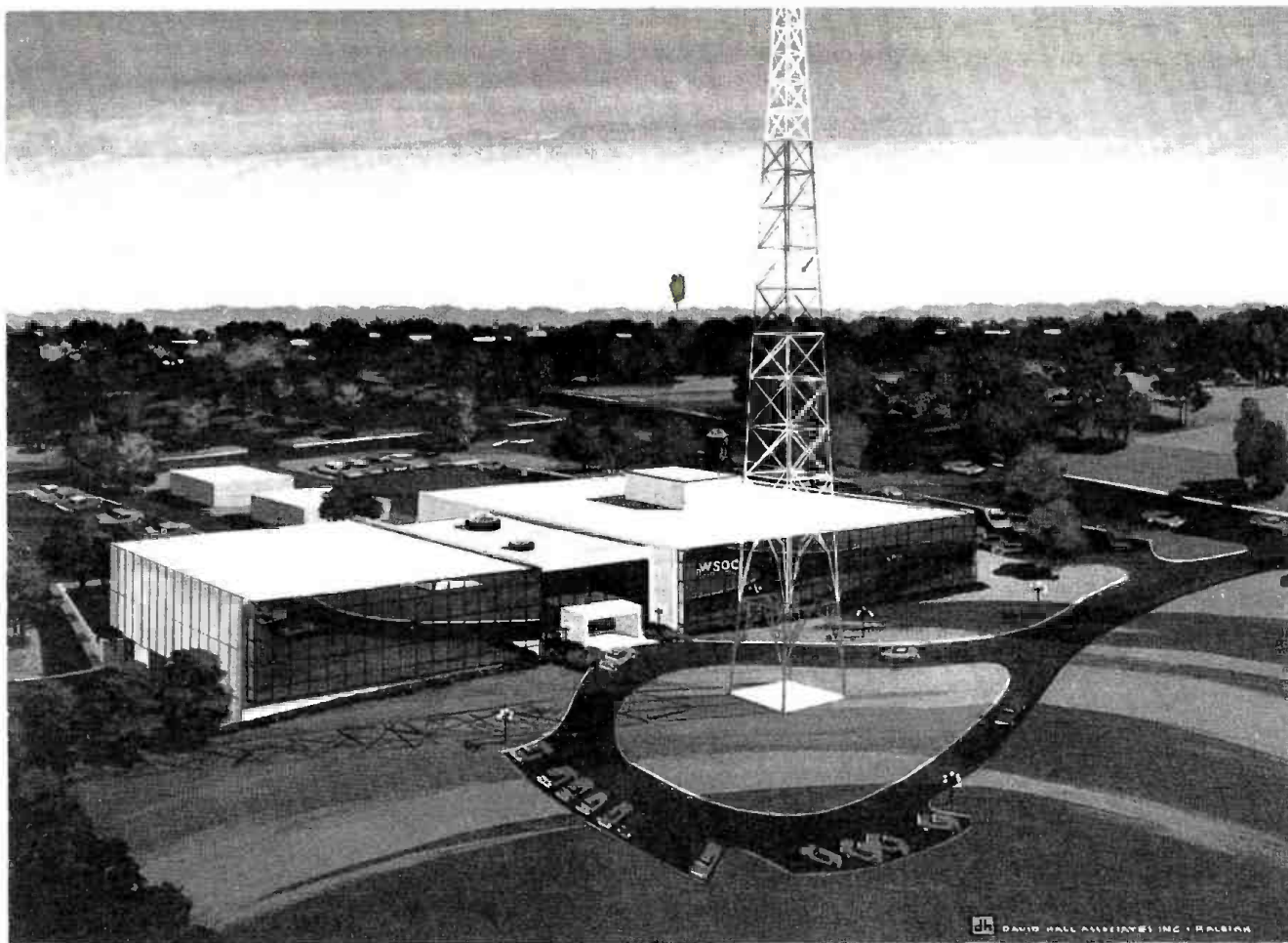
Only one of the 10 members of the joint committee voted against the recommendation. To the embarrassment of his former colleagues, it was Senator Jesse Helms (R-N.C.), who used to be a broadcaster himself. Senator Helms, the executive vice president of WRAL-FM-TV Raleigh, N.C., until his election two years ago, raised all the discredited arguments that have traditionally been used to exclude broadcast journalism from public events. The senator professes fear that congressmen would ham it up if cameras were admitted. If the senator hasn't seen ham acting in the Senate chamber without cameras, he has been either absent or blind.

The 9-to-1 majority on the committee suggests that its report has more than a faint chance of adoption. All the committee is really proposing is that Congress enlarge the galleries that were originally created to expose its deliberations to public view.



Drawn for Broadcasting by Jack Schmidt

"Here's a special bulletin . . . Due to a power failure, we are temporarily off the air . . ."



better than ever...

And like the city of Charlotte, we're growing. . .and changing with the times. It really takes a lot of success and a strong desire to serve your community in the best way possible. That's why WSOC Radio has doubled its operating space. . .so we can better serve the people of Charlotte and Metrolina with the ultimate in radio facilities.

We're moving in right now. . .and now we're even better equipped to serve the needs of a booming city. . .Charlotte. . .and a booming area. . .Metrolina. . .the finest place we can think of to be an aware and involved source of information and entertainment.

WSOC RADIO 930

WSOC FM STEREO 103.7

COX BROADCASTING CORPORATION STATIONS: WSOC AM-FM-TV Charlotte, WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WIOD AM, WA1A FM Miami, KTVU San Francisco-Oakland, KFI-AM Los Angeles

The doctor so many women 18-49 turn to,
week after week, year after year.

His five-season average is a healthy 25.5
Nielsen rating and 44% share.

Marcus Welby, M.D.* He'll be operating
locally starting fall 1975. **mca tv**



*Or another appropriate title.
Source: Nielsen 1969-1974 (Subject to survey limitations.)

Broadcasting Oct28

Broadcast Advertising	35	Editorials	58	Music	37
Broadcast Journalism	37	Fates & Fortunes	42	Open Mike	12
Cablecasting	19	Finance	39	Playlist	38
Changing Hands	30	For the Record	44	Profile	57
Closed Circuit	5	Media	25	Programing	32
Datebook	10	Monday Memo	16	Top of the Week	6