

**Report envisions tighter belt on children's advertising**  
**New twists emerge in California petitions to deny**

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# Broadcasting Nov 11

The newsworthy of broadcasting and allied arts

Our 44th Year 1974

Nov. 11, 1974

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NEWSPAPER



## Number one. Again.

You expect more from a pioneer broadcaster with a fifty-three year record of leadership. And KOB Radio delivers. When you need radio dominance in New Mexico and the dynamic Southwest, remember this: KOB has 50% more listeners 18+ than any other New Mexico station (Cumes); KOB delivers more total listeners 12+ than any other New Mexico radio station (Cumes);

KOB is also first in Average Quarter-Hour listeners 18+.\*

Our national rep is McGavren-Guild, Inc. Let them tell you more about New Mexico's Number One radio station.

\*ARBITRON, April-May, 1974, Albuquerque audience data, 6:00 AM-Midnight, Monday through Sunday, TSA. Based on estimates and subject to the qualifications of the survey.

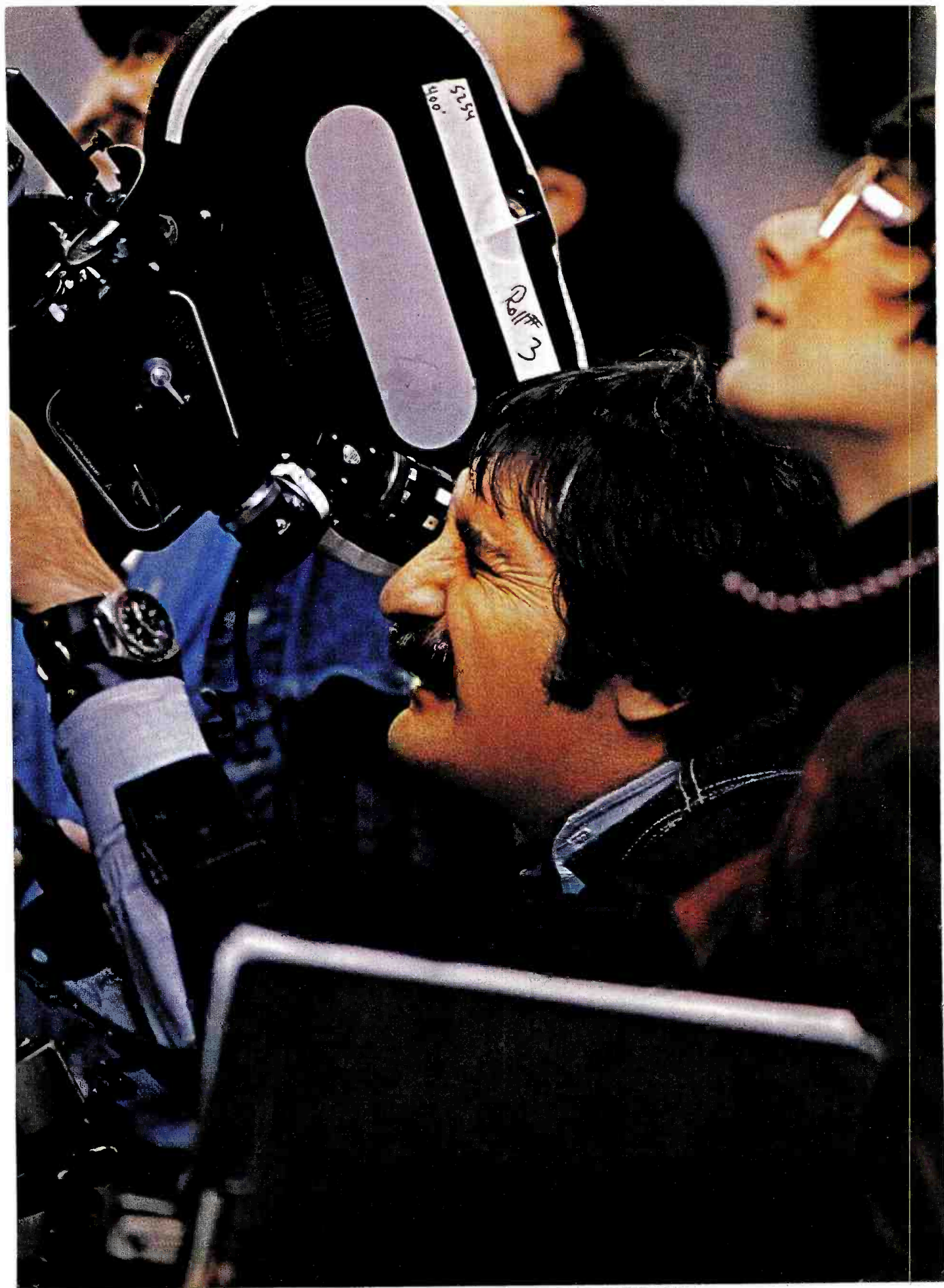


**Radio 77**  
**Albuquerque, N.M.**

Hubbard Broadcasting, Inc.

KOB AM FM TV / KSTP AM FM TV / WTOG / WGTO

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"I've always been a film man. Even though I've done some things on tape that I've been proud of.

"But then, you might ask, why am I doing an endorsement ad for film? Because film is film. And there are plenty of things you can do with film that you just can't do with tape.

"If you've ever heard me spout off about directing, you know how I feel. I demand a lot. After all, as a director, I've got the tremendous responsibility of controlling how the whole thing hangs together. I'm given an idea that's been fought over and wounded and battered and bandaged and I help transfer it from paper to film.

"Film's the operative word here. I get a kind of warmth from film. And feeling. And depth. From a technical standpoint, film has a wide latitude. A nuance of tone. It gives me a quality in range from high contrast to a rich pastel.

"There'll always be an argument floating around the trade about the differences between tape and film. Sure, sometimes you should use tape. I do a lot of my film editing on tape, and it's great when you need something six days ago. But in my own mind I've settled the argument. When I have to have that certain feeling... that presence, I'll go with film any day. After all, all of my award-winning commercials have been done on film.

"And there's something else. I use the best equipment and people to get the best results... and I always use Eastman film."

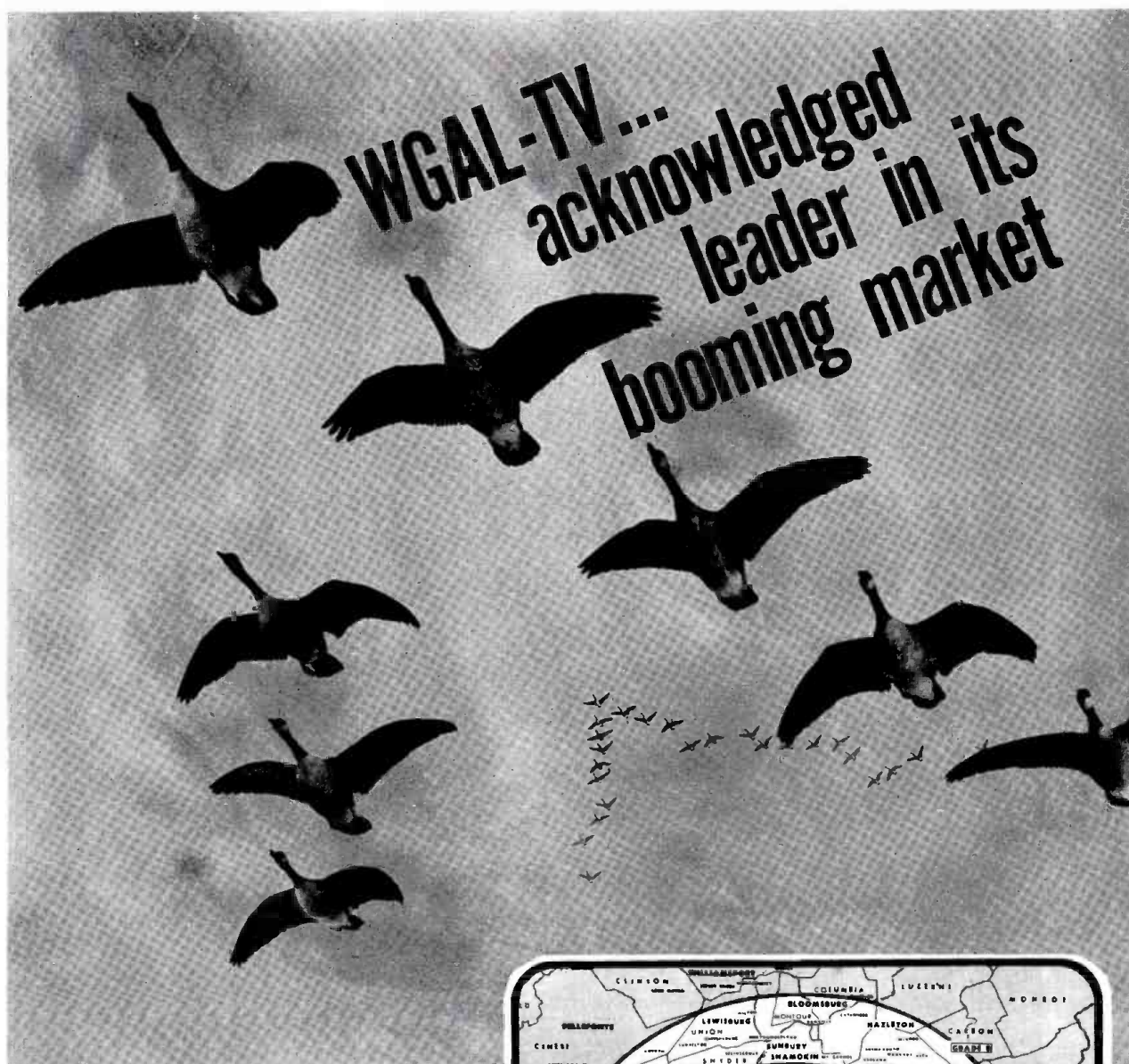
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Bob Giraldi. Award-winning commercial director and partner in Ampersand Productions.



EASTMAN KODAK COMPANY  
Atlanta: 404/351-6510/Chicago: 312/654-5300/Dallas: 214/351-3221  
Hollywood: 213/464-6131/New York: 212/262-7100/San Francisco:  
415/776-6055/Washington, D.C.: 202/554-9300.





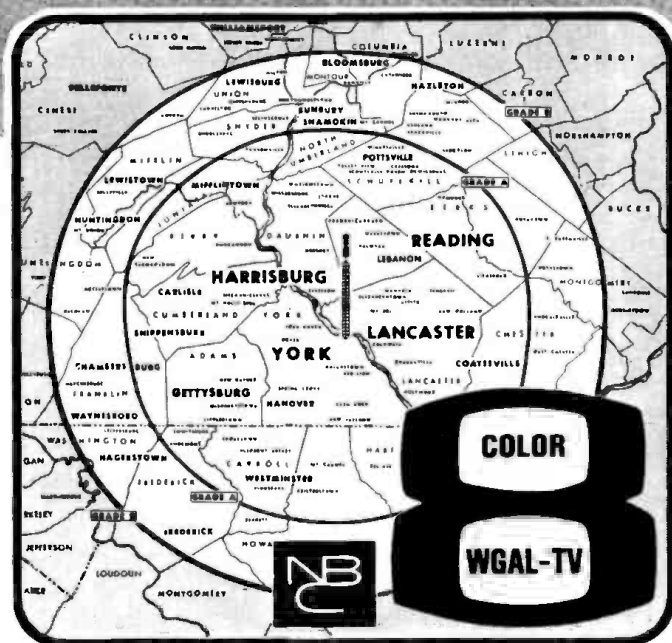
This Channel 8 station leads all others in the Lancaster-Harrisburg-York-Lebanon market in audience delivered.\* Retail sales in the market have soared to \$3,845,089,000, 98% more than in 1963.

\*Arbitron, Feb.-Mar. '74, sign-on to sign-off, Sun. thru Sat. ARB estimates subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

# WGAL-TV

## Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco



### STEINMAN TELEVISION STATIONS

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

## Closed Circuit®

**Against the tide.** Recession or no, spot television business appears to be more than holding its own. Informal sampling of leading station reps finds that, on whole, business remains strong, in most cases better than expected or, as one put it, "better than we had any right to expect." They agree with earlier assessment by Television Bureau of Advertising that fourth quarter will substantially outperform initial projections (*Broadcasting*, Oct. 28), and for most part they attribute strength to no single influence beyond what one called happy circumstance of more advertisers buying more — which in itself seems good omen.

**Progress on pay.** After wrestling with pay cable issue for six hours last Thursday, some FCC commissioners appeared annoyed with cable interests who had spent much of their time pushing for suspension of antisiphoning rules rather than offering modifications that commissioners could accept. Commissioners, who say there is no chance of suspension (Commissioner Glen O. Robinson received no support for his proposal to lift restrictions on movies), indicate they are having trouble deciding how rules should be modified. For openers, though, it seems certain that pay cable will be allowed to bid on movies up to three years after release instead of two as at present. And much of meeting was devoted to discussion of Chairman Richard E. Wiley's proposals to allow cable to run movies between three and 10 years of age that are already under license to television station in market and those over 10 that have not been seen in market for several years. (Rules now limit pay cable to one 10-year-old movie per month.)

As for sports, commissioners indicate they will make pay cable rule conform to pay TV rule which denies event to pay systems until it has been off free television for five years. (Present rule excludes pay cable from sports that have been on free TV in preceding two years.)

**Two a week still.** CBS-TV may have to put off reduction of its two movie nights to one in 1975-76 season, as it had tentatively planned ("Closed Circuit," Sept. 16). Reason: It looks now as if six and half hours of series programing will have to be replaced by then. Conjecture is that addition of two more hours opened by movie cancellation would put too great strain on series development.

In addition to already canceled *Sons and Daughters* and *The Paul Sand Show* (see page 39), following series are believed to be in their last season: *Gunsmoke*, *Barnaby Jones*, *Planet of the Apes*, *Apple's Way* and *Mannix*.

**Foothill meeting.** FCC Chairman Richard E. Wiley, who found jawboning useful in persuading National Association of Broadcasters and independent stations to tighten standards on commercialization in children's programing, is trying it again with television networks on obscenity and violence. Commission has been directed by Congress to report by Dec. 31 on actions taken or planned to protect children from such programing. Chairman Wiley met with three networks' Washington representatives last Thursday to begin pushing for voluntary action. He made number of suggestions, some along lines of those offered in speech to

Illinois Broadcasters Association last month (*Broadcasting*, Oct. 14), and suggestions will be relayed to networks' "principals" so that he could discuss ideas with them at subsequent meeting. Date and precise cast of characters of that meeting are not yet set.

Meanwhile, FCC staff is preparing material for congressional report. General counsel's office is researching question of how FCC can act on obscene programing. (There is feeling that commission can at least move against broadcasters airing some of hard language now being heard.) And Broadcast Bureau staffers, taking surgeon general's report on violence as starting point, are drafting notice of inquiry and rulemaking.

**In Korff's corner.** Elections won't dim hopes of those who would like to put halter on media. Early in short session of Congress, to begin Nov. 18, concurrent resolution to establish "Code of Ethics" for media, with specific mention of networks, will be introduced. Senator Carl T. Curtis (R-Neb.) is slated to foster measure in Senate. House author isn't identified. Behind project is newly reorganized U.S. Citizen's Congress, outgrowth of Rabbi Baruch Korff's organization to support former President Richard M. Nixon.

**Dolesmanship.** Squeaky re-election of Senator Robert Dole (R-Kans.) is feather in cap of broadcaster Robert Wells, who served as campaign strategist in closing weeks of campaign. Mr. Wells, vice president of Harris Enterprises, newspaper-station owners in Midwest, was on FCC from 1969 to 1971. He resigned to return to Harris organization in Garden City, Kan. Senator Dole was seen as sure loser because of his identity with Nixon administration, but turned tables by resuming conservative political stance in home stretch.

**Time is up.** Irving B. Kahn, co-founder and former chairman of Teleprompter Corp., reportedly will be released from Florida imprisonment tomorrow (Nov. 12). Mr. Kahn was sentenced to five-year term in 1971 while still Teleprompter chairman, after conviction of bribery and perjury in connection with CATV franchise scandal in Johnstown, Pa. Mr. Kahn has been assigned to model prisoner program. For time he helped run marina at Eglin Air Force base in Florida (Closed Circuit," Oct. 29, 1973), has been working at cable system serving base. His plans aren't known.

**Familiar faces.** Memberships of key committees of Congress will change as result of elections (see page 33), but not leaderships, as things look now. In Senate, Warren G. Magnuson (D-Wash.) gives no sign of wanting to move out of Commerce Committee chairmanship he has held for years. In House, it's regarded as unlikely that Harley O. Staggers (D-W. Va.) would give up Commerce chairmanship that includes jurisdiction over railroads, which are important to his coal-mining district.

Senate Communications Subcommittee is certain to remain under chairmanship of John O. Pastore (D-R.I.) who has become fixture on broadcast legislative scene. House Subcommittee on Communications and Power will presumably remain under chairmanship of Torbert H. Macdonald (D-Mass.), unless, as has been mentioned in past, its jurisdiction over power is transferred to another subcommittee.

## Top of the Week

**Portent?** *Dr. Alan Pearce, FCC's resident thinker on children's television, cranked out an economic backgrounder that was important ingredient in commission's eventual policy statement. It shows kids' programing a low grosser but a high gainer, contributing large proportion of networks' pretax profits, and suggests even further cutbacks wouldn't hurt broadcasters.* **Page 23.**

**What the mailman brought.** *Latest round of renewal challenges in California indicates citizen groups are heeding warnings that challenges stand little chance without legal expertise. There are several approaches in new pleadings that haven't been seen before, but that may be seen again.* **Page 26.** *FCC, meanwhile, writes off two challenges that have been hanging in there since 1970. It renews KPIX-TV license, clarifies like grant to KTVU(TV).* **Page 28.**

**Pioneer.** *Broadcasting has borne witness to few careers as remarkable as that of George Storer, who turned 75 yesterday. A Broadcasting "Retrospective" chronicles that career.* **Page 26.**

**Too far.** *Nielsen plans to be more studious and prolific in its ratings sweeps, prompting some reservations from broadcasters who dislike idea of footing the bill.* **Page 31.**

**The people speak.** *And several old-line members of Congress are shouted down. Marlow Cook is key victim of electorate's purge of Republicans, as far as industry is concerned. But other vacancies could foster major committee realignments.* **Page 31.** *Here's the final run-down on where the NAB, NCTA political money went.* **Page 36.**

**Sparring again.** *CPB and PBS, who haven't seen eye to eye in the past, have new differences. Questions over funding allocations threaten serious dispute.* **Page 37.**

**Right route, wrong cargo.** *FCC Commissioner Abbott Washburn, in his first speech since joining agency, says TV has made improvements but decries violence that lingers.* **Page 38.**

**SAG's mission.** *Screen Actors Guild wants more women performers on the tube, fewer reruns of any nature.* **Page 39.**

**Heating up.** *There was further evidence of concerted cable industry drive for FCC de-regulation at last week's North Central Expo. Lovett, Christensen set priorities.* **Page 42.**

**Pole disattachment.** *"Leave it to the FCC" is new posture of cable negotiators on pole issue, as talks with telephone interests again enter quagmire.* **Page 43.**

**Glamour out, efficiency in.** *The tote board is no longer a primary fixture in TV election coverage, as networks' showing last week verifies. But computers that have taken their place are complimented for job well done.* **Page 44.**

**Onward.** *Commerce Dept. study foresees laudable economic showings in TV, radio, cable for remainder of decade.* **Page 48.**

**Mover.** *NBC's Marvin Antonowski, an accountant deeply entrenched in the world of show business, is helping network make giant inroads against CBS's prime-time dynasty.* **Page 65.**

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## FTC exposes new rules on food advertising, releases staff's proposal for even tougher nutritional stance; strong opposition seen

Federal Trade Commission last week proposed new regulations to make food advertisers substantiate nutrition claims. Proposal, two years in making, would make \$1 billion annual food advertising business "scrupulously accurate and adequately informative," according to press briefing statement by J. Thomas Rosch, director of FTC Consumer Protection Bureau.

Proposed directives would apply only to ads that volunteer claims about food's nutritional value. If advertiser simply said product "tastes good," it would not be covered by proposed rules. However, any advertiser who assumes commission is not concerned with "affirmative disclosure" would be "acting at his own peril," Mr. Rosch said.

FTC also released stronger recommendations — but only for sake of public reaction — by commission's professional staff that would require disclosure of nutritional content in virtually all food ads. Five-member commission felt it could not endorse this second proposal at this time. FTC ducked question of possible health hazards caused by sugar intake, promised review of advertising of sugar-laden foods after Food and Drug Administration compiles available scientific information on subject.

Under commission's proposed groundrules, food advertiser would be prohibited from using superlatives in nutrient claims, such as "rich in vitamin A" or "loaded with iron," unless he could prove one serving of product had at least 35% of U.S. Recommended Daily Allowance (USRDA) of that nutrient. Actual percentage would have to be stated "clearly and conspicuously" to back claim. Conspicuous disclosure on TV, according to proposal, means giving substantiation verbally at same time claim is made, or prominently displaying "super or title" simultaneously.

When advertiser compares nutrients in his product to someone else's, he would have to meet number of tests. For example, if single servings of compared foods have same number of calories, advertiser could not claim superiority on basis of one nutrient, if competitor's product were superior in two or more others. If competitor's food contains protein, advertiser's food would have to contain protein of at least equal quality, and if advertiser's food has more fat than competitor's, that fact would have to be disclosed.

Furthermore, advertiser could not suggest his food is valuable source of nutrition with adjectives such as "nourishing" or "wholesome" unless his food contains at least four nutrients, including protein, each satisfying at least 10% of USRDA per 100 calories. In single serving, at least one nutrient would have to reach 10% level.

For foods advertised as sources of food energy, ads would have to say that energy comes from calories and disclose number of calories per serving. Advertiser wanting to tout number of calories in artificially sweetened product would also have to state in ad how many calories same product would have if sweetened with sugar.

Industry reaction to FTC proposal was predictably negative. One advertising source reportedly said that if proposal were adopted, "I don't think there'll be any nutritional claims made whatsoever." He said he disagreed with FTC's basic premise that advertising nutritional data will contribute to eliminating malnutrition or obesity in this country.

Spokesman for National Association of Broadcasters said NAB is concerned that on-air nutrition disclosures would be "difficult to handle" and might discourage food ads in electronic media. NAB will file comments in negative. Feb. 5, 1975, is deadline for public comments on commission proposal and on accompanying staff recommendations, after which FTC will hold hearings.



# 34 OF THE TOP 50 BUY US! Why not you?

## CONSUMER REPORTS



## CONSUMER REPORTS FOR TV

### Exclusive consumer news on an Exclusive market basis

Under-two-minute reports provided twice weekly... 30 days of unlimited airing. Here's how our 57 markets use them:

- In early and late evening newscasts.
- In daytime news and talk shows.
- Back-to-back for a monthly half-hour consumer news wrap-up.

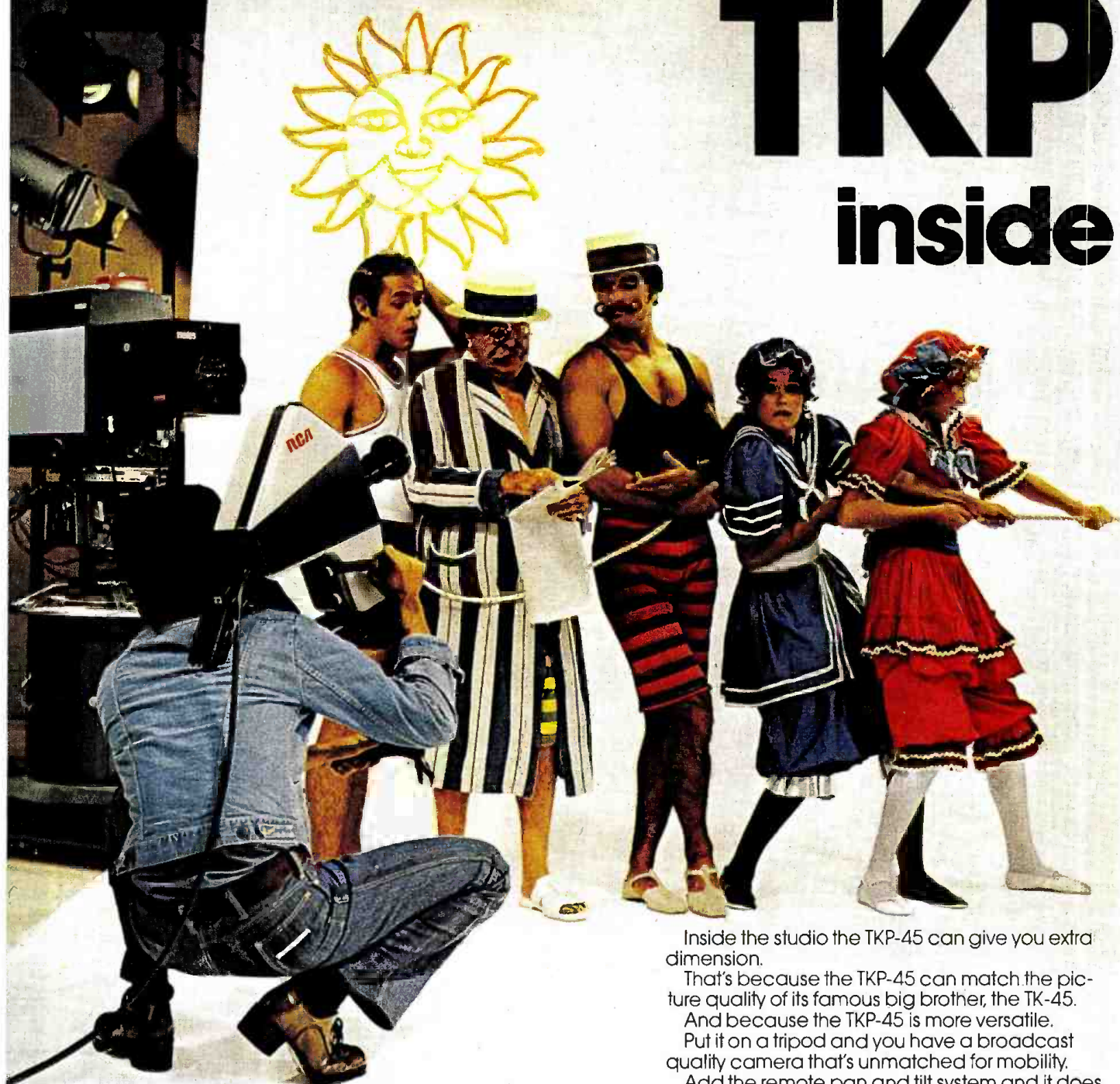
FOR MORE INFORMATION, CALL ERIC MART AT 914-664-6400.

### JOIN THIS DISTINGUISHED LIST:

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|-----------------------------|------|
| Albany, N.Y.                | WTEN |
| Albuquerque, N.M.           | KOAT |
| Amarillo, Tx.               | KVII |
| Atlanta, Ga.                | WSB  |
| Baltimore, Md.              | WMAR |
| Birmingham, Al.             | WBRC |
| Boise, Id.                  | KTVB |
| Buffalo, N.Y.               | WGR  |
| Cedar Rapids/Waterloo, Ia.  | WMT  |
| Charlotte, N.C.             | WSOC |
| Chattanooga, Tn.            | WRCB |
| Cincinnati, Oh.             | WKRC |
| Columbus, Oh.               | WTYN |
| Dallas/Ft. Worth, Tx.       | KDFW |
| Denver, Co.                 | KBTX |
| Des Moines, Ia.             | KCCI |
| Detroit, Mi.                | WJBK |
| Flint/Saginaw/Bay City, Mi. | WNEM |
| Fort Wayne, In.             | WPTA |
| Fresno, Ca.                 | KFSN |
| Green Bay, Wi.              | WBAY |
| Hartford, Ct.               | WFSB |
| Hawaii                      | KHON |
| Jacksonville, Fl.           | WJXT |
| Kansas City, Mo.            | WDAF |
| Louisville, Ky.             | WHAS |
| Memphis, Tn.                | WMC  |
| Miami/Ft. Lauderdale, Fl.   | WPLG |
| Milwaukee, Wi.              | WTMJ |
| Minneapolis/St. Paul, Mn.   | WCCO |
| Nashville, Tn.              | WSM  |
| New Orleans, La.            | WWL  |
| Oklahoma City, Ok.          | KWTV |
| Omaha, Ne.                  | WOW  |
| Peoria, Il.                 | WEEK |
| Phoenix, Az.                | KPHO |
| Pittsburgh, Pa.             | WTIC |
| Portland, Or.               | KATU |
| Providence, R.I.            | WPRI |
| Raleigh/Durham, N.C.        | WRAL |
| Rochester, N.Y.             | WHEC |
| Rock Island, Il./           |      |
| Davenport, Ia./Moline, Il.  | WHBF |
| Sacramento, Ca.             | KCRA |
| St. Louis, Mo.              | KSD  |
| Salt Lake City, Ut.         | KSL  |
| San Antonio, Tx.            | KENS |
| San Diego, Ca.              | KFMB |
| San Francisco, Ca.          | KPIX |
| Seattle/Tacoma, Wa.         | KOMO |
| South Bend, In.             | WDNU |
| Spokane, Wa.                | KHQ  |
| Syracuse, N.Y.              | WHEN |
| Tampa/St. Petersburg, Fl.   | WFLA |
| Tucson, Az.                 | KOLD |
| Washington, D.C.            | WTOP |
| W. Palm Beach, Fl.          | WPEC |
| Youngstown, Oh.             | WKBN |

# TKP

## inside



Inside the studio the TKP-45 can give you extra dimension.

That's because the TKP-45 can match the picture quality of its famous big brother, the TK-45.

And because the TKP-45 is more versatile.

Put it on a tripod and you have a broadcast quality camera that's unmatched for mobility.

Add the remote pan and tilt system and it does everything, minus the cameraman.

Now add its small price to its small size and you have a color camera that will neither cost you an arm and a leg nor strain one.

And that's only the half of it. Because when you take the TKP-45 outside the studio, you'll have what you've always wanted in a portable color camera.

For more inside information on the TKP-45, write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102.



# 45 out



Outside the studio, you'll find that the TKP-45 isn't a lot of problems like many other color portables.

Some of which are either too big in size (back-breaking).

Or, not big enough in quality (heartbreaking).

The TKP-45 weighs only 22 pounds (with the lens). And doesn't require a heavy backpack or large bulky cables that trip you up.

Also, there are fewer controls to manipulate. Because the TKP-45 has all the famous automatic features of the TK-45.

Features like automatic white balance. Automatic black balance. And automatic iris.

That all works out better for you because it's less work for you.

All for more convenience. More operational simplicity. And greater performance.

The TKP-45. Another reason why users of high

quality color cameras buy RCA more than all other makes combined.

For more outside information on the TKP-45, write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102. **RCA**

## Special prosecutor's office sees no problem with antitrust suits against television networks

Special Watergate prosecutor's office has concluded there is no reason to believe that antitrust suit Justice Department filed against three networks in April 1972 was politically motivated. Lawyers for CBS, ABC and NBC have claimed that suits, aimed at barring networks from producing their own programs for television, were in retaliation for alleged anti-Nixon bias in news coverage.

But Henry S. Ruth Jr., new Watergate prosecutor, last week filed motion with U.S. District Court Judge Robert Kelleher in Los Angeles asserting that investigation of charges revealed "no evidence of criminal activity" in connection with filing of suits. Investigation was conducted by Special Prosecutor Hamilton P. Fox III. Mr. Fox earlier had filed interim report indicating he had found no evidence of impropriety but would advise court if he turned up evidence of "improper motivation." Since then, Mr. Ruth said, "none of the witnesses whom we have interviewed . . . have indicated that the network suits were filed for improper purposes."

However, he also said that former White House aide Charles W. Colson, now serving one to three years in prison after pleading guilty to obstructing justice, "has some information, which may or may not be relevant or helpful to the issues in the civil suit." Justice Department spokesman declined to elaborate on that statement.

Meanwhile, Judge Kelleher has scheduled hearing for today (Monday) to consider network motion to dismiss case on ground networks have been denied access to evidence they need. This is reference to Watergate tapes and documents now held in White House. Justice Department said it has spent hundreds of hours searching for material, but cannot turn it over because of agreement White House reached with former President Nixon regarding control of tapes and documents. Material was to be moved to West Coast, where both Mr. Nixon and government would exercise joint control. However, execution of agreement has been blocked by restraining order imposed by court in Washington; action also imposes limits on releasing material in response to subpoenas.

Justice Department, besides denying charge that antitrust suits were improperly motivated, has argued that issue is now irrelevant since all Nixon-administration policy makers have left government.

## Gannett has second thoughts on station-paper buy

Proposed Gannett Co. acquisition of three newspapers and broadcast properties including KBIX (AM) Muskogee, Okla., KHMO (AM) Hannibal and 50% of KYTV (TV) Springfield, both Missouri, has been terminated due to stock market conditions, according to Gannett. Station purchases had been approved by FCC (*Broadcasting*, Aug. 26) for total of \$2,436,438 in Gannett stock. Remainder of package included *Springfield* (Mo.) *News and Leader and Press* and *Muskogee* (Okla.) *Phoenix and Times Democrat*.

Word is that contingent sale of KGBX (AM) Springfield, Mo., spun out from Gannett deal to Stauffer Publications for \$500,000 (*Broadcasting*, May 6), may still be salvaged. KGBX sale was agreed to by Gannett and Springfield Newspapers Inc. to stave off crossownership difficulties with FCC, in view of proposed broadcast purchases by Gannett.

## Yes, Virginia, there is a WQIV

Starr Broadcasting's WNCN (FM) New York, after week's delay to find another New York FM station for its classical record library (*Broadcasting*, Nov. 4), changed its format (to progressive rock) and its call letters (to WQIV) as of 11 a.m. last Thursday (Nov. 7). Richard M. Clurman, chairman of advisory committee on WNCN's music assets, said negotiations are still in progress for image-seeking corporation or

individual or foundation to purchase WRVR (FM) New York and switch it to 24-hour classical music format.

Change in format came as FCC rejected another request for stay by WNCN Listeners Guild. Commission's denial of original request to hold up format switch was left untouched by U.S. Court of Appeals in Washington. Commission vote on Thursday was 5-to-1; with Benjamin L. Hooks dissenting and Charlotte Reid absent.

## In Brief

**Rotation on Rocky.** Network TV news divisions will give live coverage, on rotating basis, to resumed Senate hearings on vice presidential nomination of Nelson Rockefeller. Hearings, originally deemed by networks not worthy of continuous live coverage (*Broadcasting*, Sept. 30), will resume Wednesday (Nov. 13), with ABC first at bat, CBS next, NBC next. Coverage is expected to last three days. Networks took flak from congressional leaders last September for decision not to give gavel-to-gavel coverage to Mr. Rockefeller's confirmation proceedings. Spokesman for Senator Hugh Scott (R-Pa.), one of more outspoken critics of networks after earlier hearings, said senator was delighted networks have taken note of criticism, but thought decision now would reinforce people's impression that networks are "ambulance chasers," that they only give live coverage when there's trouble, as there seems to be with Mr. Rockefeller's nomination. Senate questioning this time around is expected to focus on such issues as nominee's gifts to associates and involvement in book attacking gubernatorial opponent.

**Trouble shooters.** National Association of Broadcasters executive committee formed new committee last Thursday (Nov. 7) to grapple with two potentially explosive internal issues: (1) whether to proceed with plan to implement mandatory TV code subscription by April 1976, in light of recent dissent from Rocky Mountain broadcasters (*Broadcasting*, Oct. 7), and (2) whether to increase NAB dues to provide fund pool for special projects such as NAB's special pay TV committee, financed to date by station and network contributions. Committee members, appointed by TV board chairman Wilson Wearn of Multimedia Broadcasting, are Walter Bartlett, Avco Broadcasting; Charles Batson, Cosmos Broadcasting; Earl Hickerson, WCEE-TV Rockford, Ill.; Kitty Broman, WWLP(TV) Springfield, Mass., and Ray Johnson of KMED-TV Medford, Ore. First meeting is planned Dec. 10.

**Sandy's S.O.S.** Sandy Frank Program Sales, New York, wired 250 stations urging them to file comments with FCC "immediately" on prime-time access rule, stressing commission's decision is expected on or about Nov. 15. Frank claimed stations are "major beneficiaries of rule" but "paradoxically, greatest silence to date at FCC appears to be that of stations themselves." Frank favors original access rule adopted in 1970 but called on stations to take "firm position, one way or another, and do it now."

**Show biz wins again.** New York overnight Nielsens for last Tuesday's (Nov. 5) election coverage show network TV's marathon tabulation telecasts outflanked by independent station entertainment. Movie, "Divorce American Style," on WNEU-TV New York drew average 22 rating/35 share from 8-10 p.m. (EST), compared to highest election reporting average of those two hours, CBS News's 11.0/17. CBS was only network whose election coverage was not completely outrated by New York's three independents for 8-10 p.m. period. Doris Day movie and syndicated mix followed by basketball game outdrew ABC by about 10 share points and NBC by about three. In New York and Los Angeles, election coverage viewing picked up substantially after 10 p.m. In



**200 League of  
Women Voters,  
700 Hotdogs, 81 Gallons of  
Cider, 1 Blue Grass Band,  
60 Candidates,  
3½ Hours of Live Television  
adds up to**

# **“BANDWAGON”**

**an original Public Affairs Production of KTVU.**

On a Sunday night, before an election Tuesday, voters in the San Francisco Bay Area get a good look at their candidates in an unrehearsed situation. Bandwagon has the atmosphere of a convention under the scrutiny of live cameras. For voters and viewers, it adds up to an entertaining and provocative way to pick their favorites.



A communications service of Cox Broadcasting Corporation.  
Represented by TeleRep

Cox Broadcasting Corporation stations:  
WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton;  
WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami;  
WIBC-TV, Pittsburgh; KFI-AM, Los Angeles;  
KTVU, San Francisco-Oakland



**San Francisco-Oakland Television**



West, however, NBC News's election coverage had top-rated half-hour twice in 8-11 p.m. (PST) period, drawing average 33 share 10-11 p.m.

**Signed and sealed.** Eight days after contract-specified deadline for consummating \$109.5 million deal had passed, principals involved in sale of Carter Publications Inc.'s Fort Worth radio, television and newspaper properties signed closing papers, in Fort Worth on Friday (Nov. 8). Principals closed despite court appeal by local opponents of newspaper connected VHF interests in Fort Worth, Dallas and Beaumont of commission action renewing stations' licenses and approving sale of Carter stations — WBAP (AM), KSCS (FM) and WBAP-TV (*Broadcasting*, Oct. 28). Radio stations go to Capital Cities Communications Corp. for \$10 million, television station to LIN Broadcasting for \$35 million. Capital cities also acquires *Fort Worth Star Telegram* and two suburban newspapers for \$64.5 million.

**Antisiphoners.** Board of directors of U.S. Chamber of Commerce last Friday adopted resolution urging FCC to "retain and enforce" antisiphoning rules for pay cable. Charles H. Crutchfield, Jefferson-Pilot Broadcasting, Charlotte, N.C., member of chamber board, initiated project — which was recommended by chamber's communications committee, of which Mark Evans of Metromedia is member.

**Cables trade up.** Cablecom-General Inc., Denver, said last week it has culminated sale of its Colorado Springs CATV subsidiary, Vumore Video Corp., to joint venture including American Television & Communications and Century Communications Corp. (latter subsidiary of Sentry Insurance group). Price for 20,000-subscriber operation, purchase of which was set last July (*Broadcasting*, Aug. 5), was \$6 million. In another transaction, Storer Cable TV Inc. purchased, for undisclosed amount, Westlake Communications Inc. — operator of system in Thousand Oaks, Calif., with more than 3,500 subscribers. Seller was American-Hawaiian Steamship Co., New York. Deal brings Storer's cable subscriber total to 129,000.

**Another problem.** Petition to deny against KMJ-TV Fresno, Calif., by National Organization for Women has put salt in wounds of licensee McClatchy Newspapers. Already beset by Justice Department petition based on multi-media interests of McClatchy and competing application filed by San Joaquin Communications Corp. (story-page 26), McClatchy now faces women's group allegations of employment discrimination, faulty ascertainment and inadequate programming.

**Financial monitor.** New York has become first state to require uniform accounting and financial disclosures of cable television operators. New York State Commission of Cable Television last week issued lengthy order detailing standards to be employed by all CATV systems in state. Systems with annual revenues of less than \$150,000 will not be subject to more complicated procedures required of larger operators, but all systems will have to file annual financial reports — first of which will be due around May 30, 1975. John Pryor, president of New York Cable Association, expressed concern over action, noted state standards conflict with accounting methods of some larger New York systems. He said association is examining commission's order and will issue report.

**Social notes.** FCC Commissioner Robert E. Lee was host to five commissioners and their wives for dinner at Congressional Country Club in Washington last Wednesday. Purpose was to provide opportunity for them to meet Commissioner Lee's new wife, Rosa. Commissioner Charlotte Reid was unable to attend; she was laid up at home in Aurora, Ill., after pulling leg muscles playing tennis following FCC's regional meeting in Chicago (*Broadcasting*, Nov. 4).

**Left hand, right hand.** National Association of Broadcasters research committee announced Friday it believes A.C. Nielsen proposal to increase local ratings sweep from four to eight weeks "has much merit." That is in apparent contradiction with NAB secondary market TV committee, which opposes plan (see page 31). Research committee acknowledged, however, that possible increased cost of lengthened sweep is an "important practical question," and asked NAB research department to suggest solutions to problem.

**Late Fates.** *Eugene Kummel*, president and chief executive officer of McCann-Erickson Worldwide, New York, named to additional post of board chairman, replacing *Robert S. Marker*, who has resigned to become president of *Dallas Times-Herald*, effective next Jan. 1 . . . *Jacob D. Beam*, who retired in 1972 when he was ambassador to Soviet Union after 41 years in foreign service, named board chairman of Radio Free Europe, which broadcasts news into Eastern bloc countries from its base in Munich, Germany. Mr. Beam succeeds General *Lucius D. Clay*, who will continue of board of RFE, which is financed by U.S. government grants and private contributions . . . *Elmer W. Lower*, VP, corporate affairs, ABC Inc., and *Peter Goldmark*, president, Goldmark Communications Corp., named recipients of trustee awards of National Academy of Television Arts and Sciences for 1974-75. Honors will be formally presented during Emmy Awards telecast on May 19, 1975, on CBS-TV . . . *Robert L. Dudley*, president, Meeker Co., elected to two-year term on board of directors of Television Bureau of Advertising, succeeding *Jack W. Fritz*, president, John Blair & Co . . . *Richard P. Bremkamp*, general manager, WIXY(AM)-WDOK(FM) Cleveland, appointed general manager of WJW(AM) there . . . For earlier reports see "Fates & Fortunes," page 51.

## Headliners



Roll

**Edgar A. Roll**, former circulation sales director of Dow Jones & Co., elected president of Advertising Research Foundation, New York. He succeeds **Paul E. J. Gerhold**, who indicated earlier this year that, after six years in presidency, he wished to pursue personal research projects. In other ARF changes: **George H. Allen** of Fawcett Publications was elected chairman; **Arthur S. Pearson** of Bristol-Myers' Clairol division was named vice chairman; **E. L. Deckinger** of Grey Advertising was named treasurer and **James C. Becknell**, independent research specialist, was named to newly created post of executive director to assist in development of programs and immediate drive to expand membership's involvement in ARF activities.

**Robert D. Eisenhardt**, formerly commercial group VP of Control Data Corp., named president, Jerrold Electronics Corp., Horsham, Pa. Mr. Eisenhardt, with Control Data for past 12 years, will also serve as corporate VP of General Instrument Corp., New York, Jerrold parent. He succeeds **William Firestone**. Mr. Firestone moves to General Instrument executive staff and remains corporate VP.

# hip.hip.hurray!

Winners of the BMI 1974 Country Music Achievement Awards  
The most performed Country songs April 1, 1973 to March 31, 1974

AIN'T LOVE A GOOD THING  
Dallas Frazier  
Acuff-Rose Publications, Inc.

AM I THAT EASY TO FORGET  
Carl Belew  
W. S. Stevenson  
Shelby Singleton  
Four Star Music Co., Inc.

AMAZING LOVE  
John Schweers  
Pigem Music Publishing Co., Inc.

ANOTHER LONELY SONG  
Tammy Wynette  
Billy Sherrill  
Norro Wilson  
Algee Music Corp.  
Altam Music Corp.

BABY'S GONE  
Conway Twitty  
Billy Parks  
Twitty Bird Music Co.

THE BAPTISM OF JESSE TAYLOR  
Dallas Frazier  
Whitley Shafer  
Acuff-Rose Publications, Inc.

BEHIND CLOSED DOORS  
Kenny O'Dell  
House of Gold Music, Inc.

BLOOD RED AND GOING DOWN  
Curly Putman  
Tree Publishing Co., Inc.

BRING IT ON HOME  
(TO YOUR WOMAN)  
Carmol Taylor  
Joe Stampley  
Norro Wilson  
Al Gallico Music Corp.  
Algee Music Corp.

BROAD-MINDED MAN  
Jim Owen  
Unichappell Music, Inc.

BY THE TIME I GET TO PHOENIX  
Jim Webb  
Dramatis Music Corp.

COME LIVE WITH ME  
Felice Bryant  
Boudleaux Bryant  
House of Bryant Publications

THE CORNER OF MY LIFE  
Bill Anderson  
Stallion Music, Inc.

COUNTRY SUNSHINE  
Dottie West  
Bill Davis  
Tree Publishing Co., Inc.

DADDY WHAT IF  
Shel Silverstein  
Evil Eye Music, Inc.

DON'T FIGHT THE FEELINGS OF LOVE  
John Schweers  
Pigem Music Publishing Co., Inc.

DON'T GIVE UP ON ME  
Ben Peters  
Four Star Music Co., Inc.  
Ben Peters Music

DREAM PAINTER  
Dallas Frazier  
Whitley Shafer  
Acuff-Rose Publications, Inc.

DUELING BANJOS  
EVERYBODY'S HAD THE BLUES  
Merle Haggard  
Shade Tree Music

EVERYTHING IS BEAUTIFUL  
Ray Stevens  
Ahab Music Co., Inc.

FOR THE GOOD TIMES  
Kris Kristofferson  
Buckhorn Music Publishing, Inc.

GENTLE ON MY MIND  
John Hartford  
Glaser Publications, Inc.

GOOD NEWS  
George Richey  
Norro Wilson  
Billy Sherrill  
Algee Music Corp.

HELP ME MAKE IT  
THROUGH THE NIGHT  
Kris Kristofferson  
Combine Music Corp.

HEY, LORETTA  
Shel Silverstein  
Evil Eye Music, Inc.

HEY WHAT ABOUT ME?  
Scott McKenzie  
The Hudson Bay Music Co.

HOUSE OF THE RISING SUN  
Alan Price (PRS)  
Al Gallico Music Corp.

I BELIEVE IN SUNSHINE  
Roger Miller  
Roger Miller Music

I CAN'T BELIEVE THAT  
IT'S ALL OVER  
Ben Peters  
Ben Peters Music

I CAN'T STOP LOVING YOU  
Don Gibson  
Acuff-Rose Publications, Inc.

I LOVE  
Tom T. Hall  
Hallnote Music

IF TEAR DROPS WERE PENNIES  
Carl Butler  
Peer International Corp.

IF WE MAKE IT THROUGH DECEMBER  
Merle Haggard  
Shade Tree Music

IF YOU CAN LIVE WITH IT  
(I CAN LIVE WITHOUT IT)  
Bill Anderson  
Stallion Music, Inc.

IF YOU CAN'T FEEL IT  
(IT AIN'T THERE)  
Freddie Hart  
Blue Book Music

JAMBALAYA (ON THE BAYOU)  
Hank Williams  
Fred Rose Music, Inc.

JOLENE  
Dolly Parton  
Owens Publishing, Inc.

KEEP ON TRUCKING  
Ronnie Rogers  
Newkeys Music

KID STUFF  
Don Earl  
Jerry Crutchfield  
Duchess Music Corp.

KIDS SAY THE DARNDDEST THINGS  
Glenn Sutton  
Billy Sherrill  
Algee Music Corp.

KISS IT AND MAKE IT BETTER  
Mac Davis  
Screen Gems-Columbia Music, Inc.

THE LAST LOVE SONG  
Hank Williams Jr.  
Hank Williams Jr. Music

LET ME BE THERE  
John Rostill (PRS)  
Al Gallico Music Corp.

LITTLE GIRL GONE  
Donna Fargo  
Prima-Donna Music Co.

LORD MR. FORD  
Dick Feller  
Vector Music Corp.

LOUISIANA WOMAN,  
MISSISSIPPI MAN  
Jim Owen  
Becky Bluefield  
Dunbar Music, Inc.

LOVE IS THE FOUNDATION  
William C. Hall  
Coal Miners Music

THE MIDNIGHT OIL  
Joe Allen  
Tree Publishing Co., Inc.

MISTER LOVE MAKER  
Johnny Paycheck  
Copper Band Music

MONDAY MORNING SECRETARY  
Don Reid  
American Cowboy Music

THE MOST BEAUTIFUL GIRL  
Norro Wilson  
Billy Sherrill  
Rory Bourke  
Al Gallico Music Corp.  
Algee Music Corp.

NASHVILLE  
Ray Stevens  
Ahab Music Co., Inc.

NOBODY WINS  
Kris Kristofferson  
Resaca Music Publishing Co.

NOTHING EVER HURT ME  
(HALF AS BAD AS LOSING YOU)  
Bobby Braddock  
Tree Publishing Co., Inc.

ONCE YOU'VE HAD THE BEST  
Johnny Paycheck  
Copper Band Music

OPEN UP YOUR HEART  
Roger Miller  
Buddy Killen  
Tree Publishing Co., Inc.

THE PERFECT STRANGER  
Freddie Weller  
Roadmaster Music

RAVISHING RUBY  
Tom T. Hall  
Hallnote Music

RED NECKS, WHITE SOCKS  
AND BLUE RIBBON BEER  
Wayland D. Holyfield  
Bob McDill  
Chuck Neese  
Jack Music, Inc.

RELEASE ME  
(AND LET ME LOVE AGAIN)  
Eddie Miller  
W. S. Stevenson  
Four Star Music Co., Inc.

RIDING MY THUMB TO MEXICO  
Johnny Rodriguez  
Hallnote Music

(I Never Promised You A)  
ROSE GARDEN  
Joe South  
Lowery Music Co., Inc.

SATIN SHEETS  
John Volinkaty  
Champion Music Corp.

SAWMILL  
Mel Tillis  
Horace Whitley  
Cedarwood Publishing Co., Inc.

SHE'S ALL WOMAN  
Carmol Taylor  
Algee Music Corp.

A SHOULDER TO CRY ON  
Merle Haggard  
Blue Book Music

SING ABOUT LOVE  
Glenn Sutton  
Flagship Music, Inc.

SLIPPIN' AND SLIDIN'  
Richard Penniman  
Al Collins  
James Smith  
Edwin Bocage  
Bess Music Co.  
Venice Music, Inc.

SLIPPIN' AWAY  
Bill Anderson  
Stallion Music, Inc.

SNAP YOUR FINGERS  
Grady Martin  
Alex Zanetis  
Fred Rose Music, Inc.

SOMETIME SUNSHINE  
Jim Coleman  
John A. Wilson  
Yearbook Music

A SONG I LIKE TO SING  
Kris Kristofferson  
Combine Music Corp.

SOUTHERN LOVING  
Jim Owen  
Unichappell Music, Inc.

STILL LOVING YOU  
Troy Shondell  
Acuff-Rose Publications, Inc.

SUNDAY SUNRISE  
Mark James  
Screen Gems-Columbia Music, Inc.

SUPER KIND OF WOMAN  
Jack Lebsack  
Blue Book Music

SUPERMAN  
Donna Fargo  
Prima-Donna Music Co.

Algee Music Corp.

SWEET MAGNOLIA BLOSSOM  
Gayle Barnhill  
Rory Bourke  
Unichappell Music, Inc.

THE TEDDY BEAR SONG  
Nick Nixon  
Don Earl  
Champion Music Corp.

THAT'S THE WAY LOVE GOES  
Lefty Frizzell  
Whitley Shafer  
Acuff-Rose Publications, Inc.

THERE WON'T BE ANYMORE  
Charlie Rich  
Charles Rich Music, Inc.

TIE A YELLOW RIBBON  
ROUND THE OLE OAK TREE  
Irwin Levine  
L. Russell Brown  
Levine & Brown Music, Inc.

TOO MUCH MONKEY BUSINESS  
Chuck Berry  
Arc Music Corp.

TRAVELING MAN  
Dolly Parton  
Owens Publishing, Inc.

TRIP TO HEAVEN  
Freddie Hart  
Blue Book Music

A VERY SPECIAL LOVE SONG  
Norro Wilson  
Billy Sherrill  
Algee Music Corp.

WE'RE GONNA HOLD ON  
George Jones  
Earl Montgomery  
Altam Music Corp.

WHAT'S YOUR MAMA'S NAME CHILD  
Dallas Frazier  
Earl Montgomery  
Acuff-Rose Publications, Inc.  
Altam Music Corp.

WHY ME  
Kris Kristofferson  
Resaca Music Publishing Co.

WORLD OF MAKE BELIEVE  
Pete McCord  
Marion Carpenter  
Pee Wee Maddux  
H. E. Smith  
Embassy Music Corp.  
Gulf & Stream Music  
Singing River Publishing

WOULD YOU WALK WITH ME JIMMY  
A. L. (Doodle) Owens  
Whitley Shafer  
Acuff-Rose Publications, Inc.  
Hill & Range Songs, Inc.

YOU ASKED ME TO  
Billy Joe Shaver  
Waylon Jennings  
Baron Music

YOU CAN HAVE HER  
William S. Cook  
Big Billy Music Co.  
Harvard Music, Inc.

YOU REALLY HAVEN'T CHANGED  
Johnny Carver  
Ron Chancey  
ABC/Dunhill Music, Inc.

YOUNG LOVE  
Carole Joyner  
Ric Cartey  
Lowery Music Co., Inc.

YOU'VE NEVER BEEN  
THIS FAR BEFORE  
Conway Twitty  
Twitty Bird Music Co.

YOU WERE ALWAYS THERE  
Donna Fargo  
Prima-Donna Music Co.



# Monday Memo®

A broadcast advertising commentary from Larry Rood, group copy head, Foote, Cone & Belding, Los Angeles

## How to avoid ho-hum radio— from the man who made Mazda spots go hmmm

Advertising is a substitute for a salesman. You buy from someone you like: friendly, intelligent, informed. Nowhere is this more important than in radio, because you don't see the salesman; you only hear him.

You must have a concept or you can't paint the picture for your customer to see. A lot of words without any thought will get as much attention as yesterday's newspaper. Fifty copy points strung together have the same lack of effect.

Radio is the most visual of all media. You can create characters, situations, whole worlds that can't be duplicated in TV or print. When you create this imaginative situation, the listener can project himself into that world through imagination.

So how do you get good, selling radio? You start with an idea. A tightly defined selling concept. Advertising concepts for radio are the same as those for any other medium. You simply use different tools.

Assuming you figure out what you want to say, you have four basic tools to build a radio commercial: the copy, sound effects, music, voice (announcer, singers, real people, etc.).

You must plan the way you want these tools to work together to build the message; take the time to think about whether you want music, effects, singers, etc. Think about type of voice. Think of total effect before you write the copy.

Let's start with the basic of a good commercial, the copy. There are a few guidelines:

Know where you're going. Have your objective in mind. A lot of words strung together won't do half the job of one cogent thought or phrase. Short sentences work better than long sentences. Some words sound better than others. Remember you are writing to catch someone's ear. Alliteration works. Unexpected words help. Accurate description of a scene, like a novel, helps put you there. Be specific rather than general. It makes it sound as though you know what you are talking about. It sets the scene.

In writing dialogue, think about characters. Is this how they should talk? Is the message consistent with their character? Do they relate to each other?

There is one trap that occurs time and again. Many dialogue commercials sound as though the characters are delivering soliloquies while facing away from each other. Often the dialogue sets up the situation through humor and then suddenly one character delivers an advertising message that seems to come from nowhere. The commercial seems to stop while the heavy message is delivered. Try and make the message part of the flow of the dialogue rather than shoe-



Larry Rood, copy group head at Foote, Cone & Belding, Los Angeles, probably is best known for the award-winning Mazda jingle: "Piston engine goes boing, boing, boing, but Mazda goes hmmm." Prior to FC&B, he was with Edwin-Wasey, Young & Rubicam and had his own radio company, Flaggpole. Mr. Rood spent two months last spring in FC&B's London office conducting seminars on radio writing. This article sums up some points he made there.

horned in between some funny lines.

Once you have your copy, read it out loud. Structure that looks all right on paper may not read well. Certain phrases may sound awkward. Certain words may be hard to read in sequence.

OK. You finally have some good copy. How have you decided to present it?

Let's start with music. Music can set a tone or a mood that carries the listener into a situation. It can be quiet or reflective for a cosmetic, current for a pair of trousers, uplifting for an airline, nostalgic, somber or anything you want it to be. But it must be appropriate.

Sound effects work the same way. They can set up the mood or tone, enhance a copy point or a whole commercial. If you are going to use sound effects, make sure they register. The sound of a car skidding and crashing is easily recognized. A boulder rolling down a mountain side may not be. It helps to describe the action at the same time you use the sound effect.

If you use sound effects, music and words together, make sure they work together rather than fight each other. Too many things thrown together may confuse rather than further your story. Like listening to three people at once.

A good announcer can make or break your commercial. We all know what the pat, middle-of-the-road announcer sounds like. Unless you want this sound specifically, think about what voice you want. There are character voices for humor or to be offbeat. You could use a woman instead of a man or vice versa. Make

sure the voice works with the tone and mood of the commercial.

Not all announcers read copy well. Some have good voices but little understanding of the rhythm and pattern of words. If they don't, you have to help them. Direct them into the pattern you want. This means you should have a point of view before you record. Either convey this point of view to the producer or be at the recording session yourself.

Actors and announcers like and respect intelligent direction. If they have suggestions about how something should be read, listen to them. It could be a good suggestion. If you don't want to do it that way, tell them so. They will respect it. They want to help you. If you get an actor or announcer that doesn't take direction, don't use them if you can avoid it. Recast. It is easier to recast and have your commercial on the air right, than it is to explain to the client why your concept sounds dull and like a batch of hash.

Once you have a good take, let's hope you have time to mix it right. This is a critical area. Most people schedule enough time for recording, but not enough for mixing. The average commercial is heard through some tinny little radio speaker in a car or transistor radio. That big sound you get through the studio speakers doesn't sound the same. Take time to mix it carefully. Then play it through the small speakers in the studio. This is critical. Many good commercials are lost in the process of being put together.

Hopefully, when it all comes together, you have painted a picture that excites the listener; presented your product fairly, clearly and well. Radio sells. It can sell as well as any medium when used well. It's hard work. It takes a lot of planning, but it is as exciting and rewarding as anything you can do in advertising.

Two other things important to doing good radio: Time and money. Without them, you will be very lucky to come with anything out of the ordinary. Good radio takes clear advertising thinking, planning and execution. It takes almost as much time and planning as a TV spot.

Good radio takes money. Money for the right announcer, music or sound effects. Maybe you will have to go on location to capture natural sounds and voices. It's worth it. There are numerous examples of radio carrying a campaign to glory.

At an agency, it behooves everyone to think of radio as being as important as TV and treat it with the same respect. A script done late one afternoon and recorded the next morning may be okay. But it very rarely gets beyond that. So plan radio campaigns with the same lead time and attention you give to TV.

Good radio costs less than TV. It can sell as well. It's an important tool in our business and deserves to be treated like it.



# EVERYDAY IS MERVEDAY

BUT NOW SOMETHING **NEW** HAS BEEN ADDED

## FRIDAY IS VEGASDAY



DIRECT FROM LAS VEGAS EACH FRIDAY  
A GREAT NEW PLUS TO THE NUMBER ONE  
NATIONALLY SYNDICATED TALK-VARIETY SHOW ★



THE BEST OF THE WORLD'S GREATEST  
ENTERTAINERS APPEARING IN THE  
WORLD'S MOST GLAMOROUS CITY

# THE MERV GRIFFIN SHOW



IN ASSOCIATION WITH



**METROMEDIA PRODUCERS CORPORATION**

485 LEXINGTON AVENUE, NEW YORK, N.Y. 10017 • (212) 682-9100 • CABLE METPROEAST

★ Source: NSI Report on Syndicated Programs  
4-week period ending May 29, 1974.  
Subject to qualifications available on request.

Finding oil and keeping it flowing to you are vitally important to Texaco. But equally important is protecting the environment. That's why, on many offshore drilling rigs, we have underwater TV cameras on call 24 hours a day to give us eyes beneath the sea.

At Texaco drilling operations we're interested in more than

finding the oil you need.

We want to make sure we don't harm the environment in any way. So to keep watch deep in the ocean, where a man can't see, we use a TV camera and run it for as long as required.

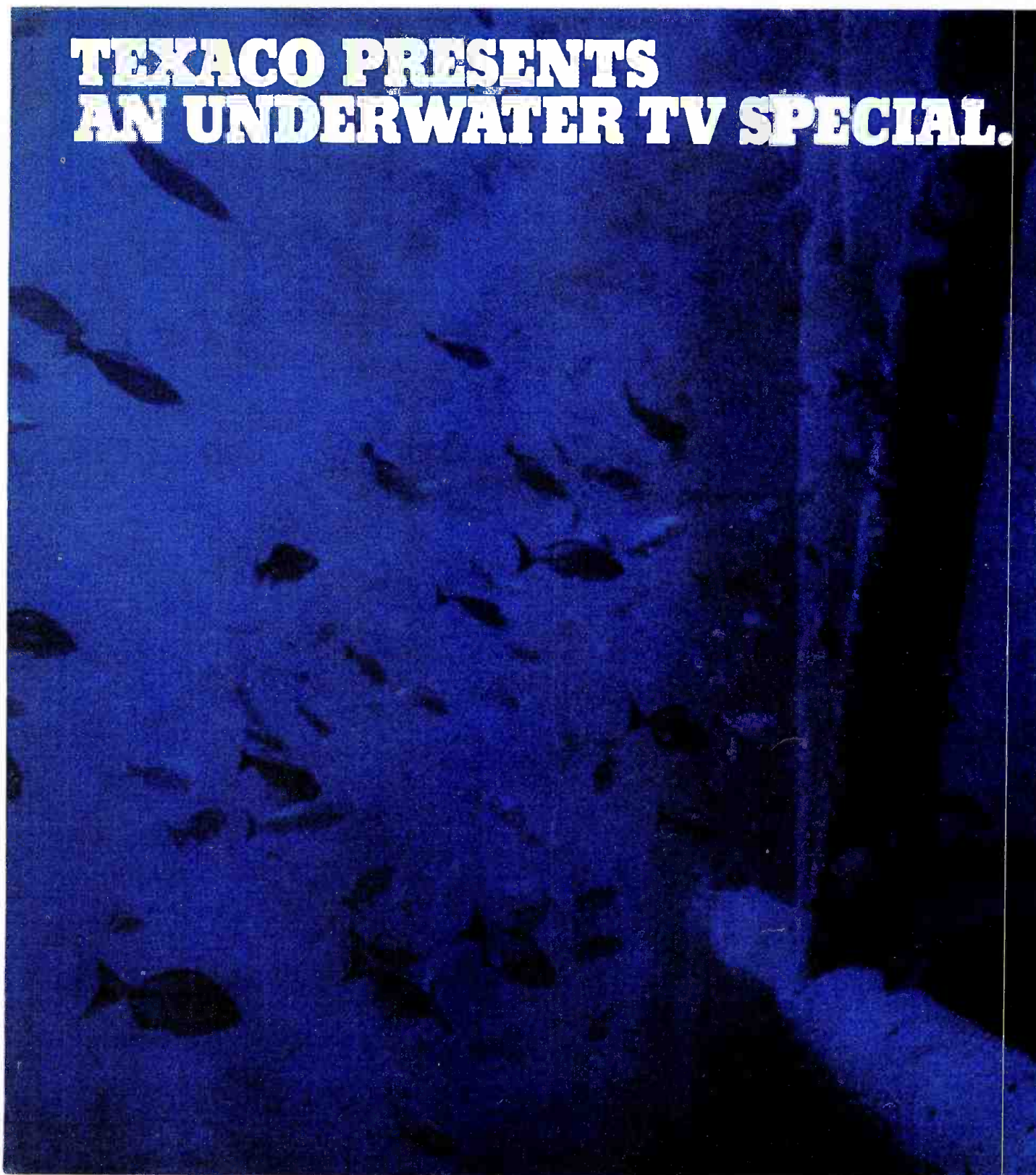
We also guard our projects with numerous other safety devices such as adjustable chokes for con-

trolling pressure, torque indicators, pit level and flow devices, high-pressure valves that protect against blowouts—and much more.

The names may not mean much to you, but they contribute to making our operations as safe as we possibly can.

And we have, of course, the best safety device of all—the concern

## **TEXACO PRESENTS AN UNDERWATER TV SPECIAL.**





of the men who know that it's not enough just to find oil.

We're working to keep the gasoline and other petroleum products flowing to you in the safest possible way. That's why every Texaco operation is a 24-hour special. One you may never see — but it's one of the many things we do to get the oil you need, safely.



We're working to keep your trust.





# Here's what's new in FM monitors



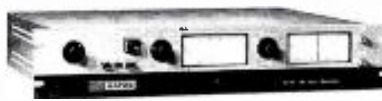
Frequency Monitor FF-80



Modulation Monitor FT-80



Stereo Monitor FS-80



SCA Monitor FC-80

- GREATER ACCURACY
- LONG TERM RELIABILITY
- COMPLETE FLEXIBILITY
- EASE OF OPERATION

These are just a few of the reasons it makes sense to contact the only major manufacturer of FM transmitters that also designs and builds FM monitors. To learn more about Harris' "new generation" of FM monitors, write Harris Corporation, Broadcast Equipment Division, 123 Hampshire Street, Quincy, Illinois 62301.



**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING

## KINTEL Music Productions

PROUDLY PRESENTS

### "The Twelve Spots of Christmas"

- Secular Christmas Carols uniquely orchestrated with synthesizer and legitimate instrumentation; instrumental bed for local voice over.
- Customized with your clients name
- Buy them individually \$255 one to three singers  
\$395 full vocal group
- Buy all twelve now at \$200 each

ALREADY MAKING MONEY FOR:

WKDQ; WSSH - Pittsburgh • KEZK - St. Louis  
WHY-100 - Miami • KGMB - Honolulu

To Put Christmas Bonus Money on Your Station  
Call Rod Kinder collect (404) 874-3668.

## Datebook®

■ Indicates new or revised listing

### This week

**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. Dan Rather, anchorman for CBS Reports, is Nov. 14 dinner speaker. Reg Murphy, editor of Atlanta Constitution, and Arkansas Governor Dale Bumpers are luncheon speakers. President Ford to hold news conference Nov. 14. Towne-House hotel, Phoenix.

■ **Nov. 14-15**—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Holiday Inn-Rivermont, Memphis.

**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.

### Also in November

**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. 18-19**—Advertising Research Foundation, 20th annual conference. Speakers include: Eugene Jackson, National Black Network; Rena Bartos, J. Walter Thompson; Thomas Coffin, NBC. New York Hilton, New York.

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

■ **Nov. 19 and Nov. 22**—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.

### Major meeting dates in 1974-75

**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:** 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. 20-22, Muehlebach hotel, Kansas City.

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

■ Nov. 20—Milwaukee Advertising Club and Milwaukee Society of Communicative Arts joint meeting. Speaker: Jack Roberts. Ogilvy and Mather, Los Angeles. For information: Donald C. Low, Cramer-Krasselt Advertising, 733 North Van Buren Street, Milwaukee 53202. Bradley Pavilion, PAC.

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. 21—American Heart Association presentation of 1974 Howard W. Blakeslee Awards to, among others, Public Broadcasting Service, WGBS(AM) New York, WCVB-TV Boston and WTAR-TV Norfolk, Va Convention Center, Dallas.

Nov. 21-23—Institute of Broadcasting Financial Management and Broadcast Industry Workshop's second annual management workshop. O'Hare Inn, Chicago.

■ Nov. 22—Deadline for comments to FCC on fee schedule rulemaking, extended from Nov. 4. Reply comments due Dec. 6, extended from Nov. 18.

Nov. 23—New England Chapter of Society of Cable Television Engineers meeting on "Meeting 1977 Technical FCC Specifications." Downtown Holiday Inn, Worcester, Mass.

■ Nov. 25—Awards dinner, international Emmy awards, National Academy of Television Arts and Sciences. Plaza hotel, New York.

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—State Bar Association of Georgia mid-winter meeting. Speaker: FCC Chairman Richard E. Wiley. Stouffer's Atlanta Inn.

■ Dec. 4-8—Association of Maximum Service Telecasters board of directors fall meeting. For information: Lester W. Lindow, 1735 DeSales Street, N.W., Washington 20036. Mauna Kea Beach hotel, Kamuela, Hawaii.

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).

■ Dec. 11-13—State and regional cable TV association presidents meeting. Statler Hilton hotel, Washington.

## January 1975

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

Jan. 12-14—California Broadcasters Association mid-winter meeting. Vacation Village, San Diego.

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

■ Jan. 16-17—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Sheraton 4 Ambassadors, Miami.

■ Jan. 16-18—Alabama Broadcasters Association winter conference. Guest speaker: FCC Commissioner Charlotte T. Reid. Parliament House, Birmingham.

■ Jan. 18—Radio Television News Directors Association mid-winter board meeting. Washington.

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

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

## February 1975

■ Feb. 3—Deadline for entries, American Medical Association 1974 Medical Journalism Awards Com-

petition. \$1,000 award in each of five categories: magazines, newspapers, radio, TV and editorial. Rule information: 535 North Dearborn Street, Chicago 60610.

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.

■ March 13-16—Arkansas Broadcasters Association Mexico convention trip, Camino Real hotel, Mexico City.

■ March 14-16—American Advertising Federation seventh district meeting. Knoxville, Tenn.

## 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.

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

■ April 17-18—American Advertising Federation sixth district meeting. Chicago.

■ April 17-20—American Advertising Federation fourth district meeting. Fort Lauderdale, Fla.

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

■ April 23-24—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Century Plaza, Los Angeles.

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.

■ April 24-25—American Advertising Federation eleventh district meeting. Boise, Idaho.

## 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.

■ May 21-23—Ohio Association of Broadcasters spring convention. Imperial House South, Dayton.

May 29-31—Associated Press Broadcasters Association convention. Hotel Palacio Del Rio, San Antonio, Tex.

May 31-June 4—American Advertising Federation annual convention and public affairs conference. Statler Hilton hotel, Washington.

## June 1975

June 1-3—1975 Video Systems Exposition and Conference. McCormick Place, Chicago.

June 3-5—Conference on "University Applications of Satellite and Cable Technology" sponsored by Universities of Wisconsin and Minnesota and Midwest Universities Consortium for International Activities, University of Wisconsin, Madison.

June 22-25—Florida Association of Broadcasters 40th annual convention. Don Clark, WDAE(AM) Tampa, chairman. Dutch Inn, Disneyworld.

## July 1975

July 9-12—Colorado Broadcasters Association summer convention. Tamarron, Durango.

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# Open Mike®

## Blanket approach unfair

EDITOR: Sam Burk's letter (BROADCASTING, Oct. 14) makes an excellent point: The FCC, Congress and the courts have lumped the networks, the giant broadcasting corporations and the major market radio-TV's with the small broadcasters in this country. The entire regulatory-legislative-judicial complex believes all broadcasting to be as profitable as the networks are and, as TV news in Washington, all run by the highly visible and vocal top echelon of the business.

For small market radio and television (below the top 50) to be controlled and regulated by the same rules Congress and the FCC think they need to control these giants is ridiculous. It serves only to reduce service to the public by the smaller broadcast operations.

I'd much prefer to cast my lot with broadcasters like Sam and groups like the Rocky Mountain Broadcasters.—*James D. Johnson, executive vice president and general manager, Nebraska Television Network, Kearney.*

## A voice of the unheralded

EDITOR: Re Lorin S. Meyers's letter wondering as to the whereabouts of radio in NBC-TV's *Tornado* special ["Open

Mike," Oct. 21]: Thanks, friend, for asking.

Radio was there from our tornado warnings and instructions to actual sighting announcements which were credited with leading many to seek shelter. Our staff and scores of untrained volunteers broadcast emergency messages and relayed information to anxious relatives and friends locally and abroad around the clock for over a week.

The reporting and cheerleading efforts in the months following have been intensive. The primary aid coordinating group, the Interfaith Council, was given a full floor of our station's building for use at no charge.—*Richard A. Moran, vice president and general manager, WGIC(AM)-WBZI(FM) Xenia, Ohio.*

## Stand-in

EDITOR: That handsome gentleman third from the left, front row, in the "old-timers" picture of the CBS stations receiving their 30-year "Golden Mike" awards (BROADCASTING, Oct. 14) is my partner Tom Lloyd, not Bob Rausch of Fort Myers, Fla. Mr. Rausch may be that good looking, but he just wasn't with me through the "thick and thin" of making a success of WGAU.—*H. Randolph Holder, president, WGAU(AM) Athens, Ga.*

## Indiscretion on discrete

EDITOR: On page 47 of BROADCASTING for Oct. 21, you describe "discrete try-outs" with a gratuitous slur against the matrix system. Any person who subscribes to the view you have represented has got to be ignorant, bigoted or deaf. Those of us who have studied and experimented with both the matrix and discrete systems have chosen the former precisely because we found it the more nearly ideal system, all the facts considered.—*Benjamin B. Bauer, vice president, acoustics and magnetics, CBS Laboratories, Stamford, Conn.*

(BROADCASTING's story said "The present matrix system that is used in some four-channel broadcasting as well as recordings is considered a bastard version to purists." Deferring to Mr. Bauer's outrage, the editors amend the record to read "by some purists.")

## What's to blame?

EDITOR: A lot has been said about TV programing that depicts violence and obscenity that may influence children in the wrong way. A lot *could* be said about the text books and the things being taught in school. It's my opinion that what a child is taught in school is more apt to influence his or her life, than what he or she may see on TV.—*Buddy Starcher, general manager, WGNA(FM) Albany, N.Y.*

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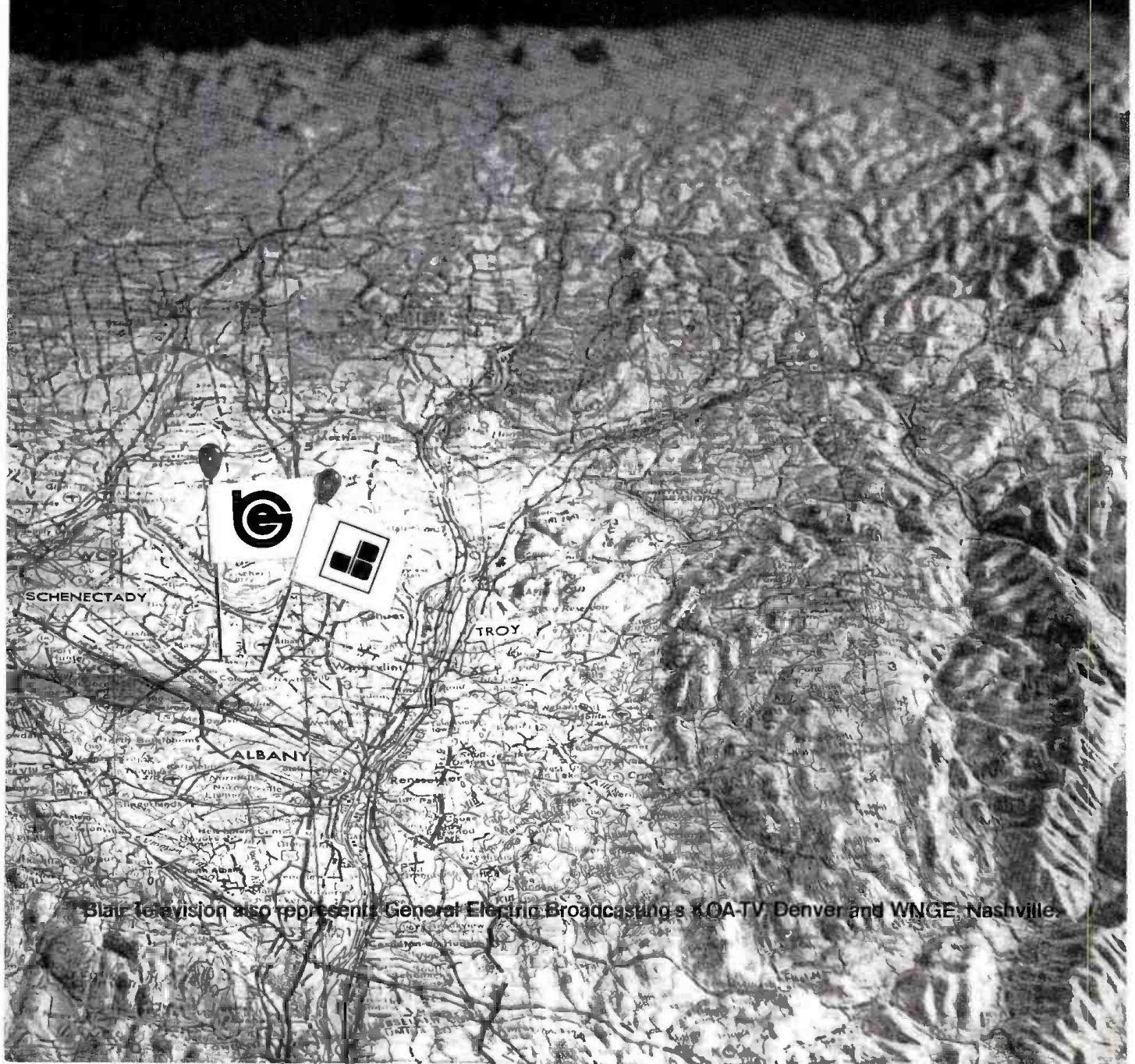
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## Broadcast Advertising

### No danger to TV profits in new policy on children, FCC was told

**Its own economist said lower limits on advertising time would only force rise in price of smaller inventory**

When the FCC adopted its policy statement on children's television calling on stations to cut back on the amount of advertising they present in children's programming (BROADCASTING, Oct. 28), it had reason to believe that the impact on broadcasters would not be severe. For there is an inelasticity of demand for advertising in such programming, the commission was told. When the amount of available time is reduced, the price increases.

However, there may be some trade-off of a social or economic nature. The higher costs would tend to improve the competitive position of advertisers better able to pay. And some of the higher costs they pay may well show up in some degree in the prices of the goods that are advertised.

The data and conclusions are contained in a report on the economics of children's television that was prepared by Dr. Alan Pearce, a member of the commission staff, who is a communications economist. The document, which was prepared for consideration in the children's television proceeding, is due to be released this week.

The report, in part an update of one Dr. Pearce did two years ago (BROADCASTING, July 24, 1972), indicates little over-all change. The \$70-\$80 million the networks gross annually from weekend children's television represents less than 5% of total gross revenues, although profits from that programming have generally been high—particularly at CBS. Dr. Pearce says CBS probably captured more than half the \$27 million in pretax profits the three networks are estimated to have made from children's weekend programming in 1973. He puts ABC a distant second and NBC "a very poor third," although, he says, its position has been improving recently.

However, as Dr. Pearce notes, not all programs are winners. CBS's *Captain*

*Kangaroo*, the weekday program that was long one of the network's profitable shows, as well as a prestige item, went into the red last year, after a steady decline in revenues. The loss was \$750,000 last year and could be \$1 million this year. ABC's weekday *Afterschool Specials*, which cost \$160,000 an hour for two showings, lose about \$250,000 a year. On the other hand, NBC, which is the big loser on Saturday mornings, remains the big winner on Sunday night with the *Wonderful World of Disney*; it returns NBC a profit of about \$5 million annually.

Dr. Pearce's contention that prices will rise as availabilities drop is supported by experience. After the National Association of Broadcasters amended its code to reduce by Jan. 1, 1973, the permissible amount of nonprogram material in weekend children's programming from 16 to 12 minutes per hour, the networks experienced a drop in gross revenues for children's programs of only 3%. Dr. Pearce says that in terms of gross revenues—exclusive of deductions for advertising agency commission, station compensation and programming administrative costs—CBS took in \$33.6 million in 1973, ABC \$23.8 million and NBC \$10 million. The \$67.4 million total, although \$2.1 million less than the total networks recorded in 1972, was still substantially higher than the totals of \$61.9 million and \$66.8 million that they recorded, respectively, in 1971 and 1970.

(Dr. Pearce also reports that the networks last year managed to hold down costs, in spite of inflation, in part by in-

creasing the number of times they repeated shows. Instead of buying 17 original negatives and running each six times over a two-year period, last year they bought 16 and ran half of them six times and half, seven. The total cost in both cases was about the same—roughly \$1 million. Another cost-cutting device was the reduction in the amount of animation in the cartoons.)

Because there are only three suppliers of advertising time on a national level who negotiate with between 20 and 25 principal buyers of advertising time, Dr. Pearce says, "the demand for advertising in children's television time tends to be relatively fixed." If the networks increase their prices, the advertisers will pay them, he adds, "because advertising to children has proved to be effective and profitable." There are, of course, limits to the increase buyers will accept, he notes.

In setting the guidelines it did for broadcasters to follow beginning on Jan. 1, 1976—nine and one half minutes of nonprogram material per hour on weekends, 12 minutes during the week—the commission was well within the limits Dr. Pearce indicated broadcasters could handle.

He said the networks would continue to turn a profit on children's television if they limited themselves to seven and a half minutes of commercial time per hour. (However, that would not include time for station breaks or other nonprogram matter. The networks' weekend shows now contain about 10½ minutes of commercial time, including station

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**Back to the bar.** Action for Children's Television, whose petition to the FCC in February 1970 led to the policy statement on children's television the commission issued last month (BROADCASTING, Oct. 28), is so dissatisfied with that result it is taking the commission to court.

It was not immediately clear what grounds ACT would use in seeking to overturn the commission action, or what reversal would gain.

However, ACT's Peggy Charren has left no doubt about her feelings regarding the policy statement. She has called it inadequate and "a cop-out," and has said that, in not adopting rules, the commission has in effect told broadcasters that they have gone "far enough" in their efforts at self-regulation.

Attorneys for ACT—Ellen Agross of Citizens Communications Center and Earle Moore, who is counsel for the Office of Communication of the United Church of Christ—filed a notice of appeal with the U.S. Court of Appeals in Washington last week. The action effectively forecloses the possibility that any other appeals court would have jurisdiction over appeals taken from the commission's adoption of the policy statement.

It was unlikely that any court action will occur soon. Petitions for reconsideration would first have to be considered and disposed of by the commission. And at least one is known to be in preparation—by Henry Geller, former FCC general counsel who is now with the Rand Corp. He does not quarrel with the statement as such but feels its implementation would raise problems for the broadcaster, the commission and the public. He also feels the statement is lacking in not calling on broadcasters to refrain from airing commercials in programs aimed at preschoolers.



breaks.) He also says the networks could afford to cut back their commercial time to the same seven-and-a-half minute limit in their weekday shows. Although that might hurt some shows, like *Captain Kangaroo*, that are already losing money. Dr. Pearce notes, "it has never been contended that every segment of network programming should be profitable in and of itself."

Dr. Pearce sees no problems for the network affiliates, which generally do very little of their own children's programming. But he feels that the independent stations would suffer if they were forced to make an immediate cutback to about nine minutes per hour; he notes that most independents are now selling up to 16 minutes of commercial time per hour. However, he says that if advertising in children's programming on weekdays, when independents do most of their children's programming, were limited to 12 minutes per hour, the impact would probably be minimal. And when the marketplace has adjusted to new advertising time standards, "revenues can be expected to be maintained at the existing levels."

But the impact of reduced availabilities in children's programming would not be limited to broadcasters, according to the report. Dr. Pearce says that if a 40% reduction of advertising in children's programming (from 16 to nine minutes per hour) were accompanied by per-minute price increases of that order, some smaller advertisers might be forced out of the marketplace and newcomers might be barred from it. Furthermore, he says, companies with diversified interests that make it feasible to advertise year-round might be in a position to force out the companies that find it most economical to concentrate their advertising in the fourth quarter. "There would thus be an increasing trend toward fewer and larger companies—a trend that is already apparent in children's television—and this would tend to reduce competition."

Dr. Pearce also notes that most advertisers and broadcasters agree that the higher prices that would result if the amount of advertising were reduced would be passed on to the consumer—the

buyer of the products advertised on children's television. Prices might not increase by the same percentage as advertising prices, he says. "But there would undoubtedly be some price increases to offset increasing costs."

Although the commission's policy, then, is likely to result in increased prices for time, Dr. Pearce offers one proposal that would, he says, enable the networks to hike prices still higher for at least one hour on Saturday morning. He is referring to suggestions for a joint children's special that would be simulcast by all three networks.

Such a program, commanding an audience of up to 15 million homes, would enable the networks to charge up to \$40,000 a minute—almost as much as they charge for prime-time offerings—and earn a considerable amount of money for their programming budget. But, so far, Dr. Pearce notes, the networks have shown little enthusiasm for the idea, "possibly because of the highly competitive nature of weekend children's television."

But even without the likelihood of such projects emerging from the talk stage, children's television programming "is highly profitable and looks as though it will remain so, at least for the foreseeable future," in Dr. Pearce's view. He notes that the networks and broadcasters had a good year in 1973—the networks had their best ever, with total pretax profits of \$287.7 million.

The "softening" of advertising prices in children's television in the first four months of 1974—revenues were off by 16% as against the same period of 1973—is probably a "temporary phenomenon." He expects prices to recover once "the regulatory prospects for children's television are more certain."

To make his point, he cites the experience of CBS, the leader in children's programming. Its projected average fourth-quarter price of Saturday morning programming is \$11,494 a minute, a drop from the \$12,886 a minute for the fourth quarter last year; but the network would still be grossing between \$103,446 and \$114,940 in advertising revenues for each hour of programming—and that programming, Dr.

Pearce points out, is budgeted at less than \$25,000 an hour. For some individual shows, though, CBS was asking for \$20,000 and more for one minute. ABC's top price was \$16,000, and NBC's \$14,000). He attributes the drop-off not only to generally poor economic conditions in the country but to the vigorous challenge in ratings being mounted by ABC and NBC.

But Dr. Pearce's confidence in the continued profitability of children's television is rooted in what he sees as the medium's effectiveness as a sales tool.

He notes that an estimated \$500 million a year is spent on advertising in children's television—on the networks, on affiliated stations and on independents, and adds: "For that kind of money, it has to be assumed that the advertisers get something in return—and that something is reflected in increased sales. . . . Advertisers say that for all its high costs and for all of the so-called problems stemming from threatened or presumed government regulation, the television commercial is still the cheapest, fastest, and most dramatic way to reach the most people."

## GM concedes on Vega, wins a point on Opel

**Firm signs consent order in case involving claims of best handling, gets FTC okay on lube-for-life ads**

General Motors has agreed to stop advertising that its cars handle better than those of other makers without backing up the claims with "competent scientific tests," the Federal Trade Commission announced last week.

The complaint that led to the signing of consent agreements by GM and its advertising agency, Campbell-Ewald Co., alleged that there was no reasonable basis for GM's advertisement, which quoted *Road and Track Magazine* as saying that the 1971 "Vega is beyond a doubt the best handling passenger car ever built in the United States."

The consent orders provided that future comparative claims must be substantiated even if presented through testimonials, such as the one above. Specifically, the agreement applied to any future ads claiming handling superiority for GM cars (1) under "evasive or emergency" situations requiring rapid steering changes, (2) in cornering at more than 30 mph where lateral acceleration exceeds .2g, and (3) "in gusty cross winds, on rough roads and under severe steering-braking conditions."

The consent orders also require GM to keep substantiation material on file for three years after an ad last appears.

GM spent about \$2.5 million advertising the Vega when it was first introduced late in 1970 and about \$5.1 million in 1971.

At the same time as the Vega action, the FTC dropped a complaint challenging another GM advertisement which claimed that the 1971 Opel 1900's chassis never needed lubrication. The FTC said GM had submitted information support-



**Family affair.** Two men with a vested regulatory interest in children's TV programming brought their families along to watch some of it during ABC-TV's "do you know what your children are watching" week Oct. 19-26. The locale was WMAL-TV Washington. Among the attendees: FCC Chairman Richard E. Wiley holding daughter Kim (son Doug and other daughter Pam also were there) and Commissioner Glen O. Robinson and son Dean (wife Kay and daughter Jennifer also were there).



ing the "lubed-for-life" claims. A related complaint against McCann-Erickson, the agency named in the Opel case, was also dismissed.

## Moss wants to light fire under FTC

House subcommittee criticizes output of agency, suggests hearings

For the third time in five years, the Federal Trade Commission is under attack for lack of quality and quantity in its regulatory output.

The latest criticism is aired in a 63-page document prepared by the staff of the House Commerce and Finance Subcommittee. Said the subcommittee's chairman, John Moss (D-Calif.): "I am disappointed with the study's finding that there has been little progress in terms of increased output of consumer actions at the FTC, particularly in these times of skyrocketing consumer prices when the American public needs the greatest protection against unfair and deceptive practices."

In 1969 the American Bar Association and a Ralph Nader task force, in separate studies, criticized the effectiveness of the FTC's consumer protection programs. Some of their criticisms, Representative Moss said, "remain valid—five years later."

The subcommittee study's findings are basically four-fold and make these assertions:

(1) The FTC's output, its docketed cases, trade regulation rules, advisory opinions and complaints issued, have continued to decline in the last 10 years. The FTC Bureau of Consumer Protection, for example, issued 210 complaints in 1971, 105 in 1972, 99 in 1973, and six in the first nine months of 1974, this reduction despite increased staff. The study says that FTC handling of consumer protection cases has not increased sufficiently in quality to compensate for this decline.

(2) The five commissioners are not exercising an adequate leadership role in selecting the commission's priorities, the report said, although the FTC staff has constructed a framework for them.

(3) The FTC's plans for correcting its weaknesses, particularly the establishment of a comprehensive management information system, may be overly elaborate and expensive, according to the report.

(4) One of the constraints on the FTC's attempts to reorder its priorities apparently is the result of conflicting directives from the House and Senate Appropriations Committees. Representative Moss said: "Excessive restrictions by the Appropriations Committees, inadequate funding and antiquated commission procedures may be a major reason for the FTC's slowness to change to meet criticisms."

The report completed, Mr. Moss suggested the time is right for congressional oversight hearings to study ways to boost the FTC's efficiency and effectiveness.

**New planner.** Copies of Television Bureau of Advertising's fifth annual *Spot Television Planning Guide*, offering estimates for calculating probable costs of campaigns to meet virtually any specifications, will be mailed shortly to advertisers, agencies and TVB member stations. Cost and audience data are included for 190 markets, in groups of 10, for seven day-parts, arranged both by market rank and by region. New this year, supplementing reach and frequency curves, is a graph by which to estimate four-week reach from one-week reach. Guide is based on information supplied by 20 TV station representation firms, covering total of 477 stations, with audience data from Nielsen Station Index. Being mailed with it is copy of TVB's latest *TvBasics No. 17*, annual compilation of fundamental TV data (*Broadcasting*, Sept. 2).

## H-R, computer firm to operate jointly

Each to function autonomously under current managements

In the first link-up of a station representative and a computer service firm, H-R Television Inc. and Broadcast Data Base Inc., both in New York, have merged operations.

In announcing the consolidation, H-R and BDB said each will continue to operate autonomously under present managements. Terms of the agreement were not disclosed.

H-R Television represents more than 65 stations. Top management consists of Dwight S. Reed Sr., chairman; Edward P. Shurick, vice chairman, and Harry H. Wise, president.

Broadcast Data Base Inc. was formed in 1970 to develop a system to reduce discrepancies, relieve the chronic slow-pay situation and improve station's return on sales revenue in the national spot TV field. It sells its service to agencies and has 12 clients, including Young & Rubicam, J. Walter Thompson, Grey Advertising, and Benton & Bowles. Its founder and president is Edgar E. White Jr. Leon West is vice president and treasurer and Gene F. Mitchell is vice president in charge of marketing and administrative services.

## TVB billets doux

Mary Tyler Moore, F. W. Woolworth to be recipients in L.A. next week

The Television Bureau of Advertising will honor Mary Tyler Moore as TVB's "Person of Year" and F. W. Woolworth Co., New York, as "Advertiser of Year" during the bureau's annual meeting in Los Angeles, Nov. 17-19.

Miss Moore, star of the *Mary Tyler Moore Show* on CBS-TV, will accept the award during TVB's Nov. 17 banquet. She is being cited for "attracting and

holding large audiences" and for "her portrayal of working women in television, showing a warm and human side of television." Woolworth is being honored for "distinguished and successful use of television as a growing communications and marketing force." Accepting the award will be John L. Sullivan, Woolworth vice president and general sales manager.

During the meeting TVB will outline plans for accelerating growth in department store advertising. TVB intends to designate its regional salesmen as station specialists, working closely with TV stations in their respective areas in coordinating sales efforts directed to department stores.

## Business Briefs

**Buying.** New TV spot campaign by Standard Milling Co., Kansas City, Mo., for Wheatena cereal and Heckers and Ceresota white flour, begins in Northeast and will spread to other parts of country. (Green Golmatch Inc., New York, is agency.)

**Simulators.** Kentile Floors Inc., New York, has launched its first TV network campaign on ABC, CBS and NBC and features Kensquint, new merchandising aid and decorating tool. Viewers are asked in commercial to pick up some Kensquints, six-by-nine-inch cards and use them to "try on a floor at home." Case & McGrath Inc., New York, is agency. 'Kensquint' is idea of Gene Case, creative director and partner at Case & McGrath.

**Summer in winter.** Virgin Islands this week starts \$1 million advertising campaign in New York area to promote tourism for winter season and will spend substantial portion of budget on TV effort on WABC-TV, WCBS-TV, WNBC-TV and WNEW-TV, all New York. Campaign is first effort of new agency, Greengage Associates, New York.

**New quarters.** H-R Television Inc. has moved its headquarters to 750 Third Avenue, New York 10017. Telephone: (212) 922-2900.

**Sold.** Atwood Richards Inc., New York, barter and media buying organization, has been sold by its parent company, Cooper Laboratories Inc. (pharmaceuticals), Wayne, N.J., to new company, MP Media Associates Inc., New York. Sales price not disclosed. Moreton Binn is chairman of MP Media Associates.

**Spot radio overview.** Robert E. Eastman & Co., New York, issued review of spot radio trends for six months ended Sept. 30, 1974, showing that 18-to-49 age group is still number one demographic sought by advertisers and agencies. Campaign lengths remain short, with 78% being less than 10 weeks.

**Rep appointments.** WRGB(TV) Schenectady, N.Y.: Blair Television, New York ■ WNTS(AM) Indianapolis and KAMA(AM) El Paso: Avco Radio Sales, New York ■ WFAU-AM-FM Augusta, Me.: New England Spot Sales, Boston.

## They thought they had seen everything

**California renewal challenges set new standards of creativity, diversity and thoroughness; some stations opt for outside settlements**

For anyone who might have thought broadcasters had seen about as many varieties of trouble as they could at license renewal time, the pleadings filed against California renewals on Nov. 1 provided an education.

There was the case of McClatchy Newspapers, for instance. Not only were its KMJ-AM-FM-TV Fresno the objects of a Justice Department petition to deny (BROADCASTING, Nov. 4)—the petition was part of the department's continuing campaign against the renewals of newspaper-owned stations—but the television station's renewal was challenged by a group called the San Joaquin Communications Corp., which filed a competing application for Fresno's channel 24.

Then there were three other competing applications. But only one—Monarch Broadcasters' application for the facilities of Pacific Ocean Broadcasters' KOCN(FM)—followed the set tradition of such pleadings. The two others did not. They were filed by a "not-for-profit" community group going under the name of Public Communicators Inc. and are for the facilities now occupied by United Broadcasting Co.'s KBAY(FM) and P&T Investment/Weaver Broadcasting's KLOK(AM), both San Jose. The group indicates it intends to put into practice the kind of community-oriented policies citizen groups have criticized commercial licensees for not pursuing.

And, finally, there was the quality of some of the challenges themselves. Many of the more than two dozen pleadings were fairly typical of those that the groups have been filing with the commission—with little success—over the past several years. Most complained about programming that was allegedly not responsive to local needs and about employment practices that allegedly discriminate against various minority groups. But a number appear to be backed up with the kind of research, and to contain the kind of specificity, that some observers say citizen petitions have usually lacked (BROADCASTING, Nov. 4). Some also raise new questions.

Citizen groups, incidentally, were not the only authors of petitions to deny license renewals. Broadcasters were also playing that game, some against each other.

But among the broadcasters least envied by its colleagues on Nov. 2 was McClatchy Newspapers. For even if the commission rejects the Justice Department petitions to hold renewal hearings, the new applicant for channel 24 would have a Justice-conceived anticompetitive

argument to present in the comparative hearing.

The new applicant is composed of 14 principals, most of them in business, farming and ranching. The president, R. W. Millard, who owns 7.23% of the applicant company, is in marketing. And N. Summer Peck Jr., vice president and 9.95% owner, is in farming. Other principals owning 9.95% are Jack A. Harris, a cattleman; James Keller Herbert, a banker; Michael S. Mathiesen, a stockbroker, and Charles A. Sorensen, who has hardware, fertilizer and crop-dusting businesses.

The "not-for-profit" Public Communicators Inc., however, is something else. It appears to represent a new approach by citizen groups to the elimination of conditions that such groups have complained about in broadcasting. Indeed, one of the principals is Philip Jacklin, philosophy professor at San Jose State University, who organized the Committee for Open Media. That group has been active in California renewal proceedings in the past. Another principal is the Rev. George Conklin, director of the Pacific School of Religion, in Berkeley, who over the years has aided a number of citizen groups. A number of the other principals have had experience in noncommercial broadcasting.

The application for the FM—at 100.3 mhz—says the group intends to deal with what it considers a failure of commercial stations—the "exclusion of women, minorities and low-income persons from media control" among other things. And the application for the AM—a 50 kw day, 5 kw night operation—says Public Communicators Inc. intends to foster an "educational program," not in a formal sense but in the sense of a "vital ongoing activity" which would be informed and shaped by an ascertainment of community needs. The proposed station would provide "free access for diverse groups."

Whether the two applications will start a trend for citizen groups remains to be seen. But they suggest that the cost for getting into broadcasting is not necessarily out of reach even for those of modest means. The groups says it will raise \$37,355 in pledges from board members and the loan of equipment to put its proposed FM on the air and operate it for a year. The group also expects to earn \$50,000 from the sale of advertising time in the first year. And it expects to raise \$100,000 from listeners to the AM station, which would be operated non-commercially, and another \$100,000 in bank loans.

In all the pounds of pleadings dealing with more traditional complaints there may be the makings of some hard new policy questions for the commission.

The Chinese for Affirmative Action of San Francisco, in its petition to deny CBS's renewal application for KCBS(AM), asserts, for instance, that the station has refused to respond to questionnaires dealing with its affirmative action program, and asks the commission to require the station to provide the requested information.



**Rallying record.** This album, produced by the Radio Information Office of the National Association of Broadcasters, contains six one-minute radio spots based on the theme that "unity in times of stress is the nation's strongest anchor for survival and growth." As part of an NAB campaign to strengthen radio's image, the spots were sent in the week of Nov. 4 to all NAB radio members for broadcast Nov. 25 through Feb. 25, 1975. The record contains five arrangements of the title song, "The Spirit of America," which was created by Chuck Blore Creative Services.

CAA, which charges the station with discriminating against Asians in its employment practices, notes that the commission has held that statistical evidence by itself is not enough to warrant a renewal hearing. It also points out that the U.S. Court of Appeals in Washington has said that the commission must determine how to provide those challenging license renewals with an opportunity to seek explanations for "underemployment of minority groups." But the commission, CAA adds, has not provided procedures that would implement that directive.

Accordingly, CAA said, it devised its questionnaire—which seeks detailed information on how the station's affirmative action plan actually works—as a means of determining whether the plan is "a sham." CAA was questioning the plan's validity in view of what it said was the station's failure to hire any Asian Americans for the past several years, until it hired four between May and October 1974. Asians constitute 17.2% of San Francisco's population.

CAA's petition also contains the fruits of another innovative approach; it had made its own ascertainment-of-needs survey, "as an aspect of its service to the San Francisco Chinese community." And it contends, on the basis of extensive monitoring of the all-news CBS station, that KCBS ignores the needs of the Chinese community. A major CAA complaint is that KCBS does not broadcast a Chinese-language news program which, according to the group, was recommended by several Chinese leaders surveyed by the station.

KCBS also attracted the interest of the San Francisco Committee for Open Media. Its petition to deny alleges that



KCBS was guilty of overcommercialization—in terms of the number of hours in which the station carried more than 18 minutes of commercial matter—and of misrepresentation, in stating in its application it had not carried that amount of commercial matter in any hour. COM says its charges are based on a study of the station's logs.

Another petition representing a considerable amount of work was filed by National Association for Better Broadcasting, and was aimed at the renewal of KCOP(TV) Los Angeles. NABB presents a monitoring report on a survey week—Sept. 14 to Sept. 20, 1974—in support of allegations regarding "deficiencies" in the station's programing. NABB also describes programs it says support its various charges—among them, that the station lacks varied programing; deceives the viewer; has broadcast lotteries, and, in airing professional wrestling matches, has been guilty of participating in unlawful activities. (State law requires those presenting wrestling matches to adopt safeguards to assure they will be "fair, sportsmanlike and scientific," NABB notes.)

News consultants and the stations that employ them in hopes of improving ratings may be startled to find the use of such firms cited in support of petitions to deny. One of the charges made by COM in petitions filed against ABC's KGO-TV San Francisco and KABC-TV Los Angeles and CBS's KNXT(TV) Los Angeles is that

the stations engage in "news management" to win a "circulation war" for ratings and profits. In support of the charge it cited statements of "professional journalists" employed by the stations.

Some broadcasters proved they could be as dangerous as citizen groups when it comes to petitions to deny. In one controversy dating back at least three years, Gill Industries' KNTV(TV) San Jose filed against Central California Communications Corp.'s KSBW-TV Salinas and KSBY-TV San Luis Obispo. For its part, Central California filed against not only KNTV but also Monterey-Salinas Television Inc.'s KMST(TV) Monterey and Central Coast Broadcaster Inc.'s KCOY-TV Santa Maria.

Gill's petition was a follow-up to one it filed against Central California's stations three years ago. Gill said then that KSBY's operation as a satellite of KSBW-TV was not in the public interest. The commission in July renewed the stations' licenses, but said KSBY-TV should no longer be operated as a satellite. Although the new application for KSBY-TV makes no mention of satellite operation, Gill says, the program proposals it contains fall far below the minimum expected for a regular television station.

Central California, in its petition, says the three stations conspired to have Arbitron and A. C. Nielsen Co. remove KSBY-TV from the Salinas-Monterey market, in order "to restrain competition."

The outpouring of citizen challenges in California indicates—at least as of the

deadline for filing petitions to deny—a relative failure on the part of some of the groups to reach agreements with the stations. After a dozen stations reached agreements with groups in Texas four months ago (BROADCASTING, July 8), it appeared that a trend might be in the making. And groups in California opened talks with stations months ago.

However, thus far only five agreements or understandings are known to have been reached or to be expected. In Los Angeles, the Women's Coalition for Better Broadcasting, which filed against KNXT(TV), KTLA(TV), KTTV(TV) and KCOP(TV), reported an agreement with KABC-TV. It provides for the employment of women in the top four job categories at the station and for the presentation of a number of prime-time specials of interest to women. The station has also agreed to talk to suppliers, advertisers and production studios about the sensitivity of some women to the image of women portrayed on television. The coalition last week was still negotiating with KNBC-TV.

In Sacramento, the Sacramento Community Coalition for Media Change, which filed against six stations there, reports that KCRA(AM) and KTXL(TV) have written letters in which they make commitments on goals and timetables in connection with the hiring of minorities and women, and promise to expand programming aimed at those groups.

In San Diego, the Chicano Federation

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of San Diego was expecting a letter from KFMB-TV committing it to continue adhering to an agreement reached three years ago. The agreement deals with programming and employment practices, and calls on the station to confer with a chicano board of advisers.

And in Fresno, the Minority Advisory Council, consisting of blacks, chicanos and American Indians, reached an agreement with KFSB-TV. It commits the station to present a number of minority-oriented programs, and specifies that the council will have a voice in the selection of the producer.

Some citizen group members hope this does not remain the complete list. COM, for instance, is still hopeful of persuading stations up and down the coast to cooperate in the establishment of several production centers that could be used by citizens in preparing professional-quality free speech messages. The messages would be made available to stations that want to use them. A COM member said stations showed little enthusiasm for the proposal in the negotiations that were aimed at heading off petitions to deny.

## FCC clears bases in old California renewal disputes

**It renews KPIX-TV license, sets record straight in KTVU case; but both still face other problems**

As the dam was about to burst on the flood of new petitions to deny the renewal of stations in California (BROADCASTING, Nov. 4), the FCC took action in two cases with roots in challenges filed at the start of the now-ending license period, three years ago. The stations in both cases are the object of new petitions to deny, both by another citizen group.

In one, the commission denied a petition by the Committee on Children's Television, and renewed the license of Westinghouse Broadcasting Co.'s KPIX-TV San Francisco. But the license period involved extends only to Dec. 1.

In the other, the commission sought to clarify the record in the proceeding in which its renewal of the license of Cox Broadcasting's KTVU(TV) Oakland has been appealed to court by the California La Raza Media Coalition.

The KPIX-TV challenger had based its petition principally on the contention that the station had not considered the needs and interests of children under 14 in ascertaining the problems, needs and interests of those in its service area. It also criticized the station for alleged failure to provide programming in its previous license term that served the needs of Bay Area children.

The commission, however, found no evidence in the allegations to establish that Westinghouse's over-all programming was not in the public interest. The commission said it did not see any lack of awareness of the children in the Bay Area in the manner in which the station



**Teaching the ropes.** With an eye toward top broadcast management positions, women are learning radio and television sales through seminars sponsored by the National Association of Broadcasters and the Washington chapter of American Women in Radio and Television. At finale of the six-week series of broadcast management development workshops, which began Sept. 25 at the NAB, (l to r): participant Eleanor Brown, WMAL(AM) Washington; John Dimling, NAB vice president for research; Dinah Robinson, ABC-TV account executive; workshop director Kathleen Day, assistant to NAB's executive vice president, James H. Hulbert; Andrew M. Ockershausen, NAB board chairman, and Rhoda Raider, president, Washington chapter of AWRT and vice president of Raider Advertising Agency.

provided demographic information on its service area. Westinghouse classified its audience by age as under 21, 21-54, and 55 plus. That categorization is not unreasonable, the commission said.

Furthermore, it said, Westinghouse's contacts with 28 community leaders involved in a professional or some similar capacity with Bay Area children further "belied" the suggestion that Westinghouse was not aware of children's needs.

The commission also said that Westinghouse's presentation "of commendable instructional programming is not disputed," and that, in response to children's needs, Westinghouse has presented regularly scheduled network and Group W-produced programs, and locally produced programs to deal with local issues.

La Raza Media Coalition had petitioned the commission to deny KTVU's renewal on various grounds, including alleged discrimination in employment, and in past and proposed programming. The commission in August renewed the license, and the coalition appealed to the U.S. Court of Appeals in Washington a month later.

Last week, the commission said it had neglected to deal with two allegations raised by the group—that KTVU had preempted and rescheduled its regular public affairs programs and that the station had misrepresented the length of its *Head On* program.

As to the first, the commission said licensees retain "flexibility" to reschedule or pre-empt programming. As to the second, the commission said the record did not support the allegation of misrepresentation.

Both stations still face challenges filed by the Community Coalition for Media Change. Both allege discrimination against blacks in employment.

## McKee is off key, says Lloyd of CCC

**FCC executive's speech about quality of public-interest filings rebutted; countercharges tossed at commission**

When Clarence McKee, deputy director of the FCC's industry equal-employment-opportunity unit, said in a speech that citizen groups and the public-interest law firms that represent them are filing less than top-quality petitions to deny (BROADCASTING, Nov. 4), he expected to stir angry reaction. And he did.

Frank Lloyd, director of the Citizens Communications Center, which has represented groups in petitions to deny well over 100 license renewals over the past several years, said he is "ticked off" by such comments.

First, he said, Mr. McKee was probably talking about petitions long buried in the commission's backlog. Mr. Lloyd said the quality of petitions to deny has been improving; many in the batch filed against California renewals, he said, were rich in factual allegations and supporting data.

Beyond that, he said, the commission itself must bear some blame for shortcomings of petitions where equal-employment-opportunity complaints are at issue. The commission's EEO guidelines, on which Mr. McKee's unit has been working, are long overdue, Mr. Lloyd noted.

Furthermore, he said the commission has failed to demonstrate the kind of "creativity" in dealing with complaints that would persuade citizen groups that petitions to deny were not necessary. In support of that argument, he pointed to a pleading he filed two weeks ago urging

the commission to move on a petition he had submitted in behalf of the New Jersey Coalition for Fair Broadcasting eight months ago. The coalition is seeking an inquiry into New Jersey's television needs and services; the state does not have one commercial VHF station.

If the commission will not grant the requested forum, the pleading says, the coalition will be "compelled to raise the matter of New Jersey's unique need for coverage" from New York and Philadelphia stations in their individual license-renewal proceedings.

The pleading also noted that FCC Chairman Richard E. Wiley, in a speech last month, lamented the "inordinate time and money" being spent on petitions to deny (BROADCASTING, Oct. 21). The commission, in view of its delay in dealing with the coalition's petition, the pleading adds, is contributing to the problem the chairman was describing.

### A Pulse bonus

Pulse Inc., New York, will provide subscribers to its RadioPulse an added dimension for media selection: data on the use pattern of station audiences in 16 product/service categories in more than 135 markets.

The first reports will include product/service use information on automotive and airline travel covering July, August and September 1974 listening. Scheduled for the remainder of this year are reports on retail services and department stores. Included in the 1975 sweeps are banks used for savings, checking and loan services; soft drinks; beer, fast food establishments; food and grocery expenditures; wearing apparel expenditures; wine usage; frequency of home entertainment and movie theater attendance, and major household purchases.

The Pulse said the additional information will be provided at no extra cost.

### Apple Valley losing AM-FM

An initial decision by Administrative Law Judge Reuben Lozner has proposed revocation of the licenses of KAVR-AM-FM Apple Valley, Calif. The action follows a 1973 FCC order that directed the licensee, BHA Enterprises Inc., to show cause why revocation or an alternative \$10,000 forfeiture was not appropriate (BROADCASTING, Oct. 22, 1973). Issues in the revocation proceeding included allegedly unauthorized transfer of control, inaccurate ownership reports, misrepresentations to the FCC, the use of false BHA stock certificates and other charges.

Judge Lozner said that misrepresentations and the withholding of facts from the commission by BHA had "clearly been demonstrated." The judge added that he was aware the revocation might deprive the Apple Valley community of its only licensed AM and FM, but suggested revocation would "open the door" to new applicants.

The initial decision becomes effective in 50 days unless an appeal is filed.

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*Yesterday (Nov. 10) George Storer turned 75. More than an occasion for celebration, it was a time for his numerous admirers in the industry to reflect on the career of a man who helped make the medium much of what it is today.*

George Storer made the most of a running start. Born into wealth, he often enjoyed the luxury of ready capital in carving a niche in the communications business. The niche has become Storer Broadcasting Co., one of the nation's pre-eminent station groups. But it was not only the accessibility of money, but also the way in which George Storer put it to work that enlarged that niche into a formidable enclave.

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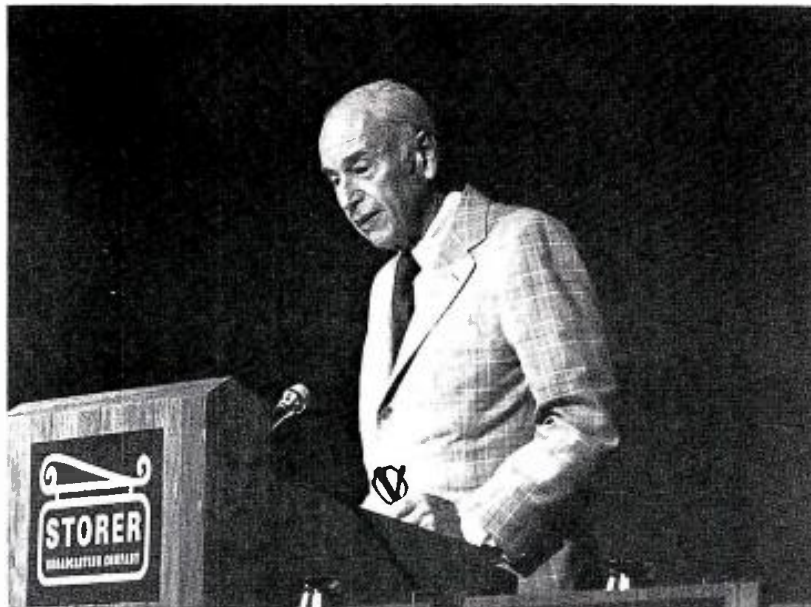
George Storer has tested the waters of several other industries—notably oil and steel—and almost got swamped in the airline business. But none captured his fancy as did broadcasting.

The infatuation was evident early in life. It was in 1912, the year in which the Titanic went down and Marconi's wireless became the rage among hobbyists through its role in that tragedy, that a 13-year-old George Storer grew interested in radio. With the crude materials of the day, he erected his own ham radio operation; his studio was in the Storer family's fashionable Toledo, Ohio, home.

An academic failure and the death of his father combined to start Mr. Storer's business career. Suspended from Cornell in 1920 for flunking French, Mr. Storer entered the family business, Toledo's Standard Steel Tube Co. The elder Storer died in December of that year, and suddenly young George inherited the presidency of the corporation.

In six years' time, Mr. Storer acquired an affinity for corporate dealings which ultimately led to the merging of Standard into Cleveland's Elyria Iron and Steel Co. Elyria later became a division of Republic Steel. Mr. Storer became a vice president with the parent firm in Cleveland, but not for long. In 1927 he was back in Toledo to take over the reins of another emerging family enterprise.

The business was independent oil distribution. Against the competition of the majors a gimmick was needed, and George Storer had it. Having learned several years before that service stations were adding several cents per gallon to their prices to compensate for trucking charges, Mr. Storer put his stations next



George Storer Sr. addressing the company's 1974 stockholders meeting.

to railroad sidings where they could be supplied directly from passing tank cars. The idea worked, and in short order the family's Fort Industry Oil Co. had 13 outlets in Toledo and Cleveland.

But promoting the business was another problem. The petroleum establishment's influence worked in many directions; even newspapers were not immune to it, as Fort Industry learned to its chagrin upon attempting to purchase space.

But Mr. Storer saw other ad opportunities. There was radio—an infant phenomenon that Madison Avenue had yet to embrace as anything but a novelty. In Toledo there was WTAL, a 50 w mite that crackled with little impact. But the station was more than willing to accept the oil company's spots, and the company took the full advantage of that acceptance—so much so that in 1928 George Storer decided it would be less costly to buy the station outright than to continue to finance it.

WTAL underwent a rapid metamorphosis. Its call letters were changed to WSPD—to reflect the Storer trademark, Speedene gasoline—and the station's power was boosted to 250 w. In the same period, WSPD earned the reputation of a trailblazer; it was the eighth station to affiliate with the then-unproved Columbia Broadcasting System.

Full credit for those innovations cannot be ascribed to George Storer. Not long after the WSPD acquisition, the restless young executive left Toledo for a sales position with American Metal Products, a Detroit firm. It was Mr. Storer's brother-in-law, the late J. Harold Ryan, who provided the operational expertise at WSPD and the other stations that were added to the Fort Industry holdings.

It was once written that "an adding machine is to Mr. Ryan what a sextant is to a sailor." Mr. Ryan for years served as the corporate field marshal to Mr. Storer.

In Detroit, American Metal Products had begun producing custom-made items

for the Ford Motor Co. The business relationship led to a long friendship between Mr. Storer and Henry Ford, whose canny counsel in no way harmed Mr. Storer's own career.

In 1928, George Storer bought the metal business for \$300,000. A year later he had the firm \$656,000 in the black. The company later became the Standard Tube Co. and was disposed of in 1965.

Henry Ford's wasn't the only friendship that benefitted Mr. Storer in the business world. Another was that of Major Andrew J. White, the CBS pioneer, who had been much impressed with the initial Storer-Ryan radio success in Toledo. It was Major White who inspired Fort Industry to arrange to lease the facilities of WGHP, another CBS affiliate in Detroit. Brother Douglas Storer ran the Detroit facility, now WXYZ, until it was sold in 1931.

In 1931, the petroleum business of Fort Industry Oil Co. was sold to Standard Oil and the corporate name was shortened to reflect the exodus. Broadcasting, meanwhile, became a larger part of the family enterprise. Concurrent with the Standard Oil transaction, Mr. Storer purchased WWVA(AM) Wheeling, W. Va.

Situated in an area impoverished by the Depression, WWVA was turned into a cultural landmark. Its live, weekly *Jamboree* program drew hordes of country music enthusiasts to Wheeling.

After 30 years of Storer operation, the Wheeling station was sold to make room in the Storer portfolio for the \$10.9-million purchase of WHN(AM) New York. After a decade of undistinguished operation under Storer ownership, WHN found success in the New York rating books with a format switch to country and western, which others had considered too low-brow for the big city.

The WHN purchase was George Storer's second happening on the New York broadcast scene. The first, 30 years before, was a low point in Mr. Storer's career.

In 1932 Mr. Storer entered into a radio

venture with Arde Bulova, the watchmaker. The idea, largely attributed to the influence of Major White, was to establish an East Coast radio network with the leased WMCA(AM) New York as a flagship. But the deepening Depression doomed the ambitious American Broadcasting System to failure. But while the network faltered, Mr. Storer's possessive ambitions took flight.

By 1944, the Storer-owned Fort Industry Co. had a full FCC complement of seven radio stations, including four purchased in a five-year span—WMMN Fairmont, W. Va.; WLOK Lima and WHIZ Zanesville, both Ohio, and WAGA Atlanta. WGBS Miami was added in 1944.

Mr. Storer was the nation's first independent group broadcaster. He was instrumental in the development of network policies and programming, particularly at CBS. During the wartime years he was assistant chairman of the Broadcasters' Victory Council, with time out for service in the Navy as a lieutenant-commander in 1943-45.

Mr. Storer saw a booming economy in the aftermath of World War II. There was, he realized, room for new ideas, new ventures and new technologies. He was among the first broadcasters to go into television. By 1949, he had three television stations—WSPD-TV Toledo, WJBK-TV Detroit and WAGA-TV Atlanta—on the air while most of his radio colleagues were casting stones at the new medium.

By 1952, the Storer name had overshadowed the corporate title. Accordingly, Fort Industry became Storer Broadcasting Co. Three years later, Storer went public and its stock was listed on the New York exchange.

If there was a dark period in the corporate history of Storer Broadcasting, it began with Storer's acquisition of control of Northeast Airlines in 1965. By 1969 Northeast had turned into a corporate burden. While the broadcast business flourished, Northeast drained the firm's profits until the airline was merged into Delta Airlines two years ago.

Mr. Storer's personal life, as well, has not been without its ups and downs.

In 1960 he was the subject of national publicity when John C. Doerfer, who resigned under fire as FCC chairman, became Mr. Storer's personal counsel and

## The 30 stations that have known the Storer touch

|                         | Acquired | Sold |
|-------------------------|----------|------|
| WSPD(AM) Toledo, Ohio   | 1928     | —    |
| WGHP(AM) Detroit        | 1929     | 1930 |
| WWVA(AM)                |          |      |
| Wheeling, W. Va.        | 1931     | 1962 |
| CKLW(AM) Detroit        | 1932     | 1936 |
| WMMN(AM)                |          |      |
| Fairmont, W. Va.        | 1935     | 1953 |
| WLOK(AM) Lima, Ohio     | 1938     | 1951 |
| WHIZ(AM)                |          |      |
| Zanesville, Ohio        | 1939     | 1947 |
| WAGA(AM) Atlanta        | 1940     | 1959 |
| WGBS(AM) Miami          | 1944     | —    |
| WJBK(AM) Detroit        | 1947     | 1973 |
| WSPD-TV Toledo, Ohio    | 1948     | —    |
| WJBK-TV Detroit         | 1948     | —    |
| WAGA-TV Atlanta         | 1949     | —    |
| WSAI(AM) Cincinnati     | 1951     | 1953 |
| KGBS-TV                 |          |      |
| San Antonio, Tex.       | 1951     | 1954 |
| WBRC(AM)                |          |      |
| Birmingham, Ala.        | 1953     | 1957 |
| WBRC-TV                 |          |      |
| Birmingham, Ala.        | 1953     | 1957 |
| KGBS(AM)                |          |      |
| San Antonio, Tex.       | 1953     | 1954 |
| KPTV(TV) Portland, Ore. | 1954     | 1957 |
| WJW-TV Cleveland        | 1954     | —    |
| WJW(AM) Cleveland       | 1954     | —    |
| WGBS-TV Miami           | 1954     | 1957 |
| WIBG(AM) Philadelphia   | 1957     | 1969 |
| WVUE(TV)                |          |      |
| Wilmington, Del.        | 1957     | 1958 |
| WITI-TV Milwaukee       | 1958     | —    |
| KGBS(AM) Los Angeles    | 1959     | —    |
| WHN(AM) New York        | 1962     | —    |
| KGBS-FM Los Angeles     | 1966     | —    |
| WSBK-TV Boston          | 1966     | —    |
| KCST(TV) San Diego      | 1974     | —    |

later a vice president of the company. In recent weeks Mr. Storer received national attention again in a court-ordered multimillion dollar settlement, now on appeal, involving his third wife. Before she became the third Mrs. Storer, she had been the wife of Keith Kiggins, a Storer Broadcasting vice president who died. There has been a fourth Mrs. Storer and a fourth divorce.

Among his friends, Mr. Storer is

known as a kind man, however sharp his business acumen. He has made heavy charitable contributions in the field of medicine, and his private benevolences have been numerous. Until Mr. Doerfer retired a couple of years ago, he had been on the Storer payroll from the day he left the government job.

George Storer has also been good to himself. The company's headquarters in Miami Beach have been convenient to Mr. Storer's estate and the Indian Creek country club.

He spends much of his time now at the Storer Ranch at Saratoga, Wyo., which adjoins the ultra-exclusive Old Baldy club. Now in semi-retirement, Mr. Storer has relinquished much of the direction of Storer Broadcasting Co. His third son, Peter Storer, is now president of the firm and Bill Michaels is chairman. But George Storer remains chairman of the executive committee and is consulted on policy.

He may be 75 and in the mountains of Wyoming, but his presence is still felt where the business is done.

## Nielsen extras draw protests from TV stations

**Proposed July book, longer sweep viewed as unnecessary expense, possible wedge to drive down rates; ratings firm says it's optional**

"We've got to head them off at the pass." That is what some television broadcasters in markets below the top 69 said about A. C. Nielsen's proposal to add a July book to its local service and to increase one ratings sweep to eight weeks.

Concerned station executives maintained that they do not want or need the added report or the lengthened sweep and they regard it as an unnecessary expense. The October-November, February-March and May sweeps that Nielsen already provides give all the research they need, they added. Furthermore, they expressed fear that the sweep of summer audiences, the lowest of the year, will be used as a wedge to try to knock down



**Memories.** By 1936, when the photo at left was taken, George Storer was well on his way to creating a broadcast empire; his concept of establishing service stations adjacent to railroad sidings had paved a financial way into the communications indus-

try (this photo—circa 1928—shows one of those operations). The late J. Harold Ryan, pictured in 1942 (at right), who was Mr. Storer's brother-in-law and business partner for years, contributed much to that enterprise.

the advertising rates during the summer and fall ("Closed Circuit," Nov. 4).

Nielsen, which already produced a July book this year, hastened to point out that it is available to subscribers "on an optional basis." "It's true that the smaller stations don't want the report," one Nielsen spokesman said. "That's the reason we're not cramming it down their throats." He added that at present there is no direct charge to the stations that do not want the report.

Hamilton Shea of Gilmore stations conceded that there is no problem now, but the point is, he said, to prevent Nielsen from making the July book a mandatory element of its local service.

The May survey was forced on the secondary stations despite some protests, Mr. Shea said, because the stations never put up a unified front to fight it. "I don't want to see that happen again," he added. The Nielsen spokesman said the service has no plans to make the new book automatic but it will continue to produce the July survey for optional purchase.

For his part, Mr. Shea is calling his broadcaster friends to make sure they "don't miss the mail on their desks." In that mail is a questionnaire Nielsen sent to its subscribers asking among other things what they think of the July book and the proposed eight-week sweep. Mr. Shea hopes all the secondary market subscribers will send back negative responses.

The secondary market television com-

mittee of the National Association of Broadcasters has called that questionnaire to the attention of NAB television members, too, although it is not attempting to organize the responses for fear of restraint-of-trade charges. The small market TV committee plans to meet with Nielsen representatives to discuss the problem some time in January. It also wants to meet with Arbitron representatives the same day to discuss that service's plans. Many broadcasters fear that if Nielsen makes the July report part of its regular service, Arbitron will likely follow suit. At present, Arbitron has no plans to change its present system, one of its executives said.

Mr. Shea said the sales advisory committee of the Television Bureau of Advertising as well as the Stations Representatives Association are getting into the act on the broadcasters' side.

## Changing Hands

### Announced

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

■ **KBSA(TV)** Guasti, Calif.: Control of Broadcasting Service of America sold by William A. and Ethel J. Myers (51% before, none after) to Berean Bible Ministries (49% before, 100% after) for \$250,000. Mr. and Mrs. Myers plan to

retire from broadcasting. W. Kenneth Connolly, pastor of Berean Baptist church of Orange county Calif., is president of nonprofit Bible Ministries. KBSA is on channel 46 with 219 kw visual, 224 kw aural and antenna 5,807 feet above average terrain.

■ **KBOP(AM)** Pleasanton, Tex.: Sold by Ben L. and Mona L. Parker to Atascosa Broadcasting Co. for \$170,000. The Parkers are retiring. Principals in buyer are Richard F. Brown (60%) and Bonner McLane (40%). Mr. Brown is editor and publisher of *Austin (Tex.) American Statesman*. Mr. McLane has interests in Austin advertising agency. KBOP is daytimer on 1380 khz with 1 kw. Broker: Doubleday Media.

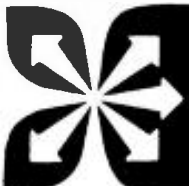
### Approved

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

■ **WNUS-AM-FM** Chicago: Sold by McLendon Co. to Globetrotter Communications Inc. for \$4,450,000. Principals in seller are B. R. McLendon and family, licensee of **KCND-TV** Pembina, N.D.; **KNUS(FM)** Dallas; **WYSL(AM)-WPHD(FM)** Buffalo, N.Y.; and **KOST(FM)** Los Angeles. Principals in buyer include Potter Palmer, board chairman (14%), and George Gillet Jr., president (15%). Globetrotter is licensee of **WIXY(AM)-WDOK(FM)** Cleveland and **WDEE(AM)** Detroit. Globetrotter has sold **WVON(AM)** Cicero, Ill., to Latino-American Broadcasting System for \$1.2 million (BROADCASTING, July 1), pending FCC approval. Buyer's principals and officers have various individual interests in **KFMR(FM)** Fremont, Calif., and **WIXZ(AM)** McKeesport, Pa., and are permittee of **WCTF(TV)** Cleveland. WNUS is on 1390 khz with 5 kw; WNUS-FM on 107.5 mhz with 33 kw and antenna 660 feet above average terrain.

■ **KQV(AM)-WDVE(FM)** Pittsburgh: Sold by ABC Inc. to Taft Broadcasting Co. for \$3.5 million. Other ABC-owned stations are **WABC-AM-TV** and **WPLJ(FM)** New York; **WLS-AM-TV** and **WDAI(FM)** Chicago; **KGO-AM-TV** and **KSFJ(FM)** San Francisco; **KABC-AM-TV** and **KLOS(FM)** Los Angeles; **WXYZ-AM-TV** and **WRIF(FM)** Detroit and **KXYZ(AM)-KAUM(FM)** Houston. Taft is publicly held corporation. Charles S. Mechem Jr., is board chairman and Lawrence H. Rogers II, president. Taft is licensee of **WKRC-AM-TV** and **WKRC(FM)** Cincinnati; **WTVN-AM-FM-TV** Columbus, Ohio; **WBRC-TV** Birmingham, Ala.; **WGR-AM-TV** and **WGRQ(FM)** Buffalo, N.Y.; **WDAF-AM-TV** and **KYYS(FM)** Kansas City, Mo., and **WTAJ-TV** Philadelphia. KQV is on 1410 khz with 5 kw; WDVE is on 102.5 mhz with 55 kw and antenna 820 feet above average terrain.

■ **WMSL-TV** Huntsville, Ala.: Control of Tennessee Valley Radio and Television Corp. sold by Frank Whisenant, Benny C. Digesu and Ned Frazier (76.8% before, none after) for \$791,111. Buyers are Gerald V. Bull and Donald G. Martin who also own **WEZF-FM** and **WEZFTV** (formerly **WVNY-TV**) Burlington, Vt. Mr. Bull is president of Space Research Corp., North Troy, Vt., in which Mr.



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|--------------------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------|

74-55



Martin has interest in sports equipment and real estate businesses. WMSL-TV is ABC affiliate on channel 48 with 1,790 kw visual, 360 kw aural and antenna 1,195 feet above average terrain.

▪ **WOKS(AM)** Columbus, Ga.: Sold by John C. Pennington as receiver for Hertz Broadcasting of Columbus to Associated FM Broadcasting for \$594,500. Principals (50% each) in buyer are B. Ken Woodbin and Milton Hirsch, who own WWRH-FM Columbus and are former owners of WOKS. They had sold WOKS to Hertz for \$596,872 (BROADCASTING, April 19, 1971). Woks is daytimer on 1340 khz with 1 kw.

▪ Other sales approved by the FCC last week include: **KBIB(AM)** Monette, Ark.; **KELK(AM)** Elko, Nev.; **WGGO(AM)** Salamanca, N.Y.; **WYNA(AM)** Raleigh, N.C.; **KNFB(FM)** Nowata, Okla.; **WAGL(AM)** Lancaster, S.C.; and **KENE(AM)** Toppenish, Wash. See page 55 for details.

## Changing of the congressional guard

**Electorate sends Marlow Cook to the showers; he leads host of other Republicans—many friends of industry—who fought a losing battle Nov. 5; committee realignments seen**

Broadcasters are losing some friends in the House and Senate as a result of last Tuesday's congressional elections, notably Senator Marlow Cook (R-Ky.), a member of the Communications Subcommittee, who lost his race to a Democrat. Except for Senator Cook, the membership of the House and Senate Communications Subcommittees remain intact.

However, the parent Commerce Committees, particularly the House's, will have quite a few seats to fill at the start of the 94th Congress next January. The House Commerce Committee lost 10 of its 45 members this election—"more than usual" said one committee staffer—including four Democrats and six Republicans, who either retired or were defeated. Retiring are Representatives William Roy (D-Kan.), who ran an unsuccessful campaign to unseat Senator Robert Dole (R-Kan.); Ancher Nelsen (R-Minn.), and John Ware (R-Pa.). Apparent election losers last week were Representatives Peter Kyros (D-Maine); Bertram Podell (D-N.Y.) who lost his primary shortly before going on trial on charges of conspiracy, bribery, perjury and conflict of interest; Thomas Luken (D-Ohio), Dan Kuykendall (R-Tenn.), Richard Shoup (R-Mont.); William Hudnut (R-Ind.), and Samuel Young (R-Ill.).

There will be two Republican vacancies on the Senate Commerce Committee, one created by Senator Cook's departure, the other by the retiring Senator Norris Cotton (R-N.H.). In Senator Cotton's absence, Senator James Pearson (R-Kan.) will move into the ranking minority member's seat.

The Judiciary Committees, which have

jurisdiction over copyright legislation, lost three members in the Senate, including the retiring Senator Sam Ervin (D-N.C.), and Senators Cook and Edward Gurney (R-Fla.), and 10 members in the House—three Democrats and seven Republicans. The Senate Copyright Subcommittee remains unchanged, while the House subcommittee, to which the Senate-passed copyright bill (S. 1361) has been referred, lost one Democrat—Representative Wayne Owens (D-Utah), who ran an unsuccessful race for the Senate—and two Republicans, Representatives Henry Smith (R-N.Y.) and Charles Sandman (R-N.J.).

Reports at midweek said the Democrats had picked up just three seats in the Senate, fewer than most predicted, but that they had picked up 43 in the House. This indicates enrollment in the next Congress will be 293 to 142 in favor of the Democrats. That two-to-one split will likely result in the Democratic membership of the Commerce Committee being beefed up from the present 25 seats to 28 or 29, with a correspondingly decreasing change in the Republican's current 20 seats.

There is no doubt, said one broadcaster, that next year's House will be more liberal than this year's. Such a condition would, for example, make it more difficult to pass a license renewal bill as strongly in the broadcaster's interest as the House did this year. The license renewal bill awaits action by a House-Senate conference committee, yet un-

scheduled, some time after both houses reconvene Nov. 18.

Predicting who will fill the vacancies on the House and Senate Commerce Committees is next to impossible at this time. And the task is made even harder when considering that more changes may be in the offing. Current members may, for example, take advantage of opportunities to fill newly created vacancies on more prestigious committees—Appropriations or Ways and Means in the House, for instance, and Foreign Relations or Rules in the Senate.

Another unsettling factor in the House Commerce Committee's membership and subcommittee alignments is a recently-passed House reorganization resolution, which removes most transportation issues, save railroad measures, from the committee's jurisdiction. In fact, the committee's name will be changed from Interstate and Foreign Commerce to Commerce and Health. It is possible that those Commerce Committee members who have developed expertise in transportation matters may follow transportation legislation to its residence in the Public Works and Transportation Committee. At any rate, some observers say the changes in legislative jurisdiction might result in a reduction of the over-all Commerce Committee membership.

How the House Commerce Committee's reorganization might affect the composition of the Communications Subcommittee is uncertain, too, but some observers suggest that one option might be

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for Commerce Committee Chairman Harley Staggers (D-W.Va.) to restrict the subcommittee's sphere of influence solely to communications, another cause for re-adjusting the subcommittee's membership.

## Where campaign contributions came from, went

**NAB's political givers are reported as NCTA's latest gifts are revealed**

Before last week's election, the campaign committees of the National Association of Broadcasters and the National Cable Television Association had spent \$42,000 and \$5,475, respectively, on individual federal races, according to reports filed with Congress. That is not much, compared to contributions made this year by other groups, labor and medical associations, for example, but both NAB and NCTA spent more on the 1974 congressional races than they did in 1972, when the NAB's National Committee for the Support of Free Broadcasting gave about \$30,000 and the NCTA's Political Action Committee gave about \$3,900.

The NCSFB made no contributions during the most recent filing period (Oct. 15-24), but NCTA-PAC did. The latter's report, filed as required five days before the election, shows last-minute contribu-

tions to the campaigns of Representative Goodloe Byron (D-Md.), member of the House Communications Subcommittee, \$50 (bringing NCTA-PAC's total contributions to Mr. Byron's campaign to \$150); Representative John Moss (D-Calif.), member of the House Commerce Committee, \$100; Representative Peter Rodino (D-N.J.), \$100; and Representative George Shipley (D-Ill.), \$100.

As corporate bodies, both NAB and NCTA are forbidden by law from channeling association money into the campaign committees. Both committees drew on individuals within the industry for funds. All the money NCTA-PAC collected was said to be in sums of less than \$100, which the committee is not required to itemize and report. About one-fourth of the money in NCSFB coffers came in lumps of \$100 or more, however, and the names of those individuals are contained in the NCSFB spending reports. (For earlier studies of 1974 campaign finances, see BROADCASTING, Sept. 23 and Nov. 4.)

An NCSFB spokesman said that 565 individuals had contributed to its political-action fund as of Nov. 1, from all but one (Alaska) of the 50 states.

The largest single contributions to NCSFB were \$500 checks from five broadcasters, Tom Chauncey, president of KOOL-AM-FM-TV Phoenix; Jane M. Norton, chairman of Orion Broadcasting, Louisville, Ky.; Clair R. McCollough, retired president of Steinman Stations, Lan-

caster, Pa.; Eugene Katz, chairman of The Katz Agency, New York; and Jack Rosenthal, executive vice president of the Harriscope Broadcasting Corp., Casper, Wyo.

In all, four members of the Harriscope organization from around the country sent money to NCSFB, their contributions adding up to \$1,250. Another company whose members contributed heavily is the Springfield Television Broadcasting Corp., Springfield, Mass. Six of its executives gave contributions totalling \$1,300. Among network executives who gave to NCSFB were NBC's chairman Julian Goodman, \$250; NBC's vice chairman, David C. Adams, \$250; NBC's Washington vice president, Peter Kenney, \$300, and CBS's Washington vice president, Richard Jencks, \$150.

Here are the names of the other individuals NCSFB lists as contributors of \$100 or more:

Burt I. Harris, president, Harriscope Broadcasting Corp., Los Angeles, \$250; Irving B. Harris, chairman, Harriscope, Chicago, \$250; Robert E. Rice, executive vice president, WRAU-TV Peoria, Ill., \$250; William L. Putnam, president, Springfield TV Broadcasting Corp., Springfield, Mass., \$200; James H. Ferguson Jr., executive vice president, Springfield, \$200; John H. Fergie, vice president, Springfield, \$250; Wallace Sawyer, vice president, Springfield, \$200; Roland L. Filiault, treasurer, Springfield, \$150; Kathryn F. Broman, vice president, Springfield, \$200; Thomas F. Stroock, partner, KOJO(AM) Laramie and KODI(AM) Cody, Wyoming, \$250; Vincent Wasilewski, president, NAB, Washington, \$200; James Fred Paxton, president, WPSD-TV Paducah, Ky., \$250; Richard M. Fairbanks, president, Fairbanks Broadcasting Inc., Indianapolis, \$250; George J. Mitchell, vice president, WKEF-TV Dayton, Ohio, \$250; Leo L. Beranek, president, WCVB-TV Boston, \$200; James E. Jolley, secretary, Multimedia Broadcasting Co., Greenville, S.C., \$100; D. P. Nathanson, vice president, Harriscope, Chicago, \$250; Robert Buckmaster, president, Kwwl Stations, Waterloo, Iowa, \$200; William C. Turner, executive vice president, KCAU-TV Sioux City, Iowa, \$250; Homer Lane, executive vice president, KOOL-AM-FM-TV Phoenix, \$200; Eugene B. Dodson, executive vice president, WTVT-TV Tampa, Fla., \$150; Robert F. Ferguson, executive vice president, Forward Teleproductions Inc., Wheeling, W.Va., \$200; Roland and Doris Potter, secretary-treasurer and president-general manager, respectively, Wilkes Broadcasting Co., North Wilkesboro, N.C., \$300; John T. Gibson, president, Clearwater Broadcasting Corp., Greenville, Miss., \$200; Joseph S. Semple, president, Montana Television Network, Billings, \$250; Doyce Elliott, vice president and general manager, KOSA-TV Odessa, Tex., \$150; Paul F. Braden, president, WPFM-AM-FM Middletown, Ohio, \$100; Stanley S. Hubbard, president, Hubbard Broadcasting Inc., St. Paul, Minn., \$250; David Ewaskowitz, executive vice president and general manager, WSAU-AM-TV Wausau, Wis., \$125.

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## CPB bucking PBS move for more funding

**Public Broadcasting Service contends more station money needed for co-op; but it runs into argument that others, including radio, might be shortchanged**

Public broadcasting, accustomed to crisis over the years, is now engaged in another serious internal dispute.

The clash, between the Public Broadcasting Service and the Corporation for Public Broadcasting, involves the question of whether the bulk of CPB's federal funds should automatically be distributed to the nation's PTV stations. On one side, PBS is convinced that ample funding at the station level is necessary to insure the continuation of the new station program cooperative, from which noncommercial stations derive much of their national programming. On the other side, CPB is apprehensive about the possibility of imbalance—at the expense of public radio and itself—were this to occur.

While industry officials acknowledge that the issue has been quietly simmering for some time, it became an active concern after a meeting of the PBS executive committee late last month in Muncie, Ind. The PBS committee resolved that as federal funding for public broadcasting increases, the amount that CPB distributes directly to the PTV stations through community service grants should increase to 70-75% of CPB's total federal allocation. The board also established a goal of \$19-\$23 million for the program cooperative in 1975-76 and declared that by 1976 the stations should be prepared to finance the co-op by themselves. This year—the co-op's first—the stations, CPB and the Ford Foundation collectively contributed some \$14 million to the project.

The PBS-established goal for the co-op, CPB officials declared, is at odds with a February agreement under which the co-op would stay at the \$16 million level through 1979. The corporation's concern with the PBS decision was reflected in a board action after the Muncie meeting. The board elected to boost its co-op expenditure for the coming year to \$3.7 million—\$1.2 million more than it had originally earmarked for the project but \$800,000 less than it gave the co-op this year. At the same time, however, the board continued to endorse the position that no more CPB money should go to the co-op after federal funding reaches \$80 million.

CPB's reasoning, according to its president, Henry Loomis, is that at the \$80-million funding level the stations will receive 40% of CPB's federal money in community service grants. Thus, Mr. Loomis asserted, the stations will be able to provide "ample resources" to the co-op at this level.

If appropriations politics proceed in the manner that the medium wants, fed-

eral funds to CPB will hit the \$80-million level in 1976, the first year in which the now-pending long-range funding bill would be in effect. Under the maximum ceiling provided in the five-year bill, the stations would be receiving 50% of the CPB money by 1980.

Despite Mr. Loomis's presence at the Muncie meeting, the PBS executives maintained that 50% of the take just won't be enough in the long haul. They noted that, in the opinion of many station managers, the first year's co-op did not meet its potential because there was not enough money in the coffers. And with the Ford Foundation withdrawing its support, PBS claimed, the need for more station support became greater. Accordingly, a PBS committee is now consider-

ing language that could be used to amend the long-range bill to reflect larger station allocations. Contrary to some reports, however, PBS officials maintain that no decision to push for amendment of the bill has yet been made. "It could be serious; I hope it will not be," Mr. Loomis said. If 75% of the corporation's budget goes to the TV stations, it is feared, CPB could be rendered little more than a conduit for station donations with little freedom for its other responsibilities. Those responsibilities include the funding of public radio, which sorely needs the money in a new push to promote itself. PBS, Mr. Loomis claimed, "did not recognize that there are other payments on the bill."

But the CPB president was confident



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that attempts will be made to bridge the gap with PBS. He said the current problem shows that communications within the industry are "not sufficient." CPB's directors will bear this in mind when they meet this week (Nov. 13) to assess the situation and examine their options.

Meanwhile, Mr. Loomis emphasized, CPB's co-op intentions have been misunderstood. He said that the board at its last meeting vowed continued support for national PTV programming, but through direct grants to program producers rather than to the co-op itself. The board committed as much as \$800,000 this year to the pilot production of several series, which will apparently include the Children's Television Workshop's new *Feeling Good*. CPB-assisted programs will be made available to all PTV stations—some of which, the corporation noted, might not be able to purchase the same offerings through the co-op.

PBS executives meanwhile, were awaiting the CPB board meeting before fully assessing the current problem. "I'm pretty confident that it's going to be worked out," said PBS President Hartford Gunn, who added that "it's hard to say" what the final outcome will be at present.

Mr. Gunn agreed with Mr. Loomis that "there's obviously been some sort of communications failure."

Following the CPB board meeting, the PBS president said, it is expected that the next arbitration step will involve an unprecedented joint meeting between the CPB board and the PBS executive committee. Mr. Gunn did not mention the date or place for such an occurrence, but the obvious choice would be this month's National Association of Educational Broadcasters convention in Las Vegas, where delegations from all factions of public broadcasting will attend.

Mr. Gunn also stressed that time is of the essence in resolving the conflict. He said that the pending long-range funding bill, which has been reported out of the Senate Commerce Committee but which lacks floor action in either house, will be under consideration on both sides of the Hill early in the next session of Congress. Both Mr. Gunn and CPB officials, alluding to an apparent congressional concern over the present difficulties, emphasized that some kind of uniform approach to supporting the bill must be formulated before the clearing process on the bill begins again.

On the federal funding scene, there is some immediate good news for public broadcasters. Prior to the election adjournment, Congress passed and President Ford signed a continuing resolution that would give CPB \$60 million in federal funds in fiscal 1975. The resolution also called for \$10 million to be earmarked for the Department of Health, Education and Welfare's educational broadcasting facilities program. The figures coincide with those passed by the House earlier. It is expected, however, that congressional conferees will increase both totals when Congress reconvenes for the lame duck session later this month. The Senate has recommended appropriations of \$65 million and \$16 million, respectively.

## Programing

### Washburn concedes TV improvements but sees need for violence reforms

In first speech since joining FCC, commissioner endorses mandate from Hill for positive action

When it comes to violence on television, Commissioner Abbott Washburn is about as blunt and outspoken as any member of the FCC. He feels that there are too many shows freighted with violence and that both the broadcasters and the FCC have a responsibility to re-examine policies that make that kind of programing possible.

The commissioner expressed his views last week in a Dallas appearance before the Texas Association of Broadcasters. The speech was his first since joining the commission in July, and although he is a government regulator of the medium, it indicated he has no qualms about discussing publicly his likes and dislikes on television—to the point of mentioning specific programs.

He entered the subject of television programs through a discussion of the commission's new policy statement on children's television. He is not unfamiliar with the product available to children on television; he has been watching children's television with his daughter Julie, now 10, since 1967.

And it is his view that, from a low point in 1969, there has been a marked improvement in children's television programs, particularly in the past couple of years. He listed "just a few" of the programs he thought could support that assessment—*Korg*, *In the News*, *Fat Albert and the Cosby Kids*, *Harlem Globetrotters* and *the Popcorn Machine*, and *School House Rock*, as well as two new programs aired this year, ITT's *Big Blue Marble* ("which introduces U.S. children to children engaged in interesting activities in other countries") and ABC's *Over Seven*. (He even mentioned a program he felt the country could do without—"Devlin, which glorifies a teen-age Evel Knievel variety motorcyclist.")

Nor did he limit his discussion of programs to those aimed at children. He listed nine programs, that all members of the Washburn family "particularly enjoy"—CBS's *All in the Family*, *The Waltons*, *Rhoda*, *Apple's Way*, and *Good Times*; NBC's *Little House on the Prairie* and *Sanford and Son*; and ABC's *The New Land* and *Happy Days*. The programs are not only a "pleasure to watch" but provide insight into the human condition and "often illuminate events and issues," he said.

But it is violence on television that disturbs him and the problem does not involve the programs designed specifically for children, but those they watch in the evening as part of the larger audience. There is, he said, "an inordinate

number of high tension, crime-drama shows running night after night in prime time on television stations across the country."

The commissioner noted that national levels of crime and violence are rising, and that broadcast newscasts and daily papers provide "grisly details of individual cases" every day, then added: "Given this situation and given the fact that there are 30 million hand-gun owners in the U.S. . . . is it responsible management on the part of the broadcast industry, and responsible television regulation on the part of the FCC, to have these crime-laden shows pumped directly into millions of American homes night after night? Is this not an acute area for self-assessment and examination, on both our parts? In my view, it is.

"And," he added, "in my view the Congress is right in directing the FCC to inquire into it and come up with an action plan." This was a reference to requests by the appropriations committees of both Houses that the commission submit a report by the end of the year on actions "taken or planned" to protect children from "excessive programing of violence and obscenity."

To have programs of violence "in profusion on this awesomely powerful medium—in a society with crime on the increase and where there are no effective federal laws for the registration and control of hand guns—is about like wandering around in a dynamite factory with live roman candles in each hand; you don't need a panel of pollsters and sociologists to tell you what's going to happen." Speaking for himself, he said, there should, at a minimum, be a "substantial reduction" in the number of such programs, and none should be scheduled before 10 p.m.

As have others concerned about violence on television, he indicated he felt that the broadcasting industry was going out of its way to cause problems for itself. He said NBC's *Born Innocent* was a "sensitive and artistic film treating an important social problem—reform of our correctional institutions." But he said the movie, with its scene of "a terrifying group's sexual assault on a 14-year-old girl by fellow inmates," should not have been shown at the early evening hour that it was. "It is the function of management to weigh public service responsibilities against financial responsibilities."

And he recalled the ad the Television Information Office had run in various publications. It was a list of network programs supposedly recommended for children. Squarely in the middle of the list was *The Godfather*, whatever else you may say of it admittedly one of the most violent and brutal films ever made," he said. "I had to look at the list twice to make sure I wasn't seeing things."

### Coppola to explain how 'Godfather' got in house

NBC-TV will preface its showing of part one of *The Godfather* next Saturday (Nov. 16, 9-11 p.m., NYT) with a "specially prepared" introduction by the



film's director, Francis Ford Coppola, dealing with the cuts the network insisted on making in the film.

"I was pleased to have the opportunity to personally supervise the revisions," Mr. Coppola will say in the taped message. "Rather than making major cuts in the film, I re-edited any questionable scenes so that it would be as close as possible to the original and still qualify for television standards."

The director concludes his remarks: "The story is about violent men and so the film in places is violent. I tempered each of these scenes through editing for television, but still I would caution you to use discretion in deciding who in your family should be permitted to see 'The Godfather.'"

Part two of the movie will be shown two nights later (Nov. 18, 9-11 p.m.).

## Paul Sand's promise exceeds performance

**CBS-TV dumps what was everyone's choice for rookie of the year; other networks begin to think replacement**

*The Paul Sand Show*, a unanimous pre-season choice among network programmers and agency media executives as the new show most likely to succeed in 1974-75, received its cancellation notice from CBS-TV last week, according to sources at the network.

It will be replaced by *The Jeffersons* (Saturday, 8:30-9 p.m., NYT), a Norman Lear-Tandem Productions spinoff from *All in the Family*, starring Mike Evans as Lionel and Isabel Sanford as Louise. Exact date of the shift is still to be determined, although 14 episodes of the *Sand* show are in the can.

"The *All in the Family* lead-in turned out to be as much a curse as a blessing," said Grant Tinker, president of MTM Enterprises, which produces the *Sand* show. "We were almost expected to hold on to that huge audience. In another time period, less would have been expected of us and we might have been able to build our own audience."

NBC still hasn't formally tendered pink slips to *Lucas Tanner* and *Petrocelli* (BROADCASTING, Nov. 4), but *Tanner* managed only a 15.5 rating and 24 share on Oct. 30 and *Petrocelli* did only slightly better (15.3 rating and 28 share) that same night.

ABC is almost certain to cancel at least three more hours of programing in the next month or so. The likeliest immediate targets are *Paper Moon*, *The Odd Couple*, *The Sonny Comedy Review* and *Nakia*. The hottest replacement possibilities include *Caribbean Beat*, a Quinn Martin production starring Stacy Keach as a Miami police lieutenant; *The Karen Valentine Show*, a situation comedy from 20th Century-Fox; *The Life and Times of Capt. Barney Miller*, an ABC production about a comic New York City detective; and *The Hot l Baltimore*, a low-brow comedy from Norman Lear, which is based on a hit off-Broadway play.

Meanwhile, CBS came out on top in

the eighth week of national Nielsens (Oct. 28-Nov. 3) with a 21.5 rating, compared to NBC's 19.5 and ABC's 16.6. (The Sept. 9-to-Nov. 3 season-to-date figures show CBS with a 20.6 rating, NBC with a 20.3 and ABC a 17.0.)

## SAG crusades: more use of women, less use of reruns

**More survey data to be offered at New York session Wednesday**

The Screen Actors Guild is moving to get the message, "use more women," to those who hire performers in TV commercials. SAG will meet Wednesday (Nov. 13) in New York's Lambs Club with representatives of advertising agencies and commercial production houses to discuss that goal.

The New York meeting takes place two weeks after SAG made public a survey that contended that women aren't getting a fair share of jobs in TV commercials. Another survey that was also made public at the same time showed that women aren't getting a fair share of jobs in prime-time TV entertainment programs either. And, in a third survey, SAG reported that 80% of 10,000 respondents felt there were too many series reruns on TV—a position that happily melds with the actors union's own complaint: that reruns cost actors jobs.

But TV commercial work is a significant part of SAG members' income, it was emphasized. It generates, it was reported, more income for actors and actresses than all other kinds of film work. In 1973, for example, TV commercials work accounted for 53.6% of SAG members' income, totalling about \$73.5 million. That was \$50 million more than actors and actresses earned in theatrical motion pictures and \$36 million more than they earned from TV film and series.

The TV commercials study, conducted by the New York women's conference committee of SAG and using random samples of the 340 submissions to the 1973 Clio awards, showed that there were twice as many men in TV commercials than women; that this ratio remained for the lucrative on-camera speaking parts; that 93% of off-camera speaking parts were by men; that 73% of off-camera singing principals were male. In fact, it was noted, 70% of women's roles in TV commercials were nonspeaking roles. This led Jane See, SAG board member and chairman of the New York branch of SAG's women's conference committee, to remark: "We must assume if they do not speak, they decorate. . . . A large portion of that reel [apparel category] dealt with panty hose. Here we saw beautiful but silent women (48% of the players) parading the product while the sultry male voice (91%) and the male singer (100%) implied how alluring the user would become if she would only clothe her legs in Cantece."

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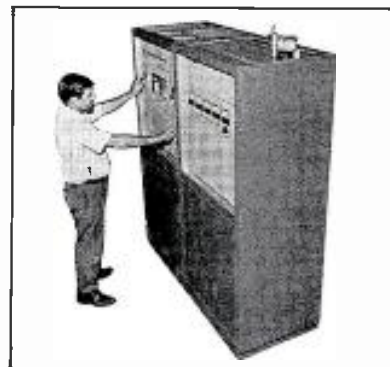
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the ratio of men to women performers is three to one for ABC and NBC, SAG reported, but only two to one for CBS. This study, again done by volunteers of the women's conference committee, monitored all prime-time network shows for February and found that 71.8% of the roles were for men and 28.2% for women. By the network, the count was: ABC, 75.6% men, 24.4% women; CBS, 66% and 34%; NBC, 73% and 27%.

The SAG study also showed, it was said, that men were three times more involved in starring roles than females on ABC and NBC, while on CBS it was less than two to one. The same ratios were found to apply to feature roles and smaller roles.

Women, the study showed, were more discriminated against on network prime-time shows on the basis of age than any other characteristic. In the under-25 age category, there is virtually a one-to-one ratio of men to women (but, it was noted, this type of show accounts for only 23% of all roles in prime-time network programs); in the 35-to-45 age category, the ratio of men to women is five to one; and in the over-50 age category, the ratio is almost four to one.

The study found that minorities were represented in prime-time network TV shows by only 12.7% of the roles; with blacks accounting for 5.8%; Orientals, 1.6%; Indians, 0.29%; Mexican-Americans, 0.83% and other minorities, 4.2%. By network, the SAG report showed that NBC had 195 minority roles out of a total of 873; CBS, 83 out of 868, and ABC, 74 out of 1,025.

A third element of the SAG investigation was aimed at ascertaining the general public attitude toward TV. This was based on 10,000 responses to a questionnaire drawn up by SAG with the help of an academic consultant. The questionnaire was sent to newspapers in all 50 states, but was used only in 22. Some 8,700 responses were returned to SAG. In addition a special survey of 1,379 Southern Californians, using the same questionnaire, took place—with responses generally following the same patterns as

the newspaper survey. Of the newspaper respondents, 83.6% were women, 15% men and 1.5% did not specify their sex. The results:

- Almost 80% said there were too many series reruns in prime time, and 84.4% said the public should have a say in how many shows are rerun.

- In prime time the public wants to see drama (42.3%), documentaries (28.4%), comedy (17.9%), variety (7.2%), sports (2.1%), and game shows (1.9%).

The preference patterns, SAG said, remained consistent throughout the survey, regardless of sex, occupation, geographic region, age or educational level. The preference for drama, for example, it was noted, was particularly strong among Eastern viewers (49.13%), college graduates (47.8%) and in the 35-45 age category (50%).

Other findings: 63.4% said they'd like to see more women in leading roles on TV programs, other than comedies, variety and talk shows; 68.7% said the image of women presented on TV was not truthful or believable; and 67.4% said they would like to see women portrayed in positions of authority on TV. The greatest disparity among men and women respondents was for the question: "Do you like the women you see on TV?" Affirmative responses came from 52.2% of the men, but from only 28.2% of the women.

SAG said the majority of respondents felt that TV did not influence their lives with respect to mode of dress, conduct, attitudes about women and minorities—although younger viewers said they were considerably more influenced than older viewers. But TV's influence on products purchased was high: 52.3% over-all said it did influence their buying, with 72.1% of the 18-25 year age group reporting this persuasiveness.

The report on reruns follows SAG's own campaign to require the networks to reduce the number of reruns. It has petitioned the FCC and the Congress to limit the number of reruns to 25% of prime time each season.

Chester L. Migden, SAG national execu-

utive secretary, noted at the Los Angeles news conference announcing the results of the surveys that 50% of prime time TV is "old programing"—reruns, and that has a bearing on the 85% unemployment he claimed SAG members suffer. He also said that, despite the public's preference for drama, 50% of prime-time access is game shows and only 20% drama.

Kathleen Nolan, SAG first vice president, commented at the same occasion: "The significance of this study lies not just in its statistical weight but more in the degree of concern so many viewers have displayed about what they see on television."

## Program Briefs

**Countdowns to '76.** Eyewitness reports of mythical early-American journalist, Jonathan Penn, will be featured in series of two-minute vignettes, *On This Day*. Radio series, designed for local sponsorship, is timed to start Jan. 1, 1975, with each event reported and dramatized having occurred exactly 200 years before. Subjects are lesser-known happenings in colonial America that lead to signing of Declaration of Independence. Developer, U.S. Bicentennial Media Group, private corporation, also offers promotional materials—tricorn hats, quill pens, posters, personal appearances of Jonathan Penn, etc. *U.S. Bicentennial Media Group, 2315 East Broad Street, Richmond, Va. 23223. (804) 649-9176.*

**By jove, by satellite.** New Yorkers will be able to talk to Londoners—and vice versa—on new series of programs to be carried simultaneously every other Wednesday night on WMCA(AM) New York and the BBC. First show in trans-Atlantic radio-telephone conversation series was broadcast on Oct. 30 in New York from 5:30 to 7 p.m. (10:30-12 midnight in London). With transmission via British communications satellite, show enables listeners to talk with hosts (R. Peter Straus, president of WMCA, in New York, and Robbie Vincent in London), prominent guests and each other. It is believed to be first regularly scheduled trans-Atlantic radio talk series.

**On bicentennial bandwagon.** James Duffy, president of ABC-TV Network, told annual meeting in Hollywood of Sales and Marketing Executives International that ABC will inaugurate within next few months programming dedicated to American bicentennial. Mr. Duffy, who received organization's first Communicator of Year award, voiced hope that such programing would contribute to helping to find "a balance between our competitive needs and goals and our moral and ethical responsibilities" to assure survival of free enterprise system.

**After school.** Group W Productions will syndicate after Jan. 1 series of 12 half-hour children's programs to be presented after 3 p.m. Titled *Call It Macaroni*, series will portray children (10 to 12 years old) in new environments and experiences—living with circus family or learning about soaring and gliding. Series will be carried on five Group W TV sta-



Sieger



Jacobs



Gilbert

**TelCom partnership.** John O. Gilbert, executive vice president of Television News Inc., New York, has resigned to accept a partnership in TelCom Associates Inc., New York, broadcast consultancy. Jim Sieger, with TelCom and a seven-time Emmy-award winner for news excellence, also was made a partner, according to the announcement by Herb Jacobs, TelCom president.



tions starting in January.

**For the young.** Avco Program Sales, Cincinnati, reports *Young People's Specials* have been sold in 45 markets and that newest segment "Sacajawea," deals with 1805 Lewis and Clark expedition to Northwest. Produced for prime-time viewing and aimed primarily at 6-15-year-olds, series covers topics ranging from current issues to history and literary classics.

**From film to tape.** Goldmark Communications Corp., Greenwich, Conn., now claims to be world's major producer of video-tape cassettes from wide-screen feature films for use in pay television field. Joseph L. Stern, Goldmark vice president for engineering, said company has used its Transcan process on more than 4,000 films provided by leading motion picture companies, which are active in premium TV. He added that system is expected to be used with European broadcast standards for overseas markets by end of year. Goldmark also is developing automatic program origination system for North American Philips to meet European standards for pay TV distribution abroad.

**Fight, fight.** Home International Television, Los Angeles, has sold *The Big Battles*, World War II documentary series, in 21 markets, including such stations as WMAL-TV Washington, KTLA-TV Los Angeles, KGO-TV San Francisco, WMAQ-TV Chicago. *Big Battles*, a BBC-French Pathe production, includes newly discovered footage from European governmental archives as well as interviews with wartime personalities (General Jimmy Doolittle, Sir Anthony Eden, Albert Speer, among others). Paul Rogers and Peter Bond narrate; Daniel Costello is director. HIT holds U.S. TV distribution rights.

**Drop suits.** Two-year old lawsuits, one by RKO General against Rhodes Productions for \$1.1 million, and other, countersuit by Rhodes against RKO General, for \$2.1 million, were dismissed by mutual arrangement, it was announced last week. Both RKO General and Rhodes said suit and countersuit were result of mutual misunderstandings and that both parties were amicably dropping all charges against each other, without payment of money to either side. Involved in both suits was the *Virginia Graham Show*, produced by RKO General and distributed by Rhodes. In its suit filed in New York superior court, RKO General claimed Jack Rhodes, president of firm bearing his name (which is subsidiary of Taft Broadcasting Co.), made false and fraudulent misrepresentations on sales of Graham show. Mr. Rhodes denied this and asked for accounting plus punitive sums.

**Ballance moves.** Bill Ballance, pioneer in feminine forum-type radio talk shows which he began in 1969 on KGBS(AM) Los Angeles, has joined KABC(AM) that city Nov. 1. *Bill Ballance Show* is broadcast Mondays-Saturdays. Show has been syndicated since 1971.

**More for 19.** Warner Bros. Television

said its Volume 19 feature film, off-network movies, released in August, has been sold to additional 22 markets, bringing total to 52 markets. Among new stations are WDCA-TV Washington; WSB-TV Atlanta; WBAL-TV Baltimore; KGW-TV Portland, Ore.; WJAR-TV Providence, R.I.; WKY-TV Oklahoma City; WSPA-TV Spartanburg, S.C., and WDBO-TV Daytona Beach, Fla.

## Enter Clarion Productions

Foote, Cone & Belding announced last week that it will begin producing made-for-TV movies, specials and pilots for proposed TV series under the banner of a new division called Clarion Productions based in Chicago.

Clarion will also take over the functions of the parent firm's FCB Productions, which helps turn out the *Hallmark Hall of Fame* specials.

The new productions by Clarion will be geared to the "corporate image" and "communications desires" of individual sponsors, according to Duane C. Bogie, Clarion's president. Most of Clarion's announced projects so far, including the *Hallmark* ones, are co-production deals with companies like Columbia Pictures Television, 20th Century-Fox Television and Talent Associates. The writers who have signed with Clarion for particular ventures include Sidney Carroll, Norman Corwin and Rod Serling.

## Two super-agencies to tie the knot

**Merger of International Famous Agency, Creative Management Associates is initially set**

Two of the giant talent agencies in the entertainment field, International Famous Agency and Creative Management Associates Inc., both New York, last week announced an agreement in principle to merge their organizations.

Under the proposal, CMA shareholders would receive \$6.10 per share in cash. Based on slightly more than a million shares of CMA stock outstanding, the transaction carries a value of about \$6.2 million.

The companies said a definitive agreement is expected to be signed shortly and will be subject to approval by the shareholders of CMA. Marvin Josephson, chairman of Marvin Josephson Associates Inc., New York (parent company of IFA), will become chairman of the combined agency. Freddie Fields, president and chief executive officer of CMA, will be named president of the merged company.

IFA is regarded as one of the leading agencies specializing in television program packages and in TV personalities, writers and directors. CMA fulfills a similar role in the motion picture field.



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## Cable again denounces FCC restrictions

**This time it's at the Cleveland Expo where Lovett, Christensen, Cole call de-regulation an industry priority**

More than 300 cable operators, most of them independents, got the word last week that their industry's major priority is becoming a complete reassessment of restrictions placed on cable by the FCC. The forum was the North Central Regional Expo in Cleveland. The issues were the same as those enunciated at the Northeast Expo last month in Philadelphia (BROADCASTING, Oct. 21), but in a more concrete form.

Re-regulation by the FCC, National Cable Television Association Chairman Bruce Lovett told the delegates, "is one of the most important issues we're confronted with." But, the NCTA chairman stipulated, "there is a fundamental issue to be resolved if re-regulation, or de-regulation, is to have any meaning at all, and that's the rationale of that regulation. If the rationale is simply the same that the cable industry has lived with, and survived in spite of, over the past

eight years, I think re-regulation will be a total failure."

The rationale, in Mr. Lovett's view, is the commission's purported intention of protecting broadcasters from cable interests. The premise, Mr. Lovett submitted, won't fly any more in the absence of evidence that such protection is needed to safeguard the public interest. And thus, the NCTA chairman reiterated his own solution to the problem: the complete suspension of all FCC restrictions on cable carriage of broadcast signals until such time as broadcasters can demonstrate that cable is depriving the public—not broadcasters.

Mr. Lovett advanced the same position at the Philadelphia gathering, although he emphasized that the idea is his personally, and not NCTA's. At the Cleveland Expo, it became more apparent that the position is becoming NCTA's as well.

Mr. Lovett was not the only speaker in Cleveland calling for a push for an abandonment of FCC restrictions. Enunciating the same basic thought was Washington attorney Gary Christensen—a former NCTA general counsel, current member of the association's re-regulation committee and still an influential figure in NCTA policy making.

Said Mr. Christensen: "I think re-regulation is a misnomer. We ought to be considering it as a reassessment of the entire cable television regulatory and business program."

A reappraisal of the commission's cable rules, Mr. Christensen submitted, "cannot be done in a vacuum. We have to reassess all aspects of the cable business. We have to set goals. We have to establish policies. And we have to estimate the chances of success."

In so doing, he asserted, it will be necessary to consider "matters of principle" more than "matters of expediency." And the principles Mr. Christensen identified would, as Mr. Lovett suggests, require disposing of several key FCC rules.

Specifically, Mr. Christensen cited a need for cablemen to work for the removal of restrictions on broadcast signal carriage, nonduplication and exclusivity, access channels and local origination, franchise standards and performance tests.

Elimination of the signal carriage rules, he claimed, "is our basic matter of principle." But, he noted, it is also important to "recognize the political realities." Broadcasters, Mr. Christensen maintained, should be provided with the "mechanism" for reinstating those restrictions "if they can show that their business is being so damaged so as to impinge on the public interests." The same objective, he said, should apply to network and syndication exclusivity.

Attorney John Cole, also a Cleveland panelist and member of the NCTA re-regulation group, agreed that there is some precedent for the commission's providing relief from the nonduplication restrictions. At one time, Mr. Cole noted, the commission required 15-day protection for local broadcasters. Now

**Everybody's commissioner.** FCC Commissioner James H. Quello is continuing to make speeches to cable audiences that appear designed to convince them he did not grow horns in his career as a broadcaster. In a speech to the North Central Cable Exposition in Cleveland last Monday (Nov. 4), he said: "I think that cable television needs a fair shake in its efforts to get established in this country. And I don't want to see the industry harassed with unnecessary requirements." As he did in an appearance before the Pacific Northwest Cable Association (Broadcasting, Oct. 7), he indicated he favored easing restrictions in pay cable exclusivity and in other areas.

Also speaking in Cleveland was Senator Frank Moss (D-Utah) who expressed dismay that Congress has yet to make sense of cable TV's regulatory environment. Mr. Moss called settlement of the national regulatory policy the industry's most immediate objective. He claimed that only thereafter will cable be able to "attract the capital investment necessary" to fulfill its potential. He expressed impatience over the administration's failure to introduce the cable bill proposed by the Office of Telecommunications Policy, noting the longer it takes for the White House to move, "the longer it will take to enact such legislation." Mr. Moss also urged FCC to pass pay cable rules satisfactory to all parties.

in most parts of the country it is down to simultaneous protection. At the least, Mr. Cole said, the industry should "pitch for a concept where the commission does not make you make deletions from any station that can be received off the air."

To Mr. Christensen, the most vulnerable rule in the FCC's book is that requiring most systems to offer three access channels and local origination. "I think here is one case where we have an absolute opportunity to scratch the entire rule," he said. In the alternative, Mr. Christensen suggested, cablemen should give groups desiring access the opportunity and facilities to receive it, but that the capacity for doing so should be "keyed on demand." Most of the presently required channels, he claimed, "simply aren't being used, and I think the government should be made aware of that."

Mr. Christensen also declared that the commission should take the initiative in controlling zealous attempts at cable regulation at the nonfederal level. The alleged posture of local governments that grassroots regulation should be employed regardless of what the FCC says, Mr. Christensen maintained, "has to change." He suggested that all franchises issued prior to January 1975 should be grandfathered by the commission, but he went on to offer the proviso that after the new year all franchises

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written so as to include any provisions "inconsistent" with the commission's rules and regulations "should be declared null and void."

The commission's requirement that systems engage in complicated performance tests, Mr. Christensen alleged, is equally counterproductive. "Right now," he said, "I'm not sure that anyone knows what the performance tests mean." He said he knows of only one firm that is conducting the tests "professionally," and that numerous engineers think "these tests are not only useless but almost impossible to perform." The tests, he said, need to be simplified, and the commission should take it upon itself to fully educate the industry on how to conduct them.

Mr. Christensen conceded that these goals might be farsighted, and that it would be wise for cablemen to devise a "fall-back" position. But the primary need, he maintained, is for "those alternatives which would equate more service with lesser regulation. . . . There has to be a reassessment of the regulator's role in our society."

The FCC staff's representative to the Cleveland meeting, James Hudgens, acknowledged that the rules have created problems. And he took pains to emphasize that personnel changes at the agency suggest that there are new, and perhaps more sympathetic, voices now in position to make changes. "We know the trouble areas," Mr. Hudgens said. "But we need the hard data on why [the rules] are not working."

But Mr. Cole, who has seen eight chairmen come and go at the FCC during his 16 years of Washington practice, found it hard to be optimistic. "I've grown kind of skeptical," he acknowledged. All the agency's past administrators, he noted, have had good intentions. But in light of the fact that few have stayed on any longer than two and a half years, Mr. Cole noted, it seems safe to assume that each has left somewhat frustrated.

Commission deliberations take lots of time, Mr. Cole noted. And if the re-regulation proceeding follows the well-worn path, "the most we can expect is that a year from now there will be recommendations for a rulemaking. And rulemaking proceedings tend to lie around the commission for a long period of time, gather dust and come out finally a matter greatly different from that proposed."

Mr. Cole added that he was impressed with the present chairman, Richard Wiley, and with the Cable TV Bureau staff. But he cautioned that cable's future is not entirely in the FCC's hands.

Mr. Cole implored the delegates to realize that the climate at the FCC depends greatly on what the climate is on Capitol Hill. "And unless that climate changes or can be changed," Mr. Cole predicted, "getting through the commission some substantial and substantive changes is a very slim and remote possibility."

But, the attorney concluded, "you have nothing to lose."

## Cable now looks to FCC on pole fees

**Long delayed commission intervention is seen at hand as NCTA-phone talks are still far from any settlement**

Cable interests are privately acknowledging that, regardless of whether the industry can come to terms with the major phone companies on the dispute over CATV pole attachments, protracted proceedings on the issue before the FCC have become inevitable.

At the same time, however, AT&T representatives, who acknowledge that they would prefer to keep the commission out of the issue, maintain that hope for a settlement remains. Nevertheless, they have not floated any new proposals and have scheduled no further meetings with the cable interests.

National Cable Television Association negotiators have claimed progress in their ongoing pole deliberations with representatives of General Telephone, which has accepted NCTA's demand that negotiations proceed on a cost-justification basis. No final agreement, however, is being forecast in the near term.

AT&T made what may be a final proposal in the matter three weeks ago, when it suggested that NCTA endorse a national policy that would call for an increase in pole rental fees by 80 cents per pole over each of the next two years (BROADCASTING, Oct. 28). The Bell System would have apparently been free to request further, unspecified increases after that.

NCTA, however, summarily rejected the new proposal and indeed characterized it as not new at all. Noting that the association last March turned down an AT&T bid for a settlement that would have increased the rental fee by only 60 cents over a two-year period (and 40 cents the next two years), a source on the NCTA negotiating committee termed the latest AT&T move a "retread"—one designed primarily to ward off strong FCC threats to assert authority over the issue.

FCC Chairman Richard Wiley several

weeks ago put the parties on notice that his patience was wearing thin. The commission said in August 1973 that it would assert pole authority unless the parties came to an outside settlement. The commission has since granted numerous extensions of time in hope that the parties could privately resolve their differences. An FCC order calling for assertion of authority has been written and in a holding pattern for several months. Indeed, it is reliably reported that the commission would have moved with its order several weeks ago had it not been for the new AT&T proposal. With that proposal now rendered inoperative, the door is open for the commission to act. But some sources, particularly on the Telco side, note that the commission would still prefer to stay out of the matter if it can.

Officially, AT&T has not excluded the possibility of a settlement with NCTA. "We're willing to talk at any time," declared Charles Stanford, the company's chief pole negotiator.

Unfortunately, say cable industry sources, there is little, if anything, to talk about. Still on the agenda is consideration of a proposal which would establish a plan for joint cable-telco ownership of poles. Mr. Stanford said that AT&T is waiting for NCTA to come forward with such a proposal. An NCTA source said the motion would be forthcoming.

But even if the parties reached agreement on that issue, the question of future pole-rental fees—which everyone concedes is the bottom line in the negotiating process—would be left unsettled. For cable to purchase a share of the nation's utility poles, industry sources note, would require a substantial monetary outlay. With the current economic constraints on the industry, such a transaction could not take place in the near future. Thus, any ownership settlement could not resolve the matter of how much rent cable would have to pay in the interim. Mr. Stanford said AT&T has "no thoughts" on that matter at this time.

Notwithstanding the apparent CATV-telco stalemate, cable sources are proclaiming that a private settlement would now be an academic exercise. They note that while the pole talks have been going on, numerous electrical companies have notified cable operators of their intention to raise the rentals on their poles. A set-

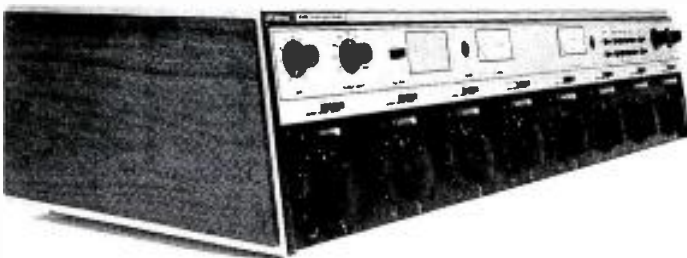
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tlement with the phone interests, cable sources note, would do nothing to correct this trend.

Thus, only two avenues of relief are open to the cablemen. One would involve a class action suit, or series of suits, in which the electric firms would be charged with collusion to abuse monopoly control through rate increases. Such measures have been recommended by some cable legal advisers. The other approach would be to leave the resolution of the matter up to the FCC. While the NCTA negotiators would welcome an assault on the issue by the commission, there are serious jurisdictional questions involved. While the commission is regarded by cable observers to be on relatively safe ground in attempting to regulate pole relationships between the cable and telephone industries (both of which it regulates on other fronts), there is little or no precedent for the agency doing the same for cable and electric companies.

In any event, the cable interests are now clearly prepared to defer to the commission on the entire matter, although they acknowledge that the courts will probably be the final arbiter.

## Minnesota to resolve its problem by Nov. 22

**Comments due Thursday to set stage for decision on controversial rules**

Minnesota cable operators will have another opportunity to get their licks in before that state's cable commission takes final action on whether to implement its proposed rules.

The state commission, meeting Nov. 2, elected to set Nov. 14 as the deadline for another round of comments on the new rules, which the Minnesota Cable Television Association has attacked (BROADCASTING, Nov. 4).

The operators' concerns rest with certain provisions of the rules which, among other things, would require systems in the state to seek renewal of their franchises every five years after an initial 10-year grace period.

The commission will have two days to analyze the comments before holding a general informational meeting Nov. 16 to discuss its position based on that input. The agency has promised to vote Nov. 22 on whether or not to put the rules into effect.

The commission also intends to take up the issues of cable districting and interconnection in separate proceedings starting in January 1975. To date, no state cable regulatory group has entered those areas. The commission, it is reported, is also looking toward a January date for the implementation of its proposed cable technical standards. Apparently, the agency will not have its standards on the books before the effective date of the FCC's announced preemption of regulatory authority in this area (BROADCASTING, Oct. 28). However, it is expected that the state commission will seek an FCC waiver so that its own technical standards can be put to work. Such a waiver will require FCC scrutiny and approval of the state policy.

## California plans to revisit copyright

**Ralph Swett heads CCTA study that will reassess situation, with thought to Schildhouse's words**

The California Community Television Association, perhaps the most powerful cable group outside of the National Cable Television Association, is taking a second look at the copyright issue ("Closed Circuit," Nov. 4). It has appointed a committee headed by a veteran cable operator, Ralph Swett, to examine the ramifications of the pending copyright bill (S. 1361). But CCTA maintains that the cable industry should remain united on the issue.

"California is reasonably independent," Mr. Swett said last week. "Our goal is to work with the industry as a whole." But, said Mr. Swett, an executive with TM Communications of Costa Mesa, "there are some good arguments on both sides."

The reference was to the discord that has developed between NCTA and some factions of the industry over the association's endorsement of the bill. The fires have been kindled by an analysis of S. 1361 prepared by attorney Sol Schildhouse, which raises questions of "traps" written into the bill that had previously attracted little industry attention (BROADCASTING, Oct. 28).

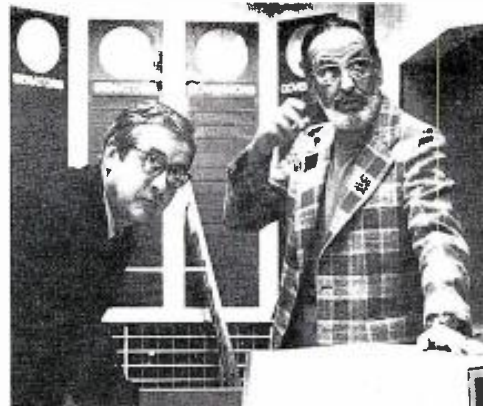
Mr. Swett said that while he does not ascribe as much seriousness to some of the questions raised by Mr. Schildhouse as have others, there are reasons for the industry to be concerned. "I think everybody felt that there were other problems with the bill [besides the cable fees and sports black-out provision] when it went into the Senate," he said. "Some of us read different things." But Mr. Schildhouse, he said, was the first to do a complete analysis.

"... We feel that there are a few inequities in the bill. . . . The power that the copyright tribunal would have bothers us." Mr. Swett was referring to the provision in S. 1361 that would set up a panel which would have the authority to alter the cable fees set in the legislation six months after it takes effect. "Rates," Mr. Swett asserted, "always go up. They never go down."

Mr. Swett added that the California association is not deeply concerned about the bill's penalty provisions which, Mr. Schildhouse asserted, could mean fines and prison terms for cablemen who violate the FCC's nonduplication rules. "I don't think broadcasters" who, under S. 1361, could bring suit against operators who violate those rules, "would be totally unreasonable."

Mr. Swett emphasized the need for industry unity on copyright. "If we go against the broadcasters on any issue," he noted, "we're the underdog. If we try to do it divided, we're even more foolish."

Mr. Swett said his committee expects to have its report ready by the end of the year. The copyright issue will be extensively probed during the Western Cable Convention in Anaheim, Calif., next month, which CCTA sponsors jointly with the Arizona cable association.



NBC's Chancellor, producer Northshield

## Broadcast Journalism

## TV has new look covering elections

**News department de-emphasize numbers, stress analysis**

Network television's total abandonment of the huge tabulation tote board for last week's election coverage inspired sentimentality from some floor technicians, but the over-all effect of the completely computerized tabulation process was generally reported to be "more organized" and "less panic-stricken." TV reporting of the crucial off-year elections was smooth and electronically polished. "It was more fun this year," an NBC-TV cameraman observed.

ABC and CBS began election studio origination at 7 p.m. (EST) and adjourned for traditional post-coverage festivities at 2 a.m. Wednesday (Nov. 6). NBC commenced continuous election coverage at 6:30 p.m. (EST) and continued until 2:30 a.m.

New York overnight Nielsen ratings/shares gave CBS the edge for the night's work. For the 7 p.m.-2 a.m. period, CBS had an 8.1/18; NBC a 7.1/16 and ABC a 4.3/10. However, Los Angeles overnights representing the same period showed NBC to have the largest audience with a 11.3/21 compared to CBS's 9.9/19 and ABC's 5.7/11.

In the rush to be the first network to project election winners, ABC fared best, ABC News projected all but two of the 34 Senate and 35 gubernatorial races, and was first with win projections in 41 contests. Of the 62 races whose outcomes were projected by NBC News, 18 were first calls. CBS News projected 59 wins, of which seven were first announcements. CBS, which boasts a perfect record of calling races since the 1968 introduction of "CBS Estimates," may trace that record to its often cautious projection approach. "We're more conservative," said Bill Leonard, CBS News senior vice president, referring to the first call scoreboard.

ABC's special events unit allowed ABC commentators to interpret vote tabulations as they were relayed. The *Evening News* team of Howard K. Smith and





CBS's Cronkite



ABC's Smith and Reasoner

Harry Reasoner did remote interviews with winners and losers of key contests instead of using what ABC termed as "cliche" victory and concession statements.

CBS News's innovations for the 1974 elections included not only electronics but two special CBS voter polls and the installation of correspondent John Hart as "trend" analyst. CBS's coverage this year was described by the network as "the most comprehensive and analytical coverage it has ever given an election." A pre-election study had already been conducted on the implication of the issues that had been expected to influence Tuesday's voters.

At NBC News, election analysis was "for the first time," the network said, from correspondents stationed at key political headquarters. Computer terminals in NBC mobile units were connected directly with the co-operative National Election Service computers in New Jersey. NBC News also conducted a voter opinion poll, with results projected as part of the election analysis. The network introduced a "politics desk" in the New York election headquarters, attended by Cliff Kappler, formerly energy desk editor for the network news department.

The three networks each boasted a new election-night set. At ABC, where the "human side" of the election process was being called for, the new studio was a wrap-around revolving desk decorated with "motifs from our nation's colorful past." This is to correspond to ABC's traditional "heavy reliance" on remotes.

CBS's new election set at New York headquarters was described as a composite of "mini-newsrooms" for each region of the country (plus one for Eric Sevareid, CBS News commentator, who offered analysis).

NBC's set, altered by its new total reliance on electronic tabulation, was less cluttered and more streamlined; further, running tabulations in key precincts were phoned in by district reporters, then fed to NES computers. NBC News's most remarkable addition to its election structure this year was troops: The "human aspect" promoted by NBC in this case came from a battalion of 3,400 field reporters, of whom 2,500 were billeted in the key districts. Some 500 were at "tag" precincts to zero in on the impact on voting trends of race, economic status and ethno-religious groups. Some 400

field reporters conducted an NBC poll. (Both CBS and NBC polls were election day interviews of a national cross-section of voters: 8,000 by NBC, and 2,500 by CBS).

Back in the studio, the traditional faces delivering the news were joined by a few new ones, in particular by two female faces—Barbara Walters, who got her first crack at national election coverage on NBC (with her *Today* show co-host, Jim Hartz, reported the House races; and Lesley Stahl, CBS News Washington correspondent, reported from the West. Ms. Stahl's regional counterparts at CBS were Mike Wallace, *60 Minutes* host, covering from the East; Dan Rather, *CBS Reports* anchor, from the Midwest, and Roger Mudd, CBS Washington correspondent, from the South. Walter Cronkite was election anchorman.

Ms. Walters and Mr. Hartz were complemented by Tom Brokaw, NBC's White House correspondent, who was responsible for coverage of gubernatorial races, and by general correspondent Edwin Newman, veteran of NBC's election coverage, who handled the Senate races. They touched base with the NBC's election anchor team—John Chancellor, *Nightly News* anchorman, and David Brinkley, NBC News commentator. In the field for NBC were Douglas Kiker, Washington correspondent, Catherine Mackin, Washington correspondent, and Tom Pettit, general correspondent.

ABC's Smith-Reasoner center was enhanced by special correspondent Frank Reynolds, on political analysis, and by Sam Donaldson, reporting on the House of Representatives races. Tom Jarriel, ABC White House correspondent, anchored the network "breakaway" coverage at the final seven and a half minutes of each hour. Mr. Jarriel provided wrap-ups of the hour's significant voting trends. ABC's effort buoyed by a "team of 400 seasoned political reporters," many from owned and affiliated stations. "Basically half the people who work for ABC are involved in the election coverage," ABC said. Other ABC correspondents and reporters tying in to New York election center were White House correspondents Bill Gill and Steve Bell, diplomatic correspondent Ted Koppel, and Washington correspondents Herb Kaplow, Stephen Geer and David Schoumacher.

## Warren to take over some Clawson duties

Former 'Post' reporter makes official exit from White House

One old hand from the Nixon White House news office is staying on under President Ford's news secretary, Ron Nessen. But another old hand left last week.

The one remaining is Gerald L. Warren ("Closed Circuit," Nov. 4), who was deputy news secretary under Ronald Ziegler and who was the chief spokesman for President Nixon in his final year in office.

The departed aide is Ken Clawson, who succeeded Herbert Klein as White House director of communications and who has spent most of the last three months with former President Nixon at San Clemente. Mr. Clawson, whose job was abolished the day after President Ford took office, submitted his resignation on Oct. 11, but it was not effective until Nov. 7.

Mr. Warren, who joined the Nixon administration from his job as assistant managing editor of the *San Diego Union*, when Mr. Klein was editor, managed to maintain a reasonably civil relationship with White House reporters despite the considerable pressures to which the Nixon White House was subjected in the past year.

Mr. Clawson, a former *Washington Post* reporter, on the other hand, was regarded as overly aggressive by many of those with whom he dealt. On several occasions he telephoned network news-show anchormen while the shows were still on the air to protest what he said was unfair or inaccurate reporting.

Mr. Warren is expected to retain his title of deputy news secretary, and to handle many of the duties that had been conducted by Mr. Clawson's office. This would include being in charge of liaison with newspaper editors and broadcast journalists.

## In again, out again

Will Lewis, station manager of listener-supported KPFK(FM) Los Angeles who was jailed two weeks ago, was freed Nov. 2 by U.S. Supreme Court Justice William O. Douglas, pending appeal of his contempt citation. Mr. Lewis had refused to turn over to the grand jury there the original communication from an organization calling itself New World Liberation Front claiming responsibility for two hotel bombings in California (BROADCASTING, Nov. 4). Mr. Lewis also is free from an earlier contempt citation when he declined to furnish another grand jury with the original tape of a communication from the Symbionese Liberation Army, as well as a letter from another terrorist organization. Mr. Lewis, spent 16 days in jail on that contempt citation. In both instances Mr. Lewis is claiming the protection of the First Amendment as well as California's newly revised newspaper shield law.

## Scenes of action on new releases

**Record promoters and programers look more and more to fewer stations that take chances on untried singles**

The number of stations "breaking" singles is dwindling, according to a common record industry complaint, and stations that will still play a new, unestablished record are increasingly important to record companies. Among those that still do, according to a BROADCASTING canvass of national promotion executives for major labels, 10 stations are pre-eminent:

WBBQ(AM) Augusta, Ga.; WIXY(AM) Cleveland; WCOL(AM) Columbus, Ohio; WAKY(AM) Louisville, Ky.; WFOM(AM) Marietta, Ga.; WOKY(AM) Milwaukee; WHHY(AM) Montgomery, Ala.; WMAK(AM) Nashville; KJR(AM) Seattle, and KJRB(AM) Spokane, Wash.

Many more stations were mentioned by at least one label. And, as Pete Gidion of MCA Records pointed out, "Any station willing to make a commitment has the ability to break a record." A frequently-noted example is *Rock the Boat*, the debut single from RCA's Hues Corp., which was broken last spring by WABC(AM) New York, one of the most diffi-

cult stations to convince to "go on" a record.

Breaking stations are regarded as keys to major-market stations. WFOM and WBBQ are considered keys to the nearby Atlanta market, and WCOL bears the same relationship to larger-market stations in the Midwest. Beyond this regional impact, however, is the visibility these stations have in national trade magazines and tip sheets, where record-breakers are watched closely by stations, consultants, and record outlets nationwide. Reports from these stations that they are playing a new record, particularly by a new artist, may be crucial to that record's chances for national success.

Music directors at the stations contacted were quick to assert that "our intent is not to 'break records' per se," as Art Roberts of WOKY put it. Rather, each station that features new releases does so for the appeal they are expected to exert on local audiences. The location of most of these stations in good test markets with broadly based demographic appeal makes it likely that, if a record does well on a breaking station's chart, it will fare similarly in larger markets. Success, though, depends on a keen ear and energetic audience research.

John Randolph of WAKY has instituted a "test category" of five new records weekly on his playlist: After each play of a release in this group, his disk jockeys solicit audience response to the song, with copies of each single going to the first callers. He also has copies of these singles placed in local jukeboxes and discoteques to obtain a wider perspective on how each record will do. Recent releases by Harry Chapin and Andy Kim have done particularly well in this category.

Another characteristic shared by the breaking stations is strong audience shares in a range of age groups, which leads their music directors to look for records appealing to varying tastes. A record that provides balance to a chart may be added sooner than one that resembles too closely the majority of records already being played.

Some of the breaking stations are limited in how quickly they can add records by the length of time it can take for a new single to be available in local stores. In Montgomery, all stores have their record departments stocked from out of town, and Lanny West of WHHY finds himself holding off on a new release because rack jobbers in distant states have yet to supply it. In Columbus local availability is less of a problem, but the occasional record that is slow in arriving in stores may suffer. Music directors share WCOL's Bryan McIntyre's reluctance to add a record that won't be available "at least within four or five days."

An increasing tendency of many stations toward caution and closer analysis of national developments ("more sophistication and less hunch," as one promotional executive put it) is making record-breakers a vanishing breed, but whether as barometers to be watched by larger stations or as showcases for new talent, the need for them appears to remain as great as ever.

**Tracking the playlist.** Those in the top 20 of the "Playlist" solidified their dominance as 13 of the leading singles made gains. The top 10 are evenly divided between rockers and ballads with heavy MOR air play. The latter group is headed by Carole King's *Jazzman*, her most successful single since *It's Too Late*, which moves to the top after two weeks in third position. Bachman-Turner Overdrive's *You Ain't Seen Nothin' Yet* is a close second, with Bad Company, Elton John, John Lennon, and Carl Carlton all making gains with heavier, uptempo releases. Among the softer tunes, Bobby Vinton's *My Melody of Love*, Neil Diamond's *Longfellow Serenade*, and John Denver's *Back Home Again* made strong advances, with the latter bolted at 12.

In the middle range of the "Playlist", the biggest gain is made by Helen Reddy's *Angie Baby*, bolted at 25. Mellow singles from Chicago, Jim Weatherly, and Neil Sedaka continue to rise. Jethro Tull's *Bungle in the Jungle* and Rufus's *You Got the Love* are bolted at 47 and 54.

Among new releases, Paul McCartney's *Junior's Farm* makes its first appearance at 45 only a week after its debut. Mr. McCartney apparently has delayed the release of his "Nashville" album, and the single is his first since his string of hits from the *Band on the Run* LP. In a chart remarkably devoid of rising R&B singles, Gladys Knight & the Pips makes a strong debut at 52 with *I Feel A Song (in My Heart)*, as another proved group of hitmakers, The Stylistics, arrived on the chart at 59 with *Heavy Fallin' Out*. Elvis Presley's *Promised Land* marks his return to the "Playlist" after a lengthy absence; it's bolted at 60. Paul Anka's *One Man Woman, One Woman Man* enters at 63, and is likely to match *You're Having My Baby* both in airplay and in controversy, with lyrics ("You're a one-man woman, but I'm a two-timing man") which may again anger women's groups who objected to his previous single.

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

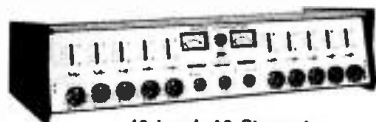
- BLACK LASSIE, Cheech & Chong (Ode).
- BOOGIE ON REGGAE WOMAN, Stevie Wonder (Tamla).
- DREAM ON, Righteous Brothers (Haven).
- EASY STREET, Edgar Winter (Epic).
- I'LL BE YOUR EVERYTHING, Percy Sledge (Capricorn).
- MUST OF GOT LOST, J. Geils Band (Atlantic).
- ROLL ON SWEET MISSISSIPPI, Dobie Gray (MCA).
- SUNSHINE ROSES, Gene Cotton (Myrrh).
- THREE RING CIRCUS, Blue Magic (Atco).
- WHATEVER YOU GOT, I WANT, Jackson Five (Motown).

### Station Managers:

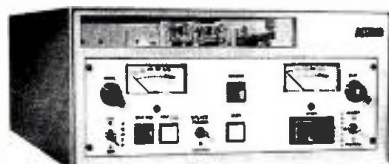
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# The Broadcasting Playlist Nov 11

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)<br>Artist—label                                                      | Rank by day parts |        |      |       |
|---------------|-----------|-------------------------------------------------------------------------------------|-------------------|--------|------|-------|
| Last week     | This week |                                                                                     | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 3             | 1         | <b>Jazzman</b> (3:43)<br>Carole King—Ode                                            | 1                 | 1      | 2    | 1     |
| 2             | 2         | <b>You Ain't Seen Nothin' Yet</b> (3:29)<br>Bachman-Turner Overdrive—Mercury        | 4                 | 2      | 1    | 2     |
| 1             | 3         | <b>I Honestly Love You</b> (3:35)<br>Olivia Newton-John—MCA                         | 2                 | 3      | 3    | 3     |
| 6             | 4         | <b>Can't Get Enough</b> (3:20)<br>Bad Company—Atlantic                              | 6                 | 7      | 4    | 5     |
| 5             | 5         | <b>Tin Man</b> (3:25)<br>America—Warner Brothers                                    | 3                 | 4      | 6    | 6     |
| 7             | 6         | <b>The Bitch Is Back</b> (3:50)<br>Elton John—MCA                                   | 5                 | 8      | 5    | 7     |
| 8             | 7         | <b>Whatever Gets You Thru the Night</b> (3:20)<br>John Lennon—Apple                 | 7                 | 6      | 7    | 4     |
| 17            | 8         | <b>My Melody of Love</b> (3:08)<br>Bobby Vinton—ABC/Dunhill                         | 8                 | 5      | 10   | 9     |
| 12            | 9         | <b>Everlasting Love</b> (2:20)<br>Carl Carlton—Back Beat                            | 9                 | 9      | 8    | 8     |
| 18            | 10        | <b>Longfellow Serenade</b> (3:30)<br>Neil Diamond—Columbia                          | 10                | 15     | 9    | 10    |
| 13            | 11        | <b>You Haven't Done Nothin'</b> (3:20)<br>Stevie Wonder—Tamla                       | 11                | 10     | 12   | 16    |
| 23            | 12        | <b>Back Home Again</b> (4:42)<br>John Denver—RCA                                    | 14                | 14     | 11   | 11    |
| 16            | 13        | <b>Do It Till You're Satisfied</b> (3:09)<br>B. T. Express—Scepter                  | 17                | 13     | 13   | 12    |
| 15            | 14        | <b>Life Is a Rock (But the Radio Rolled Me)</b> (2:54)<br>Reunion—RCA               | 13                | 12     | 15   | 13    |
| 4             | 15        | <b>Nothin' from Nothing</b> (2:40)<br>Billy Preston—A&M                             | 16                | 16     | 14   | 15    |
| 10            | 16        | <b>Love Me for a Reason</b> (3:45)<br>Osmonds—MGM                                   | 15                | 17     | 16   | 14    |
| 20            | 17        | <b>When Will I See You Again</b> (2:58)<br>Three Degrees—Philadelphia Int'l.        | 12                | 19     | 17   | 17    |
| 11            | 18        | <b>Can't Get Enough of Your Love Babe</b> (3:15)<br>Barry White—20th Century        | 19                | 11     | 19   | 19    |
| 9             | 19        | <b>Beach Baby</b> (3:02)<br>First Class—U. K. Records                               | 18                | 18     | 18   | 20    |
| 25            | 20        | <b>I Can Help</b> (2:57)<br>Billy Swan—Monument                                     | 21                | 21     | 20   | 18    |
| 14            | 21        | <b>Then Came You</b> (3:53)<br>Dionne Warwick & the Spinners—Atlantic               | 20                | 20     | 22   | 22    |
| 22            | 22        | <b>Sweet Home Alabama</b> (3:20)<br>Lynyrd Skynyrd—MCA                              | 23                | 23     | 21   | 21    |
| 30            | 23        | <b>Cats in the Cradle</b> (3:29)<br>Harry Chapin—Elektra                            | 24                | 22     | 23   | 23    |
| 31            | 24        | <b>Carefree Highway</b> (3:45)<br>Gordon Lightfoot—Reprise                          | 22                | 24     | 24   | 30    |
| 43            | 25        | <b>Angie Baby</b> (3:29)<br>Helen Reddy—Capitol                                     | 26                | 26     | 26   | 26    |
| 28            | 26        | <b>Do It Baby</b> (2:55)<br>Miracles—Tamla                                          | 25                | 28     | 27   | 25    |
| 34            | 27        | <b>Wishing You Were Here</b> (2:54)<br>Chicago—Columbia                             | 28                | 27     | 28   | 27    |
| 26            | 28        | <b>Hang On In There Baby</b> (3:23)<br>Johnnie Bristol—MGM                          | 30                | 25     | 30   | 29    |
| 29            | 29        | <b>Skin Tight</b> (2:05)<br>Ohio Players—Mercury                                    | 35                | 33     | 25   | 24    |
| 39            | 30        | <b>The Need to Be</b> (3:53)<br>Jim Weatherly—Buddah                                | 29                | 30     | 31   | 34    |
| 24            | 31        | <b>Another Saturday Night</b> (2:28)<br>Cat Stevens—A&M                             | 31                | 29     | 32   | 32    |
| 19            | 32        | <b>Stop &amp; Smell the Roses</b> (2:55)<br>Mac Davis—Columbia                      | 27                | 35     | 29   | 39    |
| 36            | 33        | <b>Sha-La-La (Make Me Happy)</b> (2:56)<br>Al Green—Hi                              | 34                | 32     | 33   | 33    |
| 37            | 34        | <b>I've Got the Music in Me</b> (3:40)<br>Kiki Dee—MCA                              | 32                | 36     | 34   | 35    |
| 38            | 35        | <b>After the Goldrush</b> (2:04)<br>Prelude—Island                                  | 33                | 31     | 37   | 37    |
| 42            | 36        | <b>Kung Fu Fighting</b> (3:18)<br>Carl Douglas—20th Century                         | 36                | 37     | 36   | 31    |
| 33            | 37        | <b>Clap for the Wolfman</b> (3:29)<br>Guess Who—RCA                                 | 46                | 38     | 35   | 28    |
| 32            | 38        | <b>Rock Me Gently</b> (3:28)<br>Andy Kim—Capitol                                    | 42                | 34     | 40   | 36    |
| 41            | 39        | <b>You're the First, the Last, My Everything</b> (3:25)<br>Barry White—20th Century | 38                | 39     | 39   | 40    |
| 35            | 40        | <b>(You're) Having My Baby</b> (2:32)<br>Paul Anka—United Artists                   | 37                | 46     | 38   | 44    |
| 27            | 41        | <b>You Little Trustmaker</b> (2:49)<br>Tymes—RCA                                    | 41                | 47     | 46   | 38    |

| Over-all rank |           | Title (length)<br>Artist—label                                                    | Rank by day parts |        |      |       |
|---------------|-----------|-----------------------------------------------------------------------------------|-------------------|--------|------|-------|
| Last week     | This week |                                                                                   | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 40            | 42        | <b>Steppin' Out (Gonna Boogie Tonight)</b> (2:51)<br>Tony Orlando & Dawn—Bell     | 39                | 44     | 43   | 45    |
| 49            | 43        | <b>People Gotta Move</b> (3:18)<br>Gino Vanelli—A&M                               | 43                | 43     | 42   | 43    |
| 51            | 44        | <b>Laughter in the Rain</b> (2:50)<br>Neil Sedaka—MCA                             | 40                | 42     | 47   | 50    |
| —             | 45        | <b>Junior's Farm</b> (4:20)<br>Paul McCartney & Wings—Apple                       | 44                | 45     | 45   | 46    |
| 55            | 46        | <b>Overnight Sensation</b> (3:38)<br>Raspberries—Capitol                          | 50                | 48     | 44   | 41    |
| 57            | 47        | <b>Bungle in the Jungle</b> (3:20)<br>Jethro Tull—Chrysalis                       | 45                | 41     | 48   | 55    |
| 52            | 48        | <b>Fairy Tale</b> (3:11)<br>Pointer Sisters—Blue Thumb                            | 47                | 51     | 50   | 53    |
| 21            | 49        | <b>I Shot the Sheriff</b> (3:19)<br>Eric Clapton—Atlantic                         | 60                | 40     | 52   | 52    |
| 54            | 50        | <b>Who Do You Think You Are</b> (2:59)<br>Bo Donaldson & the Heywoods—ABC/Dunhill | 53                | 71     | 41   | 49    |
| 56            | 51        | <b>So You Are a Star</b> (3:45)<br>Hudson Brothers—Casablanca                     | 49                | 53     | 53   | 56    |
| —             | 52        | <b>I Feel a Song (in My Heart)</b> (2:48)<br>Gladys Knight & the Pips—Buddah      | 55                | 50     | 51   | 48    |
| 53            | 53        | <b>Ride'em Cowboy</b> (3:52)<br>Paul Davis—Bang                                   | 51                | 49     | 55   | 59    |
| 73            | 54        | <b>You Got the Love</b> (2:54)<br>Rufus—ABC/Dunhill                               | 74                | 61     | 49   | 42    |
| 45            | 55        | <b>Let's Straighten It Out</b> (3:14)<br>Latimore—Glades                          | 61                | 52     | 59   | 47    |
| 48            | 56        | <b>Play Something Sweet</b> (3:32)<br>Three Dog Night—ABC/Dunhill                 | 54                | 58     | 54   | 54    |
| 44            | 57        | <b>Rockin' Soul</b> (2:59)<br>Hues Corp.—RCA                                      | 52                | 55     | 57   | 58    |
| 58            | 58        | <b>You Can Have Her</b> (3:00)<br>Sam Neely—A&M                                   | 48                | 56     | 60   | 67    |
| —             | 59        | <b>Heavy Fallin' Out</b> (3:28)<br>Stylistics—Avco                                | 59                | 54     | 64   | 60    |
| —             | 60        | <b>Promised Land</b> (2:50)<br>Elvis Presley—RCA                                  | 56                | 60     | 58   | 69    |
| 75            | 61        | <b>Doraville</b> (3:15)<br>Atlanta Rhythm Section—Polydor                         | 57                | 64     | 56   | 71    |
| 59            | 62        | <b>Earache My Eye</b> (5:17)<br>Cheech & Chong—A&M                                | 63                | 66     | 70   | 51    |
| —             | 63        | <b>One Man Woman, One Woman Man</b> (2:57)<br>Paul Anka—United Artists            | 70                | 57     | 72   | 61    |
| 70            | 64        | <b>Fire Baby I'm on Fire</b> (3:25)<br>Andy Kim—Capitol                           | 62                | 68     | 62   | 65    |
| 64            | 65        | <b>La La Peace Song</b> (3:24)<br>Al Wilson—Rocky Road                            | 58                | 67     | 61   | 77    |
| 61            | 66        | <b>Touch Me</b> (2:45)<br>Fancy—Big Tree                                          | 68                | 62     | 66   | 67    |
| —             | 67        | <b>Evil Boll-Weevil</b> (2:20)<br>Grand Canyon—Bang                               | 64                | 69     | 67   | 72    |
| 68            | 68        | <b>Ain't Too Proud to Beg</b> (3:29)<br>Rolling Stones—Rolling Stones             | 67                | 63     | 73   | 70    |
| 66            | 69        | <b>Nobody</b> (3:27)<br>Doobie Brothers—Warner Brothers                           | 65                | 65     | 71   | 73    |
| 47            | 70        | <b>Tell Me Something Good</b> (3:30)<br>Rufus—ABC/Dunhill                         | 90                | 59     | 68   | 62    |
| —             | 71        | <b>Love Don't Love Nobody</b> (3:33)<br>Spinners—Atlantic                         | 75                | 73     | 63   | 64    |
| —             | 72        | <b>Woman to Woman</b> (3:54)<br>Shirley Brown—Truth                               | 79                | 79     | 69   | 57    |
| 69            | 73        | <b>Early Morning Love</b> (2:44)<br>Sammy Johns—GRC                               | 72                | 70     | 74   | 74    |
| 74            | 74        | <b>Willie &amp; the Hand Jive</b> (3:10)<br>Eric Clapton—RSO                      | 81                | 80     | 65   | 63    |
| 67            | 75        | <b>Give Me a Reason to Be Gone</b> (2:45)<br>Maureen McGovern—20th Century        | 73                | 72     | 77   | 75    |

**Alphabetical list** (with this week's over-all rank): After the Goldrush (35), Ain't Too Proud to Beg (68), Angie Baby (25), Another Saturday Night (31), Back Home Again (12), Beach Baby (19), The Bitch Is Back (6), Bungle in the Jungle (47), Can't Get Enough (4), Can't Get Enough of Your Love Babe (18), Carefree Highway (24), Cats in the Cradle (23), Clap for the Wolfman (37), Do It Baby (26), Do It Till You're Satisfied (13), Doraville (61), Earache My Eye (62), Early Morning Love (73), Everlasting Love (9), Evil Boll-Weevil (67), Fire Baby I'm on Fire (64), Give Me a Reason to Be Gone (75), Hang On In There Baby (28), (You're) Having My Baby (40), Heavy Fallin' Out (59), I Can Help (20), I Feel a Song (in My Heart) (52), I Honestly Love You (3), I Shot the Sheriff (49), I've Got the Music in Me (34), Jazzman (1), Juniors Farm (45), Kung Fu Fighting (36), La La Peace Song (65), Laughter in the Rain (44), Let's Straighten It Out (55), Life Is a Rock (But the Radio Rolled Me) (14), Longfellow Serenade (10), Love Don't Love Nobody (71), Love Me for a Reason (16), My Melody of Love (8), The Need to Be (30), Nobody (69), Nothing from Nothing (15), One Man Woman, One Woman Man (63), Overnight Sensation (46), People Gotta Move (43), Play Something Sweet (58), Promised Land (60), Ride'em Cowboy (53), Rock Me Gently (38), Rockin' Soul (57), Sha-La-La (Make Me Happy) (33), Skin Tight (29), So You Are a Star (51), Steppin' Out (Gonna Boogie Tonight) (42), Stop & Smell the Roses (32), Sweet Home Alabama (22), Tell Me Something Good (70), Then Came You (21), Tin Man (5), Touch Me (66), Whatever Gets You Thru the Night (7), When Will I See You Again (17), Who Do You Think You Are (50), Willie & the Hand Jive (74), Wishing You Were Here (27), Woman to Woman (72), You Ain't Seen Nothin' Yet (2), You Can Have Her (58), You Got the Love (54), You Haven't Done Nothin' (11), You Little Trustmaker (41), You're the First, the Last, My Everything (39).



## Government report plots good growth through 1980 for radio, TV, cable

A federal government report sees the fortunes of television, radio and cable TV on the upswing and continuing that way for the rest of the decade.

The projections, embodied in the Commerce Department's annual *U.S. Industrial Outlook*, offer definitive projections for the three media in the current year:

Television accounted for about three-fourths of total broadcast advertising revenues in 1974, or \$4.8 billion. This represents an increase of 6% in TV ad expenditures over 1973; a further rise of 9% is expected in 1975. Net revenues for the three commercial networks and 700 commercial TV stations are placed at \$3.7 billion for 1974. Revenues are expected to reach the \$4 billion mark next year. TV income, on the other hand, is projected as being slightly down this year.

The report puts the total profit at \$625 million, down from the 1973 record of \$653 million. A recovery, however, is expected in 1975, when profits are estimated at the \$660 million level.

Radio advertising expenditures in 1974 are put at \$1.8 billion. The report specu-

lates that this figure will reach the \$2 billion mark next year. Net revenues at the seven radio networks and 6,800 stations total \$1.6 billion this year, the report states. The total is expected to rise to \$1.8 billion in 1975. Income in 1974, including some adjustments for losses, particularly by FM stations, is estimated to be \$153 million—an increase of about 6% over 1973. The upward trend should continue, the report says, with income hitting \$177 million by 1975.

Despite an easing of cable growth this year, brought forth by increased rates and a shortage of investment capital, the report sees a growth of 1.3 million subscribers for the medium in 1974. It estimates that the industry will have a total of 9.5 million subscribers by the end of this year—a projection that exceeds the latest industry estimate (9.1 million). The 1974 subscriber increase, despite numerous adversities, was slightly better than in 1973, when the report says 1.2 million new subscribers came aboard. The report estimates a total of 11 million subscribers by the end of 1975.

Cable subscriber revenues in 1974 are put at \$590 million, a 20% increase over 1973's \$490 million. In 1975, the report estimates, revenues will increase by another 16%, to \$690 million.

Such presently ancillary cable services as pay TV were not counted in the report's assessment of industry revenues. The growth of pay cable, the report asserted, "will depend in some measure on the amount of freedom the industry is permitted in obtaining feature films and

**Broadcasting-cable projections, 1974-80<sup>1</sup>**  
(revenues in millions of dollars)

| Industry                | 1974  | 1975  | 1980  |
|-------------------------|-------|-------|-------|
| Radio <sup>2</sup>      | 1,610 | 1,787 | 2,700 |
| Television <sup>2</sup> | 3,675 | 4,000 | 6,250 |
| Cable <sup>3</sup>      | 590   | 690   | 1,550 |

<sup>1</sup> Estimated by Bureau of Domestic Commerce.

<sup>2</sup> Net time sales, plus talent, program, and other sundry revenues.

<sup>3</sup> Cable television is a part of SIC industry 4899. Data are for estimated basic subscriber revenues only. They do not include program fees or income from advertising or other services.

sports attractions on an exclusive basis."

In broadcasting, the report places specific emphasis on the growing importance of local advertising. In 1974, it is estimated, local business accounted for 34% of all industry revenues. In 1975, local is expected to account for 71% of all radio revenues and 23% of the TV gross.

The report views the coming years as productive for all communications enterprises (see accompanying table). It estimates that television revenues will increase on the average of 9% each year for the remainder of the decade, hitting \$6.25 billion by 1980. Radio, the report estimates, should improve at basically the same rate, and take in revenues of \$2.7 billion by 1980.

Cable's outlook, the report concludes, is "promising," provided that certain conditions are met. Foremost among them is the industry's ability to procure adequate financing. The speed with which franchises and FCC certificates of compliance are processed is also viewed as noteworthy. The report estimates that basic cable subscriber revenues could rise by as much as 17% each year and hit \$1.55 billion by 1980. It further sees "substantial additional revenues" from specialized services. By 1980, the report forecasts, cable should reach the 20-million subscriber mark, meaning an average increase in subscriber penetration of 13% each year.

November, 1974

**\$1,600,000**

### Citizens Cable of Allen County, Inc.

A wholly-owned subsidiary of Citizens Cable Communications, Inc.

#### Senior Secured Loan, due 1984

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



**Becker Communications Associates**

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

#### Financial Briefs

**WRG's exchange offer.** Wells, Rich, Greene Inc., New York, reported its offer to exchange all of its common shares (except those held by management) became effective Nov. 4 and will expire Nov. 25. Under offer, WRG will give \$3 in cash and \$8 principal amount of 10% subordinated sinking fund debentures for each share of common stock (BROADCASTING, Oct. 14).

**More with less.** Taft Broadcasting Co., Cincinnati, says despite sale of WNEP-TV Scranton/Wilkes-Barre, Pa., firm's broadcast division registered revenue gains of 3% and profit rise of 1% for first six months of fiscal 1974. For second quarter ended Sept. 30, revenues were up 5%—profits 2%. Taft's second-quarter broadcast revenues were broken down as follows: television; \$2.96 million from local ads, \$3.1 million from national and regional spot, \$1.0 million for network—total of \$7.2 million; radio: \$1.6 million local, \$551,521 national and regional and \$44,859 network—total of \$2.2 million.

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

| Company                     | Period/Ended | CURRENT AND CHANGE |         |             |         |           | YEAR EARLIER  |             |           |
|-----------------------------|--------------|--------------------|---------|-------------|---------|-----------|---------------|-------------|-----------|
|                             |              | Revenues           | Change  | Net Income  | Change  | Per Share | Revenues      | Net Income  | Per Share |
| ABC                         | 9 mo. 9/30   | 687,587,000        | + 9.7%  | 38,854,000  | + 10.5% | 2.31      | 626,738,000   | 35,160,000  | 2.07      |
| John Blair & Co.            | 9 mo. 9/30   | 66,388,000         | + 23.6% | (60,000)    | *       | (.02)     | 53,722,000    | 2,006,000   | .82       |
| Combined Communications     | 9 mo. 9/30   | 85,079,000         | + 12.0% | 3,811,000   | + 8.6%  | 1.10      | 75,928,000    | 3,508,000   | 1.03      |
| Fairchild Camera & Inst.    | 9 mo. 9/30   | 314,425,000        | + 22.5% | 22,903,000  | - 21.1% | 4.36      | 256,751,000   | 29,017,000  | 5.58      |
| Interpublic                 | 9 mo. 9/30   | 712,363,000        | + 2.6%  | 4,207,000   | - 19.5% | 1.76      | 693,997,000   | 5,225,000   | 2.07      |
| MCA Inc.                    | 9 mo. 9/30   | 450,085,000        | + 73.5% | 40,723,000  | +130.6% | 4.84      | 259,385,000   | 17,652,000  | 2.11      |
| Multimedia Inc.             | 9 mo. 9/30   | 41,391,923         | + 12.7% | 4,920,017   | + 16.9% | 1.12      | 36,711,156    | 4,210,796   | .96       |
| A. C. Nielsen Co.           | year 8/31    | 167,486,777        | + 12.6% | 10,970,177  | - 8.6%  | 1.03      | 148,734,853   | 12,007,228  | 1.13      |
| PSA Inc.                    | 9 mo. 9/30   | 105,400,000        | + 13.2% | 2,988,000   | +254.4% | .94       | 93,125,000    | 843,000     | .23       |
| RCA                         | 9 mo. 9/30   | 3,408,200,000      | + 10.1% | 109,200,000 | - 16.2% | 1.41      | 3,096,600,000 | 136,300,000 | 1.69      |
| Tektronix Inc. <sup>1</sup> | 53 wks 8/24  | 288,419,000        | + 32.3% | 21,948,000  | + 19.2% | 2.13      | 217,934,000   | 18,406,000  | 2.54      |
| Tocom Inc.                  | year 6/30    | 2,785,000          | - 4.4%  | (102,000)   | *       | (.16)     | 2,914,000     | 138,000     | .22       |
| Transamerica Corp.          | 9 mo. 9/30   | 39,043,000         | - 37.7% | 39,675,000  | - 94.8% | .61       | 62,720,000    | 69,357,000  | 1.04      |
| Twentieth Century-Fox       | 9 mo. 9/28   | 205,360,000        | + 9.2%  | 4,842,000   | - 95.6% | .60       | 188,114,000   | 10,015,000  | 1.17      |

\* Change too great to be meaningful.

<sup>1</sup> Restated to include Grass Valley Group Inc.

## Broadcasting's index of 138 stocks allied with electronic media

|                      | Stock<br>symbol | Exch. | Closing<br>Wed.<br>Nov. 6 | Closing<br>Wed.<br>Oct. 30 | Net change<br>in week | % change<br>in week | High   | 1974<br>Low | P/E<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|----------------------|-----------------|-------|---------------------------|----------------------------|-----------------------|---------------------|--------|-------------|--------------|-----------------------------------|----------------------------------------------|
| Broadcasting         |                 |       |                           |                            |                       |                     |        |             |              |                                   |                                              |
| ABC                  | ABC             | N     | 15 7/8                    | 15 3/8                     | + 1/2                 | + 3.25              | 28 3/8 | 14 5/8      | 5            | 16,582                            | 263,239                                      |
| CAPITAL CITIES       | CCB             | N     | 23 5/8                    | 22 1/4                     | + 1 3/8               | + 6.17              | 39 1/4 | 19 1/2      | 9            | 7,164                             | 169,249                                      |
| CBS                  | CBS             | N     | 32 1/4                    | 30 1/4                     | + 2                   | + 6.61              | 40     | 25          | 9            | 28,092                            | 905,967                                      |
| CONCERT NETWORK***   | O               |       | 1/4                       | 1/4                        |                       | .00                 | 7/8    | 1/4         |              | 2,200                             | 550                                          |
| COX                  | COX             | N     | 10 1/2                    | 10 1/8                     | + 3/8                 | + 3.70              | 19 3/8 | 9 1/2       | 5            | 5,831                             | 61,225                                       |
| GROSS TELECASTING    | GGG             | A     | 7 5/8                     | 7 3/8                      | + 1/4                 | + 3.38              | 13 5/8 | 6 1/2       | 5            | 5,837                             | 44,507                                       |
| LIN                  | LINB            | O     | 2 7/8                     | 3 1/8                      | - 1/4                 | - 8.00              | 6 3/4  | 2           | 3            | 2,297                             | 6,603                                        |
| MOONEY*              | MOON            | O     | 1 7/8                     | 1 7/8                      |                       | .00                 | 3 5/8  | 1 1/2       | 5            | 385                               | 721                                          |
| PACIFIC & SOUTHERN** | PSOU            | O     | 4 3/4                     | 4 3/4                      |                       | .00                 | 6 1/4  | 3 1/8       | 1            | 1,750                             | 8,312                                        |
| RAHALL               | RAHL            | O     | 2                         | 2 1/4                      | - 1/4                 | - 11.11             | 6      | 2           | 4            | 1,297                             | 2,594                                        |
| SCRIPPS-MOWARD       | SCRP            | O     | 14 1/2                    | 14 1/4                     | + 1/4                 | + 1.75              | 17 1/2 | 13 1/2      | 7            | 2,589                             | 37,540                                       |
| STARR                | S8G             | M     | 3 1/2                     | 4                          | - 1/2                 | - 12.50             | 9      | 3 1/4       | 3            | 1,069                             | 3,741                                        |
| STORER               | S8K             | N     | 12 1/2                    | 12                         | + 1/2                 | + 4.16              | 17 3/8 | 11 1/4      | 5            | 4,751                             | 59,387                                       |
| TAFT                 | TFB             | N     | 13                        | 12 1/4                     | + 3/4                 | + 6.12              | 23 3/8 | 12 1/4      | 4            | 4,011                             | 52,143                                       |
| WOODS COMM.*         | O               |       | 1/2                       | 1/2                        |                       | .00                 | 1      | 1/4         | 4            | 292                               | 146                                          |
| TOTAL                |                 |       |                           |                            |                       |                     |        |             |              | 84,147                            | 1,615,924                                    |

## Broadcasting with other major interests

|                      |       |   |        |        |         |         |        |        |    |        |           |
|----------------------|-------|---|--------|--------|---------|---------|--------|--------|----|--------|-----------|
| ADAMS-RUSSELL        | AAR   | A | 3/4    | 1      | - 1/4   | - 25.00 | 2 1/2  | 3/4    | 3  | 1,259  | 944       |
| AVCO                 | AV    | N | 2 7/8  | 3      | - 1/8   | - 4.16  | 8 7/8  | 2 7/8  | 8  | 11,481 | 33,007    |
| BARTLETT MEDIA       | BMC   | A | 1 1/8  | 1      | + 1/8   | + 12.50 | 2 3/8  | 5/8    | 2  | 2,257  | 2,539     |
| JOHN BLAIR           | BJ    | N | 3 7/8  | 4 3/8  | - 1/2   | - 11.42 | 7 1/2  | 3 7/8  | 3  | 2,403  | 9,311     |
| CAMPTOWN INDUSTRIES* | O     |   | 1/8    | 1/8    |         | .00     | 7/8    | 1/8    | 2  | 1,138  | 142       |
| CHRIS-CRAFT          | CCN   | N | 1 3/4  | 1 7/8  | - 1/8   | - 6.66  | 4 1/4  | 1 5/8  | 7  | 4,162  | 7,283     |
| COMBINED COMM.       | CCA   | A | 6      | 6 5/8  | - 5/8   | - 9.43  | 13     | 5 3/4  | 4  | 3,280  | 19,680    |
| COWLES               | CWL   | N | 4 7/8  | 5      | - 1/8   | - 2.50  | 7 1/8  | 4      | 9  | 3,969  | 19,348    |
| DUN & BRADSTREET     | DNB   | N | 20 1/8 | 19     | + 1 1/8 | + 5.92  | 36     | 17 5/8 | 13 | 26,555 | 534,419   |
| FAIRCHILD IND.       | FEN   | N | 4 3/4  | 4 1/2  | + 1/4   | + 5.55  | 6 3/4  | 4 1/8  | 6  | 4,550  | 21,612    |
| FUQUA                | FOA   | N | 4 3/4  | 4 1/2  | + 1/4   | + 5.55  | 10 3/4 | 4 1/2  | 2  | 7,273  | 34,546    |
| GANNETT CO.          | GCI   | N | 22     | 21 1/2 | + 1/2   | + 2.32  | 38 1/4 | 21 1/2 | 14 | 21,080 | 463,760   |
| GENERAL TIRE         | GY    | N | 12 7/8 | 12 7/8 |         | .00     | 18 1/4 | 12     | 4  | 21,515 | 277,005   |
| GLOBETROTTER         | GLBTA | O | 1 3/4  | 1 3/4  |         | .00     | 4 3/4  | 1 3/4  | 2  | 2,731  | 4,779     |
| GRAY COMMUN.*        | O     |   | 6      | 5 1/2  | + 1/2   | + 9.09  | 8 1/2  | 5      | 4  | 475    | 2,850     |
| HARTE-HANKS          | HHN   | N | 8 1/4  | 8      | + 1/4   | + 3.12  | 14 1/4 | 7 1/8  | 6  | 4,340  | 35,805    |
| JEFFERSON-PILOT      | JP    | N | 29 1/2 | 28 1/2 | + 1     | + 3.50  | 38 1/4 | 20 1/2 | 13 | 24,195 | 713,752   |
| KAISER INDUSTRIES*   | KI    | A | 5 1/2  | 5 5/8  | - 1/8   | - 2.22  | 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 1/2  | 2 5/8  | - 1/8   | - 4.76  | 6 3/4  | 2 1/2  | 4  | 1,154  | 2,885     |
| LAMB COMMUN.***      | P     |   | 1 1/4  | 1 1/4  |         | .00     | 1 1/4  | 1 1/8  | 25 | 475    | 593       |
| LEE ENTERPRISES      | LNT   | A | 12     | 13     | - 1     | - 7.69  | 16 1/4 | 10 3/4 | 8  | 3,352  | 40,224    |
| LIBERTY              | LC    | N | 9      | 8 3/4  | + 1/4   | + 2.85  | 15 5/8 | 8 1/4  | 4  | 6,632  | 59,688    |
| MCGRAW-HILL          | MHP   | N | 6 1/8  | 6 1/4  | - 1/8   | - 2.00  | 9      | 6      | 5  | 23,426 | 143,484   |
| MEDIA GENERAL        | MEG   | A | 17 1/8 | 17     | + 1/8   | + .73   | 26 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  | 2,966  | 28,918    |
| 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           | MMD   | O | 9 1/2  | 9 1/2  |         | .00     | 14 1/4 | 8 3/4  | 7  | 4,388  | 41,686    |
| NEW YORK TIMES CO.   | NYKA  | A | 9 5/8  | 8 1/2  | + 1 1/8 | + 13.23 | 13 3/4 | 8      | 6  | 10,231 | 98,473    |
| OUTLET CO.           | OTU   | N | 7 3/4  | 7 3/4  |         | .00     | 9 3/4  | 7      | 3  | 1,379  | 10,687    |
| POST CORP.           | POST  | O | 5 1/2  | 5 1/4  | + 1/4   | + 4.76  | 16 1/2 | 4 3/4  | 4  | 882    | 4,851     |
| PSA                  | PSA   | N | 5      | 5 3/8  | - 3/8   | - 6.97  | 10     | 4 1/2  | 6  | 3,181  | 15,905    |
| REEVES TELECOM       | RBT   | A | 1 1/8  | 1 1/8  |         | .00     | 1 3/4  | 1      | 13 | 2,376  | 2,673     |
| RIDDER PUBLICATIONS  | RPI   | N | 10 1/2 | 9 1/4  | + 1 1/4 | + 13.51 | 16 5/8 | 9 1/4  | 7  | 8,305  | 87,202    |
| ROLLINS              | ROL   | N | 11 1/2 | 10 3/4 | + 3/4   | + 6.97  | 19 3/4 | 6 1/2  | 9  | 13,341 | 153,421   |
| RUST CRAFT           | RUS   | A | 6      | 5 5/8  | + 3/8   | + 6.66  | 10 1/4 | 5 5/8  | 4  | 2,366  | 14,196    |
| SAN JUAN RACING      | SJR   | N | 8 3/4  | 8 1/8  | + 5/8   | + 7.69  | 13 3/8 | 8      | 6  | 2,191  | 19,171    |
| SCHERING-PLOUGH      | SGP   | N | 57 1/4 | 56 3/4 | + 1/2   | + .88   | 74 3/8 | 44 3/4 | 27 | 53,823 | 3,081,366 |
| SONDERLING           | SDB   | A | 4 5/8  | 4 7/8  | - 1/4   | - 5.12  | 10     | 4 1/8  | 3  | 788    | 3,644     |
| TECHNICAL OPERATIONS | TO    | A | 3 3/4  | 4 3/8  | - 5/8   | - 14.28 | 6 3/4  | 3      | 4  | 1,344  | 5,040     |
| TIMES MIRROR CO.     | TMC   | N | 12     | 10 1/2 | + 1 1/2 | + 14.28 | 17 5/8 | 9 1/4  | 7  | 31,385 | 376,620   |

|                      | Stock<br>symbol | Exch. | Closing<br>Wed.<br>Nov. 6 | Closing<br>Wed<br>Oct. 30 | Net change<br>In week | % change<br>In week | High   | 1974<br>Low | P/E<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|----------------------|-----------------|-------|---------------------------|---------------------------|-----------------------|---------------------|--------|-------------|--------------|-----------------------------------|----------------------------------------------|
| 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                    | 20 1/2                    | -                     | 1/4                 | 24 3/8 | 14 3/4      | 7            | 4,749                             | 96,167                                       |
| WOMETCO              | WOM             | N     | 7 5/8                     | 7 1/4                     | +                     | 3/8                 | 10 1/4 | 6 1/4       | 5            | 6,034                             | 46,009                                       |
| TOTAL                |                 |       |                           |                           |                       |                     |        |             |              | 368,031                           | 6,772,834                                    |
| <b>Cablecasting</b>  |                 |       |                           |                           |                       |                     |        |             |              |                                   |                                              |
| AMECO**              | ACO             | O     | 5/8                       | 7/8                       | -                     | 1/4                 | 1 7/8  | 1/8         |              | 1,200                             | 750                                          |
| AMER. ELECT. LABS    | AELBA           | O     | 1                         | 1                         |                       | .00                 | 2 1/8  | 3/4         | 3            | 1,672                             | 1,672                                        |
| AMERICAN TV & COMM.  | AMTV            | O     | 8 1/4                     | 7 3/4                     | +                     | 1/2                 | 19 1/4 | 5 3/4       | 18           | 3,192                             | 26,334                                       |
| ATHENA COMM.**       |                 | O     | 1/4                       | 1/4                       |                       | .00                 | 3/4    | 1/4         |              | 2,374                             | 593                                          |
| BURNUP & SIMS        | BSIM            | O     | 3 5/8                     | 3 7/8                     | -                     | 1/4                 | 24 1/8 | 3           | 4            | 7,933                             | 28,757                                       |
| CABLECOM-GENERAL     | CCG             | A     | 1 3/4                     | 1 7/8                     | -                     | 1/8                 | 4 1/2  | 1 3/4       | 10           | 2,560                             | 4,480                                        |
| CABLE FUNDING*       | CFUN            | O     | 5 3/8                     | 5 1/4                     | +                     | 1/8                 | 7 3/8  | 3 7/8       | 24           | 1,121                             | 6,025                                        |
| CABLE INFO.          |                 | O     | 1/4                       | 1/2                       | -                     | 1/4                 | 3/4    | 1/4         | 1            | 663                               | 165                                          |
| CITIZENS FIN.**      | CPN             | A     | 1 3/8                     | 1 1/2                     | -                     | 1/8                 | 4 1/4  | 1 3/8       | 2            | 2,697                             | 3,708                                        |
| 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 3/8                     | 1 3/8                     |                       | .00                 | 3 3/8  | 1           | 28           | 4,761                             | 6,546                                        |
| COX CABLE            | CXC             | A     | 4 3/4                     | 4 7/8                     | -                     | 1/8                 | 15 1/4 | 3 3/4       | 9            | 3,560                             | 16,910                                       |
| ENTRON*              | ENT             | O     | 1/2                       | 1/2                       |                       | .00                 | 7/8    | 3/8         | 4            | 1,358                             | 679                                          |
| GENERAL INSTRUMENT   | GRL             | N     | 6 1/2                     | 6 5/8                     | -                     | 1/8                 | 17 1/8 | 5 7/8       | 3            | 7,060                             | 45,890                                       |
| GENERAL TV*          |                 | O     | 1/2                       | 1/2                       |                       | .00                 | 1 1/2  | 1/2         | 25           | 1,000                             | 500                                          |
| SCIENTIFIC-ATLANTA   | SFA             | A     | 5 1/4                     | 5 7/8                     | -                     | 5/8                 | 9 1/2  | 4 5/8       | 5            | 917                               | 4,814                                        |
| TELE-COMMUNICATION   | TCOM            | O     | 1 5/8                     | 1 7/8                     | -                     | 1/4                 | 5 3/4  | 1           | 1            | 5,181                             | 8,419                                        |
| TELEPROMPTER         | TP              | N     | 2 1/8                     | 2 1/8                     |                       | .00                 | 8 1/4  | 1 7/8       | 1            | 16,013                            | 34,027                                       |
| TIME INC.            | TL              | N     | 31 1/4                    | 29 1/2                    | +                     | 1 3/4               | 40 1/4 | 29 1/2      | 6            | 9,986                             | 312,062                                      |
| TOCOM*               | TOCM            | O     | 2 7/8                     | 2 7/8                     |                       | .00                 | 4 7/8  | 2 1/2       | 7            | 634                               | 1,822                                        |
| UA-COLUMBIA CABLE    | UACC            | O     | 4 3/4                     | 4 3/4                     |                       | .00                 | 6      | 3 3/4       | 9            | 1,795                             | 8,526                                        |
| UNITED CABLE TV CORP | UCTV            | O     | 1 7/8                     | 1 7/8                     |                       | .00                 | 4 5/8  | 1/4         | 10           | 1,879                             | 3,523                                        |
| VIACOM               | VIA             | N     | 3 1/4                     | 3                         | +                     | 1/4                 | 7 1/2  | 2 7/8       | 5            | 3,850                             | 12,512                                       |
| VIKOA**              | VIK             | A     | 1 1/8                     | 1                         | +                     | 1/8                 | 4      | 7/8         | 1            | 2,534                             | 2,850                                        |
| TOTAL                |                 |       |                           |                           |                       |                     |        |             |              | 85,645                            | 534,547                                      |
| <b>Programming</b>   |                 |       |                           |                           |                       |                     |        |             |              |                                   |                                              |
| COLUMBIA PICTURES    | CPS             | N     | 2                         | 2 1/4                     | -                     | 1/4                 | 4 3/4  | 1 5/8       | 6            | 6,748                             | 13,496                                       |
| DISNEY               | DIS             | N     | 25                        | 23 5/8                    | +                     | 1 3/8               | 54 1/2 | 21 5/8      | 16           | 29,155                            | 728,875                                      |
| FILMWAYS             | FWY             | A     | 2 1/8                     | 2 1/8                     |                       | .00                 | 6      | 2 1/8       | 3            | 1,791                             | 3,805                                        |
| FOUR STAR            |                 |       | 1/8                       | 1/8                       |                       | .00                 | 1 3/8  | 1/8         |              | 666                               | 83                                           |
| GULF + WESTERN       | GW              | N     | 22 1/4                    | 21                        | +                     | 1 1/4               | 29 1/8 | 18 3/8      | 4            | 14,088                            | 313,458                                      |
| MCA                  | MCA             | N     | 25 3/8                    | 24 3/4                    | +                     | 5/8                 | 26 1/2 | 19 1/4      | 6            | 8,401                             | 213,175                                      |
| MGM                  | MGM             | N     | 16 1/8                    | 15 3/4                    | +                     | 3/8                 | 16 3/8 | 9 1/4       | 5            | 5,918                             | 95,427                                       |
| TELE-TAPE**          |                 | O     | 1/8                       | 1/4                       | -                     | 1/8                 | 3/4    | 1/8         |              | 2,190                             | 273                                          |
| TELETRONICS INTL.*   |                 | O     | 1 1/2                     | 1 5/8                     | -                     | 1/8                 | 4 1/8  | 1 1/2       | 3            | 943                               | 1,414                                        |
| TRANSAMERICA         | TA              | N     | 6 1/8                     | 6                         | +                     | 1/8                 | 10 3/8 | 5 1/2       | 6            | 65,115                            | 398,829                                      |
| 20TH CENTURY-FOX     | TF              | N     | 5 3/8                     | 5 1/2                     | -                     | 1/8                 | 9 1/8  | 4 3/4       | 8            | 8,240                             | 44,290                                       |
| WALTER READE**       | WALT            | D     | 1/4                       | 1/8                       | +                     | 1/8                 | 1/2    | 1/8         |              | 4,467                             | 1,116                                        |
| WARNER               | WCI             | N     | 8 7/8                     | 8 1/8                     | +                     | 3/4                 | 18 1/2 | 6 7/8       | 3            | 16,317                            | 144,813                                      |
| WRATHER              | WCO             | A     | 1 7/8                     | 2                         | -                     | 1/8                 | 8 1/8  | 1 7/8       | 188          | 2,229                             | 4,179                                        |
| TOTAL                |                 |       |                           |                           |                       |                     |        |             |              | 166,268                           | 1,963,233                                    |
| <b>Service</b>       |                 |       |                           |                           |                       |                     |        |             |              |                                   |                                              |
| BBDO INC.            |                 | O     | 11 3/4                    | 11                        | +                     | 3/4                 | 14 1/4 | 10          | 5            | 2,513                             | 29,527                                       |
| COMSAT               | CO              | N     | 30                        | 26 3/4                    | +                     | 3 1/4               | 40 3/8 | 23 3/4      | 7            | 10,000                            | 300,000                                      |
| CREATIVE MANAGEMENT  | CMA             | A     | 7 1/4                     | 4 1/8                     | +                     | 3 1/8               | 7 1/4  | 3           | 9            | 1,016                             | 7,366                                        |
| DOYLE DANE BERNBACH  | DOYL            | O     | 6 1/4                     | 6 1/4                     |                       | .00                 | 11 1/2 | 5 3/4       | 4            | 1,796                             | 11,225                                       |
| ELKINS INSTITUTE***  | ELKN            | D     | 3/8                       | 3/8                       |                       | .00                 | 5/8    | 1/4         |              | 1,897                             | 711                                          |
| FOOTE CONE & BELDING | FCB             | N     | 6 7/8                     | 7                         | -                     | 1/8                 | 11 1/4 | 6           | 4            | 2,065                             | 14,196                                       |
| GREY ADVERTISING     | GREY            | O     | 6 1/2                     | 6 1/8                     | +                     | 3/8                 | 8 3/8  | 5 3/4       | 3            | 1,255                             | 8,157                                        |
| INTERPUBLIC GROUP    | IPG             | N     | 9                         | 9 3/4                     | -                     | 3/4                 | 13     | 8 1/2       | 4            | 2,319                             | 20,871                                       |
| MARVIN JOSEPHSON*    | MRVN            | O     | 4 1/4                     | 3 3/4                     | +                     | 1/2                 | 8 1/2  | 3 1/4       | 3            | 802                               | 3,408                                        |
| MCI COMMUNICATIONS   | MCIC            | O     | 1 1/2                     | 1 3/8                     | +                     | 1/8                 | 6 1/2  | 1           |              | 12,912                            | 19,368                                       |
| MOVIELAB             | MOV             | A     | 5/8                       | 5/8                       |                       | .00                 | 1 5/8  | 1/2         | 4            | 1,407                             | 879                                          |
| MPO VIDEOTRONICS     | MPO             | A     | 1 3/8                     | 1 3/8                     |                       | .00                 | 2 5/8  | 1 1/8       |              | 539                               | 741                                          |
| NEEDHAM, HARPER      | NOHMA           | O     | 4 1/4                     | 4 1/8                     | +                     | 1/8                 | 7 1/2  | 4           | 2            | 918                               | 3,901                                        |
| A. C. NIELSEN        | NIELB           | O     | 11 1/2                    | 10 5/8                    | +                     | 7/8                 | 28     | 8 5/8       | 11           | 10,598                            | 121,877                                      |
| OGILVY & MATHER      | OGIL            | O     | 12                        | 12 1/4                    | -                     | 1/4                 | 17 1/4 | 10 1/2      | 4            | 1,807                             | 21,684                                       |
| PKL CO.***           | PKL             | O     | 1                         | 1                         |                       | .00                 | 1 3/4  | 1/4         | 6            | 818                               | 818                                          |
| J. WALTER THOMPSON   | JWT             | N     | 6 1/8                     | 6 3/4                     | -                     | 5/8                 | 12     | 6           | 14           | 2,624                             | 16,072                                       |
| UNIVERSAL COMM.***   |                 | O     | 5/8                       | 5/8                       |                       | .00                 | 3/4    | 1/2         | 1            | 715                               | 446                                          |
| WELLS, RICH, GREENE  | WRG             | N     | 8 7/8                     | 8                         | +                     | 7/8                 | 9 5/8  | 5 1/2       | 4            | 1,632                             | 14,484                                       |
| TOTAL                |                 |       |                           |                           |                       |                     |        |             |              | 57,633                            | 595,731                                      |
| <b>Electronics</b>   |                 |       |                           |                           |                       |                     |        |             |              |                                   |                                              |
| AMPEX                | APX             | N     | 3 1/8                     | 3 1/4                     | -                     | 1/8                 | 4 7/8  | 2 7/8       | 3            | 10,883                            | 34,009                                       |
| CCA ELECTRONICS***   | CCAE            | O     | 3/4                       | 3/4                       |                       | .00                 | 1 1/8  | 5/8         | 1            | 881                               | 660                                          |
| CETEC                | CEC             | A     | 1 1/8                     | 1 1/4                     | -                     | 1/8                 | 2 1/8  | 1 1/8       | 6            | 2,333                             | 2,624                                        |
| COMU, INC.           | COH             | A     | 1 7/8                     | 2 1/8                     | -                     | 1/4                 | 3 7/8  | 1 3/4       | 5            | 1,542                             | 2,891                                        |
| CONRAC               | CAX             | N     | 12 3/4                    | 12 1/4                    | +                     | 1/2                 | 21     | 10          | 5            | 1,261                             | 16,077                                       |
| GENERAL ELECTRIC     | GE              | N     | 38 1/2                    | 37 3/4                    | +                     | 3/4                 | 65     | 30          | 12           | 182,048                           | 7,008,848                                    |
| HARRIS CORP.         | HRS             | N     | 16 1/2                    | 14                        | +                     | 2 1/2               | 33 1/2 | 13 1/8      | 6            | 6,224                             | 102,696                                      |
| INTERNATIONAL VIDEO  | IVCP            | O     | 2 1/4                     | 2                         | +                     | 1/4                 | 7 1/2  | 2           | 8            | 2,728                             | 6,138                                        |
| MAGNAVOX             | MAG             | N     | 7 1/8                     | 6 7/8                     | +                     | 1/4                 | 9 7/8  | 4           | 40           | 17,799                            | 126,817                                      |
| 3M                   | MMH             | N     | 60                        | 61 1/4                    | -                     | 1 1/4               | 80 1/2 | 48 5/8      | 22           | 113,729                           | 6,823,740                                    |
| MOTOROLA             | MOT             | N     | 46 7/8                    | 46                        | +                     | 7/8                 | 61 7/8 | 35 1/2      | 15           | 27,968                            | 1,311,000                                    |
| OAK INDUSTRIES       | OEN             | N     | 7                         | 7 1/4                     | -                     | 1/4                 | 12 7/8 | 7           | 2            | 1,639                             | 11,473                                       |
| RCA                  | RCA             | N     | 11 1/8                    | 10 5/8                    | +                     | 1/2                 | 21 1/2 | 10 5/8      | 5            | 74,661                            | 830,603                                      |
| ROCKWELL INTL.       | ROK             | N     | 19                        | 19 5/8                    | -                     | 5/8                 | 28 3/8 | 19          | 4            | 30,356                            | 576,764                                      |
| RSC INDUSTRIES       | RSC             | A     | 1                         | 1                         |                       | .00                 | 2 1/8  | 1           | 5            | 3,458                             | 3,458                                        |
| SONY CORP.           | SNE             | N     | 4 3/4                     | 4 7/8                     | -                     | 1/8                 | 29 7/8 | 4 3/4       | 9            | 165,625                           | 786,718                                      |
| TEKTRONIX            | TEK             | N     | 22 7/8                    | 22 3/4                    | +                     | 1/8                 | 47 3/4 | 22 3/8      | 9            | 8,651                             | 197,891                                      |



| Stock symbol                         | Exch. | Closing Wed. Nov. 6 | Closing Wed. Oct. 30 | Net change in week | % change in week | 1974 High | 1974 Low | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |
|--------------------------------------|-------|---------------------|----------------------|--------------------|------------------|-----------|----------|-----------|--------------------------|-----------------------------------|
| TELEVISION                           | TIMT  | O                   | 1 1/4                | 1 1/4              | .00              | 2 3/4     | 1 1/4    | 7         | 1,050                    | 1,312                             |
| TELEPRO IND.*                        | O     | 5                   | 5                    |                    | .00              | 8         | 2 1/2    | 31        | 4,475                    | 2,375                             |
| VARIAN ASSOCIATES                    | VAR   | N                   | 7 1/8                | 7 1/8              | .00              | 13 1/4    | 6 3/8    | 6         | 6,617                    | 47,146                            |
| WESTINGHOUSE                         | WX    | N                   | 9 1/2                | 9 1/8 +            | 3/8 +            | 4.10      | 9        | 7         | 87,876                   | 834,822                           |
| ZENITH                               | ZE    | N                   | 14                   | 14 3/4 -           | 3/4 -            | 5.08      | 31 5/8   | 14        | 18,797                   | 263,158                           |
| TOTAL                                |       |                     |                      |                    |                  |           |          |           | 766,601                  | 18,991,220                        |
| GRAND TOTAL                          |       |                     |                      |                    |                  |           |          |           | 1,528,325                | 30,473,489                        |
| Standard & Poor's Industrial Average |       | 83.7                | 83.3                 | +0.4               |                  |           |          |           |                          |                                   |

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

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

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

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

## Fates & Fortunes®

### Media



Arries

**Leslie G. Arries Jr.**, VP and general manager, **WBEN Inc.**, (WBEN-AM-FM-TV) Buffalo, N.Y., elected president. **George R. Torge**, station manager, **WBEN-TV**, elected station VP and re-elected treasurer of **WBEN Inc.** **Mrs. Frederick K. Henrich**, member of the board, elected secretary. Elections follow death of **Kate Robinson Butler** (BROADCASTING, Aug. 12), president of **WBEN-AM-FM-TV** and president and publisher of *The Buffalo Evening News*.

**Anthony M. Pasquale**, VP, **Downe Communications Inc.**, New York, elected executive VP-administration. Downe is 40% owner of **Bartell Media Corp.**, which owns and operates six radio stations.

**David Peschau**, on sales staff, **WKOW-TV** Madison, Wisconsin, named general manager of **WXOW-TV** La Crosse, Wis. Both are **Horizons Communications Corp.** of Wisconsin stations. Mr. Peschau fills vacancy created by death of **John Schermerhorn** (BROADCASTING, Oct. 28).



Kane

**Josh Kane**, manager, press and publicity, **NBC**, New York, named to newly created position of director, public information. **Ed Christian**, VP, **WCER-AM-FM** Charlotte, Mich., named VP and general manager, **WNIC-AM-FM** Dearborn, Mich.

**William White**, manager of facilities operations, **KNX(AM)** Los Angeles, succeeds **Allan Orloff** as director of facilities op-

erations. Mr. Orloff leaves due to illness.

**Keith Lollis**, program director, **KGW-TV** Portland, Ore., named station manager.

**Eugene Hartigan**, VP, **American Rebirth Inc.**, Boston bicentennial consulting firm, named promotion manager, **WLVI(TV)** Boston.

**Marty Conn**, general sales manager, **WGMS-AM-FM** Washington, assumes additional responsibilities as station manager.

**Robert M. McDaniel**, director, retail sales development, **WQTE(AM)** Monroe and **WHNE(FM)** Birmingham, both Michigan, named general manager, **WHEZ(AM)** Huntington, W.Va. All are Greater Media stations.

**Robert M. Zucker**, account executive, **WCOD-FM** Hyannis, Mass., named station manager, **WARV(AM)** Warwick-East Greenwich, R.I.

**Harold R. Watson**, operations manager, **WOHS-AM-FM** Shelby, N.C., named general manager.



Moran

**John D. Moran**, labor-relations representative, **Continental Grain Co.**, New York, appointed director of labor relations for **Westinghouse Electric Corp.'s** Broadcasting, Learning and Leisure Time Co., New York.

**Jack Everton**, manager, **KCOW(AM)** Alliance, Neb., named manager, **KSPV-AM-FM** Artesia, N.M.

**Sam Cook Digges**, president, **CBS Radio Division**, awarded Faculty-Alumni Gold Medal for 1974 by University of Missouri-Columbia Alumni Association. Citation declared Mr. Digges as "possessing, furthering and exemplifying those achievements to which we aspire."

**Zoel Parenteau**, executive VP and gen-

eral manager, noncommercial **KPTS(TV)** Hutchinson-Wichita, Kan., elected president of licensee, **Sunflower Educational Television Corp.**, and general manager. **Robert Wine**, director of business, **KPTS**, named assistant treasurer and director of business for corporation.

**Ohio Association of Broadcasters** newly elected officers: **Stephen T. Joos**, **WIZE(AM)** Springfield, president; **James P. Storer**, **Storer Broadcasting**, Cleveland, first VP; **Stephen Zerkowitz**, **WMVO-AM-FM** Mount Vernon, second VP; **Thomas P. Moore**, **WBCO-AM-FM** Bucyrus, and **Bob C. Wagner**, **WNXT-AM-FM** Portsmouth, elected directors to represent small market radio.

**Douglas Land**, attorney, department of governmental relations, **ABC Inc.**, New York, appointed assistant general attorney for **ABC Radio** network and owned stations, New York.

**Gerald M. Jaskulski**, production supervisor, **CBS-TV** New York, appointed manager, television network operations, **ABC**, New York.

**Tina Legg**, formerly producer/writer for **CBS-TV** on-air promotions, named supervisor of broadcast publicity, **ABC Inc.**

**Donna Alberta**, formerly with **WALL-AM-FM** Middletown, N.Y., as traffic-promotion-operations supervisor, named director, sales operations, **WPLJ(FM)** New York.

**Buddy Flowers**, sales manager, **KBCL-AM-FM** Shreveport, La., named general manager, **KBCL-FM**.

**Amy Konowitz**, director of publicity, **Charles Playhouse Entertainment Center**, Boston, named press relations manager, **WBZ-TV** Boston.

### Broadcast Advertising

**Gordon Hughes**, account executive, **CBS Television Stations National Sales**, New York, named manager, Los Angeles office.

**Robert DiMattina**, sales executive in New York for Compu/Net Inc., Los Angeles, named general sales manager. **Frank Crane**, account executive in Los Angeles, named manager for product coordination and client relations (West). **Ron Gleason**, director of research and promotion, ABC Spot Sales, New York, appointed manager of sales administration and promotion, Compu/Net, New York. **Leonard Marsh**, manager of Dallas office for Petry TV, named manager for Southern region of Compu/Net, Dallas.

**Thomas P. Cancilla**, national sales manager, WSNL-TV Patchogue, N.Y., named general sales manager.

**Samuel Fuller**, with WBTB(TV) Charlotte, N.C., joins WCCB-TV Charlotte, as sales manager.

**John H. Willie**, VP-account supervisor, J. Walter Thompson Co., Chicago, joins Tracy-Locke Advertising, Dallas, as VP-general manager of agency's Columbus, Ohio, office.

**Larry Rouse**, regional sales manager, WBT(AM) Charlotte, N.C., named sales manager, WBT and WBT-FM. **Bob Wood**, sales representative, WBT, named sales supervisor.

**George W. Clark**, account executive, central division, NBC Radio Network, named VP-Midwest sales manager, Keystone Broadcasting System, Chicago.

**Allan Stoll**, general manager, KBCL-AM-FM Shreveport, La., named national sales manager, KTBS-TV Shreveport.

**Dee Fuller**, account executive, KAEG(FM) Oklahoma City, named sales manager.

**Bill Lowry**, account executive, WGRD-AM-FM Grand Rapids, Mich., named to newly created post of general sales manager, WYFM(FM) Sharon, Pa.-Youngstown, Ohio.

**Charles B. Kahao**, associate media director, Compton Advertising, New York, appointed VP and media director, Clyne Dusenberry Inc., New York.

**Andre Gebstaedt**, manager of advertising services, ABC-TV New York, named director of stations' advertising services, responsible for affiliated stations' advertising materials.

**James H. Weiss**, account supervisor at

**Moffo-Sarnoff**. Anna Moffo, Metropolitan Opera star, and Robert W. Sarnoff, chairman of the board, RCA, will be married Thursday, Nov. 14, at a private ceremony in New York. It is Miss Moffo's second marriage, Mr. Sarnoff's third.

**Dancer-Fitzgerald Sample**, New York, named VP with responsibility over part of Procter & Gamble account.

**Peter McGuggart**, creative supervisor, Compton Advertising, New York, elected VP.

**Tom Goettsche**, account supervisor, and **Walter R. Lecat**, executive art director, Leo Burnett, U.S.A., Chicago, elected VP's.

**Bernard Gary**, account supervisor, and **David Haynes**, art supervisor, Ketchum, MacLeod & Grove, New York, elected VP's.

**Charles Mootry**, network specialist, Globetrotter Communications Inc.'s GCI Sales, New York representative, elected VP for network sales development, representing Mutual Black Network.

**John J. Spinola**, with TVAR Inc., New York, named sales manager, WBZ-TV Boston. He succeeds **Arnie Kleiner**, who joined TVAR as sales manager. Both properties are Westinghouse-owned.

**Joseph R. Gransee**, director of advertising operations, Rockwell International Corp., Chicago, named to newly created position of director of communications, Rockwell's Admiral Group.

**Whitney Harris**, general sales manager, KEMO-TV San Francisco, named general sales manager, KDFC(FM) San Francisco and KIBE(AM) Palo Alto, Calif.

**Cecil Skidmore**, production manager, KTVI-TV St. Louis, resigns to create advertising agency: *Terito-Skidmore Advertising Inc.*, 5615 Corporate Boulevard, Suite 6-A, Baton Rouge 70808.

**Sue Lacinak**, with Central Academy of Commercial Art, Cincinnati, joins J. Walter Thompson Co., Chicago, as art director. **Steve Turner**, copywriter, Leo Burnett Co., joins JWT in same capacity.

**T. E. Latimer**, director of service station

advertising, Gulf Oil Co.-U.S., named manager of advertising.

**Stanley B. Latacha**, media supervisor, Post-Keyes-Gardner, Chicago, joins Needham, Harper & Steers, Chicago, in same capacity.

**Richard A. Bompane**, research director, Harrington, Righter & Parsons, joins Avery-Knodel, New York, as director of research and programing services.

**Bill Masters**, announcer, WBEN(AM) Buffalo, N.Y., resigns to form own advertising agency: *Timetable Communications Inc.*, 367 Delaware Avenue, Buffalo 14202.

**Joseph Houston**, advertising-sales promotion manager, KDKA(AM) Pittsburgh, named creative services director, KDKA-TV.

**Sheila Fox**, media coordinator, Boylhart, Lovett & Dean, Los Angeles, named media director.

**Robert J. McCarthy**, owner-publisher, *TV Facts* magazine, Chicago, named general sales manager, WRTH(AM) St. Louis.

**Anne Tolstoi Foster**, with William Esty Co., joins Cunningham & Walsh, New York, as group creative director. **John Lyons**, VP-creative group head, SSC&B, joins C&W as group creative director.

**Jeanne M. Carpenter**, account executive, Nel's Advertising, joins W. B. Doner & Co., Chicago, as account manager.

**Rick Cooper**, account representative, Vanguard division of Gardner Advertising, joins D'Arcy-MacManus & Masius, St. Louis, as account group supervisor.

**Gayle Rabon**, media buyer, McCann-Erickson, named to same post for Car-gill, Wilson & Acree, Atlanta.

**Neil Ransick**, account supervisor, Doyle Dane Bernbach, elected VP and named general manager, Clinton E. Frank Inc.'s New York office. He succeeds **Henry Turnbull**, who remains senior VP and managing director.

**Ed Stevens**, graduate of East Texas State University, named general sales manager and assistant station manager, KJIM(AM) Fort Worth.

## Programing

**Clare Simpson**, director of sales and program development, Alan Landsburg Productions, New York, named director of national sales, Time-Life Television, New York.

**Robert Lewis**, program director, KREM-TV Spokane, Wash., named program director, KGW-TV Portland, Ore. He is succeeded by **William Hall**, formerly operations manager, KING-TV Seattle. **Linda Clark**, programming coordinator, KING-TV, to succeed Mr. Hall. All are King Broadcasting Co. properties.

**Rick Gibson**, music director, KWKC(AM) Abilene, Tex., named program director, KKYN(AM) Plainview, Tex.

**D. Glenn Irwin**, music director, WROM-AM-FM Rome, Ga., named program director.

**Don Neff**, director-producer, WCCO-TV

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Minneapolis-St. Paul, named assistant program director.

**Harry Alexander**, on staff, WTVJ(TV) Miami, named production director, WTLV(TV) Jacksonville, Fla.

**Burt Dubrow**, head of own production company, Tonight Entertainment Inc., named associate producer for *The Mike Douglas Show*, syndicated by Group W Productions.

**Torrey Kaatz**, sports reporter, WRC-TV Washington, named sports director, WTVN-TV Columbus, Ohio.

**Richard Kurlander**, production manager, KPX-TV San Francisco, named executive producer, KDKA-TV Pittsburgh. Both are Group W stations. **Linda Carson**, weather forecaster, WXIA-TV Atlanta, named weekend weather announcer, KDKA-TV.

**Kevin McCourt**, staff announcer, WJAR(AM) Providence, R.I., named music director, WARY(AM) Warwick-East Greenwich, R.I.

**Herbert Taylor**, with Crawley Films Ltd., Toronto, for 10 years, named producer-director and head of camera department, Ottawa studios. **David McDougall**, in production, Crawley's Ottawa studios, named Toronto sales manager.

## Broadcast Journalism

**Bill Lambdin**, producer, WUTR-TV Utica, N.Y., named news director. **Charles Ecker Matfield**, reporter, WCTC(AM) New Brunswick, N.J., joins WUTR-TV as anchorman.

**Pat Sheehan**, with WTNH-TV New Haven, Conn., and **Hilton Kaderli**, weatherman, WTOP-TV Washington, join WFSB-TV Hartford, Conn., as coanchor and weatherman, respectively.

**Martha Ofiara**, traffic department, WWJ-

TV Detroit, named public service editor, WWJ-AM-FM-TV.



Stevens

**Pat Stevens**, news director, KGUN-TV Tucson, Ariz., named to board of directors, Radio Television News Directors Association, and director of Southwest area. Ms. Stevens is first female member of RTNDA board. **Larry Manne**, assistant news director, KDKA-TV Pittsburgh, named news director, succeeding Bill Aber, who assumed post of news director, WBZ-TV Boston (BROADCASTING, Oct. 28). Both are Group W stations.

**Howard F. Price**, reporter-commentator, KLVJ(AM)-KBPO(FM) Beaumont, Tex., named news director, WTAW-AM-FM Bryan-College Station, Tex.

**Milagros Ardin**, reporter for CBS News, Los Angeles bureau, joins CBS-owned KMOX-TV St. Louis in same capacity, on *Newsroom*. **Fred Burrows**, producer-director, KMOX-TV *Newsroom*, named executive news coordinator.

**James F. Plants**, night editor, ABC News Syndicated Service, named day foreign editor. Succeeding Mr. Plante is **William D. Thomas**, who has been writer/editor for unit. **Mareta Singetary**, trainee, named staff writer.

**Herb Holmes**, associate producer-news, National Public Radio, named news-writer-editor, Washington news bureau, ABC Radio.

**Larry Webb**, news director, WXYZ(AM) Detroit, named news and community affairs director, WJW(AM) Cleveland.

**John W. Owen**, executive producer of public affairs, noncommercial WMVS(TV)-

WMVT(TV) Milwaukee, Wis., named director of news and public affairs, WXXI-FM-TV Rochester, N.Y.

**Chuck Meyer**, on staff, WKBO(AM) Harrisburg, Pa., joins news team, WGAR(AM) Cleveland.

**Bud Miller**, news director, WLS(AM) Chicago, elected president, Illinois News Broadcasters Association, at fall convention. **Bill Rawson**, news director, WMAY(AM) Springfield, elected VP; **Marge Kumaki**, WTAX(AM)-WDBR-FM Springfield, recorder, and **Dick Greffin**, WQAD-TV Moline, treasurer.

**Norm Schrader**, news director of WDAY-AM-FM Fargo, elected president of North Dakota Associated Press Broadcasters Association, and **Jay Joiner**, KFGO(AM) Fargo, elected VP.

**Tom Sorensen**, KSOO(AM) Sioux Falls, elected president of South Dakota Associated Press Broadcasters Association, and **Tom Fritts**, news director of KIJV-AM-FM Huron, elected VP.

**Alan Walden**, news director, WNBC(AM) New York, elected president, New York State Associated Press Broadcasters Association.

## Cable

**Milt Strasser**, Eastern division manager, American International TV, named director of CATV programming, Telemation Program Services, New York.

**Robert E. Gruno**, VP-CATV group of Burnup & Sims Inc., West Palm Beach, Fla., elected president of group. **Billy R. Jones**, national operations manager, based in Atlanta, elected VP.

Minnesota Cable Communication Association newly elected officers: **Lloyd Wetenkamp**, Metro Cable of Apple Valley and Rosemount, VP; **George Meyer**, Minnesota CATV of Mankato, treasurer; **Terry Schuster**, General Television of Fridley, secretary. Newly elected directors are **Jerry Steever**, Austin Cablevision Co. and **Richard Plunkett**, Medelco Inc. of Rochester.

## Equipment & Engineering

**George Cerboskas**, chief engineer, WRLH-TV Lebanon, N.H., named to same post at KSVP-AM-FM Artesia, N.M.

**Harold A. Johnson**, chief engineer, WDEF-AM-FM-TV Chattanooga, named to same position, LBJ Productions, same city.

**Nyall McMullin**, formerly with Pertec and Vicom Corp., joins Consolidated Video Systems Inc., Santa Clara, Calif., as VP of marketing. **Harold C. Blakeslee**, VP of marketing for CVS, named VP of business planning. CVS manufactures digital video signal correctors and synchronizers.

## Allied Fields

**Fred L. Vance**, who sold KHOS(AM) Tucson, Ariz., year ago and his 10% interest in KSHO-TV Las Vegas last month, becomes visiting lecturer on broadcasting and graduate student at University of Arizona, Tucson.



**Honors from academia.** Prominent communicators cited by St. John's University, Jamaica, N.Y., Oct. 30 (Broadcasting, Oct. 21), are (l to r): **D. Thomas Miller**, president, CBS Television Stations Division, Doctor of Humane Letters; **Robert T. Howard**, president, NBC Television Network, Doctor of Humane Letters; (presenting honors) **The Very Rev. Joseph T. Cahill, C.M.**, president, St. John's University; **Walter A. Schwartz**, president, ABC Leisure Group II, Doctor of Humane Letters; **Frederick J. Schuhmann**, VP and general manager, TV Facilities and Services, East Coast, ABC, President's Medal for outstanding and distinguished service to the University; and **Edward Starr**, executive VP, Hill & Knowlton, Pietas Medal for devotion, fidelity and loyalty to alma mater.



**Kay Jordan Kohl**, communications consultant to Ford Foundation's international affairs division and to National Science Foundation, appointed to new post of director of program planning and development, New Rural Society Project, of Goldmark Communications Inc., funded by HUD to apply electronic telecommunications to rural communities in Connecticut.

**Leonard Chaimowitz**, director of press information, WCBS-TV New York, joins staff of A. A. Schecter Associates Inc., New York, public relations firm.

**Kenneth A. Wollenberg**, account executive, Eastern agency/advertiser sales,

Arbitron Radio/Television, named Eastern manager of agency/advertiser sales, Arbitron Television, New York. **Harry Stecker**, account executive, Eastern agency/advertiser sales, named Eastern manager of agency/advertiser sales, Arbitron Radio and Arbitron competitive brand ratings.

**Robert J. Higgins**, president of Bedside Network and treasurer of Broadcast Pioneers, elected vice president, licensing, for Broadcast Music Inc. (BMI).

## Deaths

**Bob Kennedy**, 41, Midwest correspondent for ABC Television Network's *A.M.*

*America* and host of morning series, *Kennedy & Co.* on WLS-TV Chicago, died Nov. 6 at Wesley Pavillion of North Western Memorial hospital, Chicago, of cancer of lymph glands. Originally named co-host of ABC's *A.M. America*, Mr. Kennedy was reassigned less demanding role of Midwest correspondent for health reasons. Survivors include his wife, Beverly and two daughters.

**Harvey Gannon**, 60, manager of special services, NBC sales service, and 44-year veteran with NBC, died of complications following surgery on Oct. 20. Surviving are his wife, Jeanette; daughter Jeanne Burns and son, Lieutenant Harvey J. Gannon Jr., U.S. Naval Reserve.

# For the Record®

As compiled by BROADCASTING, Oct. 28 through Nov. 1 and based on filings, authorizations and other FCC actions.

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

## New stations

### TV application

■ Bethlehem, Pa.—WBRE-TV Inc. seeks ch. 60 (746-752 mhz); ERP 3.5 kw vis., .35 kw aur., HAAT 898 ft.; ant. height above ground 512 ft. P.O. address: 65 S. Franklin St., Wilkes-Barre, Pa. 18703. Estimated construction cost \$293,429; first-year operating cost \$259,000; revenue \$125,000. Consulting engineer Silliman, Moffet & Kowalski. Principals: Louis G. Baltimore (49.9%), son and daughter-in-law David M. (14.5%) and Muriel B. Baltimore (11.9%), et al. own WBRE-TV Wilkes-Barre, of which Bethlehem station will be satellite. Ann. Oct. 23.

### AM applications

■ Alexander City, Ala.—Kowaliga Broadcasting seeks 1590 khz, 1 kw-D. P.O. address: 6055 Christun Dr., Columbus, Ga. 31904. Estimated construction cost \$33,778; first-year operating cost \$74,140; revenue \$52,000. Format: contemp. Principals: William P. McGough, William A. Askew (both 35%), Maury J. Farrell (20%) and William Cary Cox (10%). Mr. Farrell is general manager of WYEA-TV Columbus, Ga. Ann. Nov. 1.

■ Lake Isabella, Calif.—John M. and Janet C. Ridenour seek 1140 khz, 500 w-D, P.O. address: Box 803, Lake Isabella 93240. Estimated construction cost \$32,037; first-year operating cost \$28,272; revenue \$55,354. Format: standard pops. Principals: Mr. Ridenour is sales employee at KERO-TV Bakersfield, Calif. and his wife is employed by United California Bank. Ann. Nov. 1.

■ Elkton, Ky.—Todd County Enterprises seeks 1070 khz, 250 w-D. P.O. address: Box 572, Elkton 42220. Estimated construction cost \$32,825; first-year operating cost \$32,000; revenue \$40,000. Principals: James H. and Elizabeth A. White (55%), et al. Mr. White is high school guidance counselor and part-time employee at WRUS-AM-FM Russellville, Ky. Mrs. White is language arts teacher. Ann. Oct. 31.

### AM action

■ Cave City, Ky.—Twin City Broadcasting Co. Broadcast Bureau granted 800 khz, 250 w, DA-D. P.O. address: 1354 Western Ave., Bowling Green, Ky. 42101. Estimated construction cost \$33,924; first-year operating cost \$31,040; revenue \$45,000. Principals: Charles M. Anderson (87% sh.), J.

Barry Williams (10%), et al. Mr. Williams is news director for WBGW(AM) Bowling Green (BP-19612). Action Oct. 25.

### FM applications

■ Flagstaff, Ariz.—Christlan Towers Broadcasting seeks 93.9 mhz, 87 kw, HAAT 1,549 ft. P.O. address: 1155 Lunden Rd., Prescott, Ariz. 86301. Estimated construction cost \$100,781; first-year operating cost \$64,445; revenue \$60,000. Format: religious. Principals: Thomas J. Machamer, formerly chief engineer and announcer at KNOT(AM) Prescott, Ariz.; George J. Lentz, founding director of title insurance company; and Joseph A. Lessard, president of construction supplies firm (1/3 each). Christian Towers is non-profit corporation. Ann. Nov. 1.

■ Prescott, Ariz.—Southwest Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 1631, Prescott 86301. Estimated construction cost \$10,750; first-year operating cost \$20,400; revenue \$18,000. Format: C&W. Principals: Louis and Nancy Silverstein (90%) and John F. Goodson (10%). Mr. Silverstein is sales representative for Phoenix Publishing Co., his wife is operations assistant at KHEP-FM, and Mr. Goodson is Phoenix attorney and investor. Ann. Oct. 31.

■ Tucson, Ariz.—Grabet Inc. Radio Enterprises seeks 92.1 mhz, 3 kw, HAAT minus 36 ft. P.O. address: Box 5946, Tucson 85703. Estimated construction cost \$52,385; first-year operating cost \$38,740; revenue \$45,000. Format: adult contemp. Principals: William R. and Richard C. Phalen, and Peer Pedersen own KHOS(AM) Tucson, Ariz. and KLUC-AM-FM Las Vegas. Ann. Oct. 31.

■ Tucson, Ariz.—Graham Broadcasting Co. seeks 92.1 mhz, 1.1 kw, HAAT minus 16 ft. P.O. address: 10 Wayne St., Hudson, N.H. 03051. Estimated construction cost \$21,550; first-year operating cost \$23,000; revenue \$53,800. Format: beautiful music. Principals: Norman J. Graham and Eva E. Graham (100%) are respectively chief engineer at WBZ-AM-FM Boston and Teledyne Co. employee. Ann. Oct. 21.

■ Telluride, Colo.—San Miguel Educational Fund seeks 91.7 mhz, 10 w. P.O. address: 107 W. Columbia Ave., Telluride 81435. Estimated construction cost \$5,226; first-year operating cost \$6,000. Principal: James M. Bedford, secretary-treasurer. Ann. Oct. 31.

■ Ocala, Fla.—Hunter-Arnette Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: 321 S. Magnolia Ave., Ocala 32670. Estimated construction cost \$70,179; first-year operating cost \$37,200; revenue \$60,000. Format: solid gold contemp. Principals: William A. Hunter (35%), Sara C. Arnette (18%), et al. Mr. Arnette has interest in WDOT Burlington, Vt., WWJB Brooksville, Fla., and together with his wife, in WTCM(AM) Ocala, Fla. Ann. Oct. 31.

■ Stamford, Tex.—ABKO Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT 175 ft. P.O. address: Box 1205, Stamford 79553. Format: 100% duplication of AM. Principals: A. Boyd Kelley (51%), Robert A. Prichard (40%), et al. own KDWT(AM) Stamford. Ann. Oct. 31.

### FM actions

■ Redding, Calif.—Northern California Communications Corp. Broadcast Bureau granted 98.1 mhz, 30 kw, HAAT 1,710 ft. P.O. address: 1139 Hart-

nell Ave., Redding 96001. Estimated construction cost \$5,900; first-year operating cost \$10,860; revenue \$12,000. Format: relig. Principals: Arta B. Nead, owner of lumber and mining companies; David Morrow, Redding attorney; and Royal Blue, Redding minister. Northern California Communications, non-profit corporation, owns KVIP(AM) Redding (BPH-9109). Action Oct. 23.

■ \*Indianapolis—Metropolitan School District of Washington Township, Marion County. Broadcast Bureau granted 89.1 mhz, 27 w. HAAT 120 ft. P.O. address: 1605 East 86th Street, Indianapolis 46240. Estimated construction cost \$48,183; first-year operating cost \$19,063. Principal: H. Dean Evans, superintendent of schools (BPED-1852). Action Oct. 23.

■ Jena, La.—LaSalle Broadcasters. Broadcast Bureau granted 99.3 mhz, 3 kw. HAAT 73 ft. P.O. address: Drawer KK, Jena 71342. Estimated construction cost \$23,600; first-year operating cost \$5,000; revenue \$12,000. Principals: R. W. and Robert C. Wagner (50% each) own KCKW(AM) Jena and KPAL(AM) Pineville, La. (BPH-9040). Action Oct. 23.

■ \*Oneonta, N.Y.—State University of New York. Broadcast Bureau granted 90.9 mhz, 13 w. P.O. address: 99 Washington Ave., Albany, N.Y. 12210. Estimated construction cost \$1,810; first-year operating cost \$1,000. Principal: Francis Daley, dean of students and community affairs (BPED-1834). Action Oct. 23.

■ \*Mars Hill, N.C.—Mars Hill College. Broadcast Bureau granted 90.5 mhz, 10 w. P.O. address: Box 94-T, Mars Hill 28754. Estimated construction cost \$2,000; first-year operating cost \$2,000. Principal: Walter P. Smith, director of public information (BPED-1884). Action Oct. 23.

■ \*Kettering, Ohio—Kettering City School District. Broadcast Bureau granted 89.5 mhz, TPO 10 w. HAAT 140 ft. P.O. address: 3490 Far Hills Avenue, Kettering 45429. Estimated construction cost \$9,105; first-year operating cost \$2,000. Principal: John T. Lucas, associate superintendent (BPED-1829). Action Oct. 23.

■ \*Shippensburg, Pa.—Shippensburg State College. Broadcast Bureau granted 88.7 mhz, 13 w. HAAT 40 ft. P.O. address: Prince Street, Shippensburg 17257. Estimated construction cost \$4,000; first-year operating cost \$2,500. Principal: Robert Orndorff, director student affairs (BPED-1840). Action Oct. 23.

■ Pageland, S.C.—Robert Broadcasting. Broadcast Bureau granted 102.3 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 61, Pageland 29728. Estimated construction cost \$58,433; first-year operating cost \$36,000; revenue \$60,000. Principals: Laura D. Stallings (70%), et al. Ms. Stallings is co-owner of salvage company (BPH-9088). Action Oct. 25.

### FM starts

■ KDAR Oxnard, Calif.—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 72 ft. Action Oct. 23.

■ WKZM Sarasota, Fla.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 180 ft. Action Oct. 18.

■ KCOG Centerville, Iowa—Authorized program operation on 98.7 mhz, ERP 100 kw, HAAT 450 ft. Action Oct. 18.

■ WKYO-FM Cato, Mich.—Authorized program

operation on 104.9 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 17.

■ \*WPSI Lehman, Pa.—Authorized program operation on 89.1 mhz, TPO 10 w. Action Oct. 15.

## FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WECL Elkhorn City, Ky., Mountain Interstate Broadcasting Co. (BLH-6393). Action Oct. 25.

■ KBAS Lake Havasu City, Ariz., Shoblom Broadcasting (BLH-6383). Action Oct. 25.

## Ownership changes

### Applications

■ KBAS(TV) (ch. 46) Guasti, Calif.—Seeks transfer of control of Broadcasting Service of America from William A. and Ethel J. Myers (51% before, none after) to Berean Bible Ministries (49% before, 100% after). Consideration: \$250,000. Principals: Mr. and Mrs. Myers plan to retire from broadcasting. W. Kenneth Connolly, pastor of Berean Baptist Church of Orange County, Calif., is president of non-profit Bible Ministries. Ann. Oct. 30.

■ WWNS(AM)-WMCD(FM) Statesboro Ga. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 100.1 mhz, 3 kw)—Seeks assignment of license from WWNS Inc. to Radio Statesboro for \$800,000. Seller: Donald O. McDougald who has no other broadcasting interests. Buyers: Cecil H. Grider (30%), W. C. Woodall Jr. (30%), James P. Orndorff (30%), et al. Mr. Grider has interest in WIMO(AM) Winder, Ga., and WPFA(AM) Pensacola and WMEN(AM) Tallahassee, both Florida. Mr. Woodall also has interest in WPFA and WMEN along with interest in WDWD-AM-FM Dawson and WBBK(AM) Blakely, both Georgia; WGSW(AM) Greenwood, S.C., and WDSR(AM)-WTLD-FM Lake City, Fla. Mr. Orndorff is land developer. Ann. Oct. 29.

■ WCAS(AM) Cambridge, Mass. (740 khz, 250 w-D)—Seeks assignment of license from Kaiser Broadcasting Corp. to Wickus Island Broadcasting Corp. for \$225,000. Seller: Kaiser Broadcasting Corp., Don B. Curran, president, has major interest in Kaiser Broadcasting Co. license of several stations including WLVI-TV Cambridge. Buyers: Stone Family Trust, Melvin L. Stone, trustee, Frederic Arnold Miller (both 33 1/3%), et al. Mr. Stone has interest in WRUM(AM) Rumford, WGU(AM) Bangor, both Maine, and together with Mr. Miller owns WDSC-FM Portland, Me. Ann. Oct. 29.

■ KEMM(AM) Marshfield, Mo. (1510 khz)—Seeks transfer of control of Webster County Broadcasting Co. from Paul C. Beckerdite, Warren R. McKnight and Pinkney B. Cole (jointly 51% before, none after) to Earl A. Steinert Jr. (49% before, 100% after). Consideration: \$30,500. Principal: Mr. Steinert, Springfield, Mo., CPA, owns several apartment houses. Ann. Oct. 29.

■ KGLR(FM) Reno (105.7 mhz, 31 w)—Seeks assignment of license from Pendor Communications to KGLR Inc. for \$128,000. Seller: Philip D. and Elise M. Doersam will retain 20% control of KGLR. Buyer: Leisure Time Communications (80%), licensee of WDMV(AM) Pocomoke City, Md., and WLVJ-FM St. Croix, V.I. Joseph T. McInerney, president of Baltimore and partner in Washington public relations firms, is president of Leisure Time. Ann. Oct. 22.

■ WDDS-FM Syracuse, N.Y. (93.1 mhz, 97 kw)—Seeks assignment of license from Amalgamated Music Enterprises to Signal Broadcasting Co. for \$360,000. Sellers: Albert Wertheimer (40.3%), Paul Davis (40.3%), et al., own WVOR(FM) Rochester and WBUF(FM) Buffalo, both New York, and are in process of sale of WFLY(FM) Troy, N.Y. Buyer: lower Broadcasting Corp., licensee of WNDR(AM) Syracuse, and individual officers and employees of WNDR, including Robert A. Forrest, president, who controls KDON(AM) Salinas, Calif., and is purchasing KSBY-FM San Luis Obispo and KSBW-FM Salinas, both California. Tower Broadcasting is owned by A. F. Wechsler family through Wechsler Coffee Co. (90%) and Arthur C. Kyle Jr. (10%), who controls WPDAM-AM-FM Potsdam, N.Y. Ann. Oct. 29.

■ WMER(FM) Celina, Ohio (94.3 mhz, 740 w)—Seeks assignment of license from John A. Poppe, receiver to KML Broadcasting Corp. for \$50,000. Buyers: Keith N. and Jackie M. Balfour, and Mark V. Klosterman (33 1/3% each). Mr. Balfour is manager of WMER, his wife is employed there in sales and broadcast, and Mr. Klosterman is Celina attorney. Ann. Nov. 1.

■ WKGN(AM) Knoxville, Tenn. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WKG Inc. to Creative Broadcasts for \$600,000. Seller: Mooney Broadcasting Corp., George P. Mooney, president, owns WMAK(AM) Nashville; WERC-AM-FM Birmingham, Ala.; WBSR(AM) Pensacola, Fla., and WUNO(AM) San Juan, Puerto Rico. Buyers: Creative Displays Inc. (80%) (Lewis M. Manders, president and major stockholder), Victor Hugh Rumore (20%). Mr. Manders is director of First National Bank of Tuscaloosa, Ala.

## Call letters

### Applications

| Call    | Sought by                                        |
|---------|--------------------------------------------------|
| KTEZ    | New FM's<br>Troy Raymond Moran,<br>Lubbock, Tex. |
| *WKNH   | Keene State College,<br>Keene N.H.               |
| KBAR-FM | Mini-Cassia Broadcasting,<br>Burley, Idaho       |
| KVMT    | Radio Vall. Vall. Colo.                          |
| WVHF-FM | Harrison Corp., Clarksburg,<br>W.Va.             |
| KBBB-FM | Orville M. Rippey, Borger, Tex.                  |
| KBRA-FM | WKRA Inc., Holly Springs,<br>Miss.               |
| KIOQ-FM | Inyo-Mono Broadcasting Co.,<br>Bishop, Calif.    |
| WVST    | Bolivar Broadcasting Service,<br>Bolivar, Tenn.  |
| KMCC    | Existing TV<br>KSEL-TV Lubbock, Tex.             |
| WARD    | Existing AM<br>WPTS Pittston, Pa.                |
| WJFR    | Existing FM's<br>WSLI-FM Jackson, Miss.          |
| KZAM    | KBES-FM Bellevue, Wash.                          |
| WOCY    | WTAD-FM Quincy, Ill.                             |

### Grants

| Call     | Assigned to                                                                                            |
|----------|--------------------------------------------------------------------------------------------------------|
| KSCI     | New TV<br>Global Television, San<br>Bernardino, Calif.                                                 |
| *WLKL    | New FM's<br>Community College District<br>#517 State of Illinois (Lake<br>Land College), Mattoon, Ill. |
| *WKGC-FM | Gulf Coast Community<br>College, Panama City, Fla.                                                     |
| *WJVS    | Great Oaks Joint Vocational<br>School District, Cincinnati                                             |
| KBHL     | Sound Experiences Broad-<br>casting Co., Lincoln, Neb.                                                 |
| KDUV     | Media Properties, Brownsville,<br>Tex.                                                                 |
| KAMR-TV  | Existing TV<br>KGNC-TV Amarillo, Tex.                                                                  |
| WFTP     | Existing AM's<br>WARN Ft. Pierce, Fla.                                                                 |
| WRQC     | Existing FM's<br>WRCH New Britain, Conn.                                                               |
| WTWF     | Existing FM's<br>WWMC-FM Moncks Corner,<br>S.C.                                                        |
| KQCA     | KCTM Canton, Mo.                                                                                       |
| KPAR-FM  | KMAP Albuquerque, N.M.                                                                                 |
| WLQY     | WARN-FM Ft. Pierce, Fla.                                                                               |
| KADO-FM  | KADO Texarkana, Tex.-Ark.                                                                              |
| WRUL     | WROY-FM Carmi, Ill.                                                                                    |
| WBPM     | WGHO-FM Kingston, N.Y.                                                                                 |
| WUFM     | WLBR-FM Lebanon, Pa.                                                                                   |

and Mr. Rumore is former station manager of WNPT(AM) Tuscaloosa. Ann. Nov. 1.

### Actions

■ WMSL-TV (ch. 48) Huntsville, Ala.—Broadcast Bureau granted transfer of control of Tennessee Valley Radio and Television Corp. from Frank Whisenant, Benny Digeus and Ned Frazier (76.8% before; jointly none after) to International Television Corp. (none before, 76.8% after). Consideration: \$891,111. Principals: Gerald V. Bull, Donald G. Martin (47.9% each) et al. Mr. Bull is president of Space Research Corp. of North Troy, Vt. Mr. Martin is Vermont sports equipment and real estate investor and also has interest in Space Research Corp. International Television owns WEZF-FM-TV Burlington, Vt. (BTC-7567). Action Oct. 24.

■ KBIB(AM) Monette, Ark. (1560 khz, 250 w-D) Broadcast Bureau granted assignment of license from Buffalo Island Communications to Craighead County Broadcasting Co. for \$35,000. Seller: George Norman Wimpy, president, is retiring. Buyers: Charles O. Isbell, Jerry Wright and Tom Doty (33 1/3% each). Mr. Isbell is program director and sales manager at KBOA(AM) Kennett, Mo.; Mr. Wright is manager of fertilizer company, and Rev. Doty is Arkansas minister (BAL-8225). Action Oct. 24.

■ WMMB(AM) - WYRL-FM Melbourne, Fla.—

Broadcast Bureau granted acquisition of negative control of Broadcast Enterprises to Lew Ruwitch and Gordon Sherman (each 48% before, 50% after) through purchase of stock from estate of Norman Keller (4% before, none after); consideration \$1,000 (BTC-7542), Action Oct. 23.

■ WOKS(AM) Columbus, Ga. (1340 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from John C. Pennington to Associated FM Broadcasting for \$594,500. Seller: Mr. Pennington is receiver for Hertz Broadcasting of Columbus. Buyers (50% each): B. Ken Woodfin and Milton Hirsch own WWRH-FM Columbus and are former owners of WOKS (BAL-8195). Action Oct. 25.

■ WNUS-AM-FM Chicago (AM: 1390 khz, 5 kw, DA-2; FM: 107.5 mhz, 33 kw)—Broadcast Bureau granted assignment of license from McLendon Co. to Globetrotter Communications Inc. for \$4,450,000. Sellers: Gordon B. McLendon, B. R. McLendon and Jeanette McLendon (together 100%). McLendon owns KCCND-TV Peoria, Ill. (N.D. KNUS(FM) Dallas and WPHD(AM)-WYSL(FM) Buffalo, N.Y. Buyers: George Gillet Jr. (15%) is president of Globetrotter Communications Inc., licensee of WIXY(AM) Detroit. Sale of WVON(AM) Cicero, Ill., is pending (BAPL-438). Action Oct. 25.

■ KELK(AM) Elko, Nev. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Elko Broadcasting Co. from Chris H. Sheerin, Orville R. Wilson et al. (100% before, none after) to Dee Ray Gardner (none before, 100% after). Consideration: \$95,000. Principals: Mr. Sheerin is president. Mr. Gardner has been KELK station manager since 1968. (BTC-7423). Action Oct. 24.

■ WGNR(FM) Oneonta, N.Y. (103.9 mhz, 850 w)—Broadcast Bureau granted assignment of license from James G. Duffy, trustee in bankruptcy to Sea-Mount Radio Corp. of New York. Buyers: Eugene J. Brown, Lyndon R. Boyd (both 34.5%), Chester S. Miller (13.8%) and Ronald C. Drescher (8.6%) own WDOS(AM) Oneonta, WOCB-AM-FM West Yarmouth, Mass., and WYPO-AM-FM Stroudsburg, Pa. (BALH-2059). Action Oct. 28.

■ WGO(AM) Salamanca, N.Y. (1590 khz, 1 kw)—Broadcast Bureau granted assignment of license from Salamanca Broadcasting Co., subsidiary of Alpha Broadcasting Corp. to John R. Newman and James R. Clark Jr. for \$125,000. Seller: George Vajda is president of Alpha, which has interest in WLYC(AM)-WILQ(FM) Williamsport, Pa. Buyers: Mr. Newman is engineer. Mr. Clark is program director of WHHO-AM-FM Hornell, N.Y. (BAL-8212). Action Oct. 25.

■ WYNA(AM) Raleigh, N.C. (1550 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of North Carolina Electronics from Hugh E. Holder (100% before, none after) to John F. Maurer (none before, 100% after). Consideration: \$291,824. Principals: Mr. Holder owns WQPD(AM) Lakeland, Fla.; Mr. Maurer has interest in WYNN(AM) Florence, S.C. (BTC-7516). Action Oct. 24.

■ WRFD(AM) Columbus-Worthington, Ohio (880 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Nationwide Communications Inc. to Buckeye Media for \$750,000. Seller: Jack G. Thayer, vice president and general manager, et al. Other NCI stations include WNCI(AM) of Columbus, Ohio. WGAR(AM)-WNCR(FM) Cleveland, WATE-TV Knoxville, Tenn., WLEE(AM) Richmond, and WXEX-TV Petersburg, Va. Buyer: Ohio Farm Bureau Federation, non-profit organization, Leonard Schnell, president (BAL-8198). Action Oct. 24.

■ KNFB(FM) Nowata, Okla. (94.3 mhz, 3 kw)—Broadcast Bureau, upon showing of compliance with three-year holding rule, granted assignment of license from Paul F. O'Dell to Jack Powell for \$32,738. Seller: Mr. O'Dell wished to sell station because of his ill-health and station's financial losses. Mr. Powell is technical representative of ITT Nesbitt (BALH-2001). Action Oct. 17.

■ KQV(AM)-WDVE(FM) Pittsburgh (AM: 1410 khz, 5 kw, DA-2; FM: 102.5 mhz, 55 kw)—Broadcast Bureau granted assignment of license from KQV Inc. to Taft Broadcasting Co. for \$3,500,000. Seller: American Broadcasting Cos. is parent of KQV Inc. Buyers: David S. Ingalls, Cleveland lawyer (2.5%), Charles S. Mechem Jr., Cincinnati businessman (0.2%), Lawrence H. Roger II, Cincinnati businessman (0.3%), Lloyd Taft, business consultant (1.8%), et al. Taft Broadcasting owns several stations, including WTAF-TV Philadelphia (BAL-8205). Action Oct. 30.

■ WAGL(AM) Lancaster, S.C.—Broadcast Bureau granted transfer of control of Palmetto Broadcasting System from John D. Martin (50% before, none after) to B. I. Phillips Jr. (50% before, 100% after); consideration \$175,000 (BTC-7561). Action Oct. 24.

■ WHDM(AM) McKenzie, Tenn. (1440 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Northwest Tennessee Broadcasting Co. from Holiday Inns Inc. (80% before, none after) to Ben M. Gaines, Edgar R. Perkins, et al. (20% before, 10% after). Consideration: 3603 common shares of Holiday Inn stock. Principals: Messrs. Gaines and Perkins (49% each) also own WBHT-AM-FM Brownville, Tenn. Mr. Perkins is manager of WHDM (BTC-7398). Action Oct. 25.

■ KSFA-AM-FM Nacogdoches, Tex.—Broadcast

## 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

Bureau granted relinquishment of positive control of Texan Broadcasting Co. by B. M. Raborn (90% before, 50% after) through transfer of stock to Bob Dunn (10% before, 30% after) and Nancy Dunn (none before, 20% after). No consideration (BTC-7563). Action Oct. 24.

■ KENE(AM) Toppenish, Wash. (1490 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Radio Broadcasters Inc. from John R. DiMeo, Don L. Downing and Al Winn (100% before, none after) to Donald R. Nelson (none before, 100% after). Consideration: \$125,000. Principals: Mr. Nelson is general manager of KXLE-AM-FM Ellensburg, Wash., and, with Messrs. DiMeo and Downing, owns it and KBKW(AM) Aberdeen, Wash. (His shares in both stations are being redeemed for \$15,000.) (BTC-7489). Action Oct. 24.

■ WCIL-FM Carbondale, Ill.—Broadcast Bureau granted CP to install new trans.; change transmission line; add circular polarization to ant.; and change ERP to 50 kw (BPH-9190). Action Oct. 25.

■ WSCH Aurora, Ind.—Broadcast Bureau granted request for waiver of rules to identify as Aurora-Rising Sun, Ind. Action Oct. 21.

■ WGRG-FM Pittsfield, Mass.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system (BMPH-14288). Action Oct. 25.

■ \*WPHS Warren, Mich.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; change transmission line and accordance; ant. height 155 ft. (BPED-1893). Action Oct. 25.

■ WPOS-FM Holland, Ohio—Broadcast Bureau granted CP to change trans. location to 7112 Old Angola Rd., Holland; install new trans. and ant.; ERB 3 kw; ant. height 300 ft. (BPH-9166). Action Oct. 25.

■ \*WESS E. Stroudsburg, Pa.—Broadcast Bureau granted CP to change frequency to 90.3 mhz; condition (BPED-1831). Action Oct. 23.

■ KSTA-FM Coleman, Tex.—Broadcast Bureau granted mod. of CP to change trans. and ant. height 180 ft. (BMPH-14284). Action Oct. 25.

■ Lubbock, Tex.—Broadcast Bureau granted Troy Raymond Moran mod. of CP for new FM to change trans. and ant.; change transmission line; ERP 59 kw; ant. height 760 ft. (BMPH-14286). Action Oct. 25.

Broadcast Bureau granted following CP modifications to extend completion time to date shown: KDJQ Pueblo, Colo.—To March 26, 1975 (BMPH-14252); WRMS-FM Beardstown, Ill.—To June 1, 1975 (BMPH-14280); WAMB-FM Nashville—To Feb. 1, 1975 (BMPH-14271); KBID Wichita Falls, Tex.—To May 21, 1974 (BMPH-14273); WZAM Norfolk, Va.—To May 1, 1975 (BMPH-13869); WLXR La Crosse, Wis.—To April 12, 1975 (BMPH-14269); WVEL Fayette, Ala.—To Feb. 1, 1975 (BMPH-14283).

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WMAR-FM Baltimore (BPH-8998), Oct. 17; WPIT-FM Pittsburgh (BPH-8480), Oct. 18; WRBR South Bend, Ind. (BPH-8741), Oct. 21; \*WKWZ Syosset, N.Y. (BPED-1809), Oct. 21; \*WNYE Brooklyn, N.Y. (BPED-1702), Oct. 17.

## In contest

### Procedural rulings

■ Banning, Calif., AM proceeding: Bud's Broadcasting Co., Frederick R. Cole and H & B Broadcasting Co., competing for 1490 khz (Docs. 19778, 80-1)—ALJ John H. Conlin dismissed petition by Frederick R. Cole for dismissal of application, since presiding officer has no authority to act on such petition once his initial decision has been issued. Action Oct. 22.

■ Avon Park, Fla., FM proceeding: Tri-County Stereo and Morison Enterprises of Polk County, competing for 106.3 mhz (Docs. 20179-80)—ALJ Jay A. Kyle scheduled hearing for Dec. 19. Action Oct. 22.

■ Daytona Beach, Fla., TV proceeding: Cowles Florida Broadcasting (WESH-TV Daytona Beach) and Central Florida Enterprises, competing for ch. 2 (Docs. 19168-70)—ALJ Chester F. Naumowicz Jr. rescheduled oral argument from Nov. 25 to Nov. 26. Action Oct. 31.

■ Marathon, Fla., FM proceeding: WHOO Radio Inc. and Breeze 94, competing for 94.3 mhz (Docs. 19935-6)—Review board scheduled oral argument on Nov. 19, on exceptions and briefs to initial decision in which ALJ Thomas B. Fitzpatrick recommended grant of application of Breeze 94,

and denial of application of WHOO Radio. Action Oct. 23.

■ Fort Valley, Ga., FM proceeding: Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—ALJ Walter C. Miller scheduled hearing for Feb. 4, 1975. Action Oct. 30.

■ Elgin and Glen Ellyn, Ill., educational FM proceeding: Board of Education, Union School District #46 (WEPS(FM) Elgin) and College of DuPage District 502, competing for 90.9 mhz (Docs. 19820-2)—ALJ James F. Tierney granted joint request for continuance filed October 15, and if issues are not resolved in report of status of negotiations, scheduled hearing for Jan. 13, 1975. Action Oct. 21.

■ Brookhaven, Miss., FM proceeding: Brookhaven Broadcasting Co. and 21st Century Broadcasters, competing for 92.1 mhz (Docs. 20145-6)—ALJ Byron E. Harrison scheduled hearing for Jan. 21, 1975. Action Oct. 22.

■ Puerto Rico, AM proceeding: Cavallaro Broadcasting Corp., competing for 1030 khz, at San Juan; Figueroa and Associates, at Rio Grande; Boricua Broadcasting Corp., at San Juan; Vieques Radio Corp., at Isabel Segunda (Docs. 19897-8, 19900-1)—ALJ Chester F. Naumowicz Jr. scheduled hearing for Jan. 3, 1975. Action Oct. 22.

■ Dallas, TV proceeding: WADECO Inc. and Belo Broadcasting Corp. (WFAX-TV), competing for ch. 8 (Docs. 19744-5)—ALJ John H. Conlin scheduled hearing for Nov. 12. Action Oct. 21.

■ Edna, Tex. AM proceeding: International Broadcasting Corp. (KWKH(AM) Shreveport, La.) petition to deny Cosmopolitan Enterprises (KWBY-AM) Edna CP for 5 kw (Doc. 20075)—Review board granted request by Broadcast Bureau to enlarge issues. Board said it would add issues to determine whether Cosmopolitan has complied with rules by keeping FCC advised of substantial changes in its application; and to determine whether Cosmopolitan possesses requisite character qualifications to be broadcast licensee in view of disbarment of two of its principals. Ann. Oct. 23.

### Initial decision

■ Panama City, Fla., TV proceeding: Panhandle Broadcasting Co. (WDTB-TV Panama City), seeking ch. 13 (Docs. 19836, 19878)—ALJ Lenore G. Ehrig ordered Panhandle Broadcasting Co. to forfeit \$10,000 in initial decision. Judge Ehrig said that while Panhandle had required qualifications to be licensee, forfeiture was necessary because of its violations of Communications Act and commission's rules by misrepresenting facts as to its ownership in its application for CP. Ann. Oct. 31.

### Review board decisions

■ Willimantic, Conn., FM proceeding: Windham Broadcasting Group and Nutmeg Broadcasting Co., competing for 98.3 mhz (Doc. 19870-1)—Review board granted application of Windham Broadcasting Group and denied application of Nutmeg Broadcasting Co. for same facilities. Board said Nutmeg failed to substantiate its claim that Windham could not operate its proposed station using operating capital allocated in its application. Windham granted 98.3 mhz, 3 kw, HAAT 340 ft., P.O. address: 38-C Dunfee Lane, Windsor, Conn. 06095. Estimated construction cost \$34,555; first-year operating cost \$3,261; review \$44,000. Format: standard pops. Principals: Kenneth N. Dawson is general manager and stockholder in WKND Windsor, and Mr. Mayer is general manager of WHCN (FM) Hartford, Conn. Action Oct. 23.

## Complaint

■ WBLG-TV and WLAP(AM) Lexington, Ky.—FCC denied application by Tom R. Underwood, former mayor of Lexington, for review of Broadcast Bureau ruling of April 24. Bureau had denied Underwood's fairness complaint against WBLG-TV and WLAP. Bureau said Underwood failed to provide evidence to substantiate his claim of use of wording against him personally on WBLG-TV and WLAP. He also failed to show that WLAP broadcast statement concerning his indictment, Bureau said. Action Oct. 22.

## Other actions

■ Bakersfield, Calif.—Commission authorized three Bakersfield TV stations, KBAK-TV, KERO-TV and KJTV, to test, calibrate and inspect their remote control equipment and trans. at intervals not to exceed one week, instead of every five days as required by rules. Action Oct. 22.

■ KPIX-TV San Francisco—FCC granted application of Westinghouse Broadcasting Co. for renewal of license of KPIX-TV until Dec. 1, remainder of the station's regular license term. In same action, commission denied petition by Committee on Children's Television to deny renewal application. CCT contended that Westinghouse failed to ascertain and be responsive to problems, needs and interests of significant component of KPIX-TV's viewing audience—children under age of 14. Action Oct. 29.



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■ \*WCBN-FM Ann Arbor, Mich.—Commission granted Regents of University of Michigan 60-day special temporary authority to operate noncommercial WCBN-FM on 88.3 mhz, beginning in 45 days. WCBN-FM is licensed to operate on 89.5 mhz. Regents requested STA to determine extent of interference caused by its operation to reception by Ann Arbor viewers of WJIM-TV Lansing, Mich., and whether there are means of resolving such interference (Docs. 19911-4). Action Oct. 22.

■ Kingston, Tenn.—Commission denied request by Kingston Broadcasting Co. for reconsideration of FCC action of May 1, returning Kingston's application for new AM at Kingston. Request was not timely filed, commission said. Action Oct. 22.

## Allocations

### Petitions

FCC received following petitions to amend FM table of assignments (ann. Oct. 31):

■ Crystall Hill, Silverton, Colo.—Seeks to assign ch. 280A to Silverton (RM-2459).

■ WFTW-AM-FM Ft. Walton Beach, Fla.—Seeks to assign ch. 243 to Ft. Walton Beach and reassign ch. 257A from Ft. Walton Beach to Destin, Fla. (RM-2457).

■ Ralph M. Hansen Jr., Holiday, Fla.—Seeks to assign ch. 221A to Holiday (RM-2461).

■ Klear Lake Broadcasting Co., Clear Lake, Iowa—Seeks to assign ch. 276A to Clear Lake (RM-2458).

■ University of Maine, Orono, Me.—Seeks to assign ch. 291 to Presque Isle, Me and reserve for noncommercial use, and to delete ch. 237A from Presque Isle.

■ WTJK Broadcasting Corp., Nanticoke, Pa.—Seeks to assign ch. 272A to Pittston, Pa. (RM-2462).

## Rulemaking

### Petitions

■ Edward M. Johnson, Crossville, Tenn.—Requests amendment of rules regarding acceptance of new AM CP applications and requests for improved facilities of existing stations (RM-2460). Ann. Oct. 31.

■ Henry Geller, Washington—Requests issuance of policy statement or notice of proposed rulemaking in matter of broadcast presentations awarding prizes to home audience based on necessity to listen and involving no skill (RM-2464); and requests issuance of notice of inquiry and proposed rulemaking re formulation of policy or rules to simplify and facilitate early determination of comparative broadcast hearings involving new applicants only (RM-2465). Ann. Oct. 31.

### Actions

■ Commission adopted notice of proposed rulemaking to clarify its rules on calibration of remote control instruments at stations with remote control authorizations. Clarification is proposed on rules involving calibration of remote control instruments, accuracy range of remote meters and logging of results of these calibrations. (Doc. 20215). Action Oct. 22.

■ Commission relaxed, updated and revised provisions found in Parts 1, 73, and 74 of its broadcast rules and regulations as result of continuing study by its Task Force on reregulation of broadcasting. Action Oct. 22.

■ Commission adopted rules permitting use of extension metering of broadcast trans. in its program of reregulating broadcast services. New rules effective Feb. 5, 1975, will permit extension metering without prior FCC authorization, upon compliance with following requirement: Transmitter must be located in same building, not more than one floor from normal operating location; path from normal operating location to trans. may not be longer than 100 ft. and must provide operator with ready access to trans.; required extension meters and monitoring devices must be close enough to operator at normal operating location that deviations from normal indications can be observed. Action Oct. 22.

■ General counsel extended to Nov. 22 time for filing comments, and to Dec. 6 for reply comments, on commission's amendment of rules relating to schedule of fees. Action Oct. 31.

■ KTXL(TV) Sacramento, Calif.—Commission ruled that parent corporations of broadcast licensees may appoint alien officers to nonbroadcast-related positions without its prior consent. Specific commission authorization is required prior to appointment in licensee's parent of elected or appointed alien officer with any broadcast responsibilities. Commission said it found appointment of two alien officers by Business Men's Assurance Co. of America, majority stockholder of Camellia City Telecasters, licensee of KTXL Sacramento, was not contrary to public interest. Action Oct. 22.

## Translators

### Applications

■ Northern Television and Midnight Sun Broadcasters, Cold Foot Pipeline camp; Tonsina pipeline camp; Sheep Creek pipeline camp; Old Man pipeline camp; Crazy Horse pipeline camp; Franklin Bluff pipeline camp; Galbraith pipeline camp; Atigun pipeline camp; Chandalar pipeline camp; Dietrich pipeline camp; Prospect pipeline camp; 5 Mile pipeline camp; Toolik pipeline camp; Livingood pipeline camp; Glenallen pipeline camp; Isabella pipeline camp; and Happy Valley pipeline camp, all Alaska—Seek ch. 7, rebroadcasting KFAR-TV and KTVF Fairbanks, Alaska (BPTTV-5123-56).

■ China Lake Community Council, Inyokern, Armistage Field, Ridgecrest and China Lake, Calif.—Seeks ch. 25, rebroadcasting KVCR-TV San Bernardino, Calif.; ch. 51, rebroadcasting KERO-TV Bakersfield, Calif.; ch. 53, rebroadcasting KBAK-TV Bakersfield; chs. 2 and 57, rebroadcasting KNXT Los Angeles; chs. 4 and 59, rebroadcasting KNBC Los Angeles; chs. 5 and 61, rebroadcasting KTLA Los Angeles; chs. 7 and 63, rebroadcasting KABC Los Angeles; chs. 9 and 65, rebroadcasting KHJ-TV Los Angeles; chs. 11 and 67, rebroadcasting KTTV Los Angeles; chs. 13 and 69, rebroadcasting KCOP Los Angeles (BPTT-2705-14, BPTTV-5157-63). Ann. Nov. 1.

■ Spokane Television, Wahpeton, North Dakota and Breckenridge, Minn.—Seeks ch. 9, rebroadcasting KTHI-TV Fargo-Grand Forks, N.D. (BPTTV-5117). Ann. Oct. 15.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 31 (stations listed are TV signals proposed for carriage):

■ Lower Delaware CATV, Church St., Selbyville, Del 19975, for Selbyville (CAC-4411), Bethany Beach (CAC-4412), Ocean View (CAC-4413), Frankford (CAC-4414), South Bethany (CAC-4415), Millsboro (CAC-4416), Dagsboro (CAC-4417), Millville (CAC-4418) and Sussex county (CAC-4419), all Delaware; Add WHYY-TV Wilmington, Del.; WNJS Camden, N.J.

■ Leadership Cable Systems of Delray Beach, 150 E. Palmetto Park Rd., Boca Raton, Fla. 33432, for Delray Beach, Fla. (CAC-4408); Leadership Cable Systems of Gulfstream, for Gulfstream, Fla. (CAC-4409); and Leadership Cable Systems of Palm Beach, for Palm Beach county, Fla. (CAC-4410); WPBT, WTHS-TV, WLRL-TV, WTVJ, WKCT, WPLG-TV, WLTV Miami; WPTV, WPEC West Palm Beach, Fla.; WKID Ft. Lauderdale, Fla.

■ Gulf Coast Television, 333 8th St. S., Naples, Fla. 33940, for Lee county Islands, Fla. (CAC-4394); Add WEVU Naples, Fla.

■ All-Channel Cable TV of Illinois, 1253 Diamond Ave., Evanston, Ill. 47727, for Chapman Court, Ill. (CAC-4401); WICS Springfield, Ill.; WJIA, WICD Champaign, Ill.; WAND Decatur, Ill.; WILL-TV Urbana, Ill.; WTTV Bloomington, Ind.; WGN-TV Chicago.

■ Sammons Communications, 214 S. Sixth St., Logansport, Ind. 46947, for Logansport (CAC-4397); Add WISH-TV Indianapolis.

■ Six Star Cablevision, 3047 E. Riverview, Bay City, Mich. 48706, for Brighton, Mich. (CAC-4421); Add CKGN Cottam, Ont. and delete WUAB Lorain, Ohio.

■ Macon Video Co., 306 Jefferson St., Macon, Miss. 39341, for Brooksville, Miss. (CAC-4396); WLBT, WMAA Jackson, Miss.; WTOK-TV Meridian, Miss.; WCBT-TV Columbus, Miss.; WBRC-TV, WAPI-TV Birmingham, Ala.; WCFT-TV Tuscaloosa, Ala.; WTVW Tupelo, Miss.

■ Warner Cable of Berlin, 75 Rockefeller Plaza, New York 10019, for Gorham (CAC-4403) and Berlin (CAC-4404), both New Hampshire; All CKSH-TV Sherbrooke, Quebec.

■ Warner Cable of Nashua, 75 Rockefeller Plaza, New York 10019, for Nashua, N.H. (CAC-4402); Delete CHLT-TV Sherbrooke, Quebec and add CKSH-TV Sherbrooke.

■ Clear Television Cable Corp., Box 340, Berkeley township, Bayville, N.J. 08721, for Pine Beach (CAC-3127) and Ocean township (CAC-3763), both New Jersey; Add WBTV-TV Newark, N.J.

■ Vidi-Comm of Saugerties, Box 311, Liberty, N.Y. 12554, for Fayette, N.Y. (CAC-4420); WHEN-TV, WNYX, WSYR-TV, WCNV-TV Syracuse, N.Y.; WHEC-TV WOKR, WROC-TV Rochester, N.Y.; WNEW-TV, WOR-TV, WPIX-TV New York.

■ Souris Valley Cable T.V., West "B" St., Minot AFB, N.D. 58701, for Minot AFB (CAC-4393); KMOT, KXMC Minot, N.D.; KTHI-TV Fargo, N.D.; KXJB-TV Valley City, N.D.; CBWT Brandon, Manitoba; KGFE-TV Grand Forks, N.D.

■ Warner Cable of Coos County, 75 Rockefeller Plaza, New York 10019, for Coos Bay (CAC-4405), North Bend (CAC-4406) and Eastside (CAC-4407), all Oregon; Requests certification of existing CATV operations.

■ Chester County Broadcasting Co., Box 231, Coatsville, Pa. 19320, for Downingtown, Pa. (CAC-4398); KYW-TV, WCAU-TV, WPVI-TV, WPHL-TV Philadelphia; WKBS-TV Burlington, N.J.; WHYI-TV Wilmington, Del.; WOR-TV, WPLX-TV New York; WGAL-TV Lancaster, Pa.; WTAF-TV Philadelphia.

■ North Codorus Cable TV, 2661 Garfield Ave., Silver Spring, Md. 20910, for North Codorus, Pa. (CAC-4395); WLHY-TV, WGAL-TV Lancaster, Pa.; WHP-TV, WTPA Harrisburg, Pa.; WITF-TV, WBSA-TV York, Pa.; WMAR-TV, WBAL-TV, WJZ-TV, WMPB, WBFF Baltimore; WWPB-TV Hagerstown, Md.; WDCA-TV Washington.

■ Warner Cable of Pecos, 75 Rockefeller Plaza, New York 10019, for Pecos, Tex. (CAC-4399); Add KSWB-TV Roswell, N.M.

■ UltraCom, Box 507, Lansdale, Pa. 19446, for Fort Lewis, Wash. (CAC-4422); KOMO-TV, KING-TV, KIRO-TV, KCTS-TV Seattle; KSTW, KTVW, KTPS Tacoma, Wash.; KPEC-TV Lakewood Center, Wash.; KPTV Portland, Ore.; CBUT Vancouver, British Columbia.

■ Crystal Cablevision, 525 15th Ave. E., Seattle 58102, for Medina, Wash. (CAC-4400); KOMO-TV, KING-TV, KIRO-TV, KCTS-TV Seattle; KSTW, KTVW, KTPS Tacoma, Wash.; KTXL Sacramento, Calif.; CBUT Vancouver, British Columbia.

### Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: TeleMedia Company of Lake Erie, Austinburg township (CAC-4010) and Jefferson township (CAC-4011), both Ohio; Telesystems Corp., Meriden (CAC-4043), Prospect (CAC-4044), Cheshire (CAC-4045), Wolcott (CAC-4046) and Southington (CAC-4047), all Connecticut; Piper City Cable TV, Piper City, Ill. (CAC-4065); Litchfield-Pawleys Island CATV, unincorporated areas of Georgetown county, S.C. (CAC-4072); Great Lakes Cable Co., Manalona, Mich. (CAC-4076); Central Cablevision, Purcell, Okla. (CAC-4081); Shiner Cablevision, Shiner, Tex. (CAC-4177); Storer Cable TV, Suisun City (CAC-4154) and Rockville area of Solano county (CAC-4155), both California; Television Transmission Co., Spring Valley, Ill. (CAC-3); Leadville Cable TV, Leadville, Colo. (CACR-9); Salida Cable TV, Salida, Colo. (CACR-10); Mt. Oliver Cable TV Co., Mt. Oliver borough, Pa. (CAC-2744); Casco Cable Television, Brunswick, Me. (CAC-2875); TV Cable Co., Elizabethtown, Tenn. (CAC-3131); Thomas TV Cable Co., Thomas, Okla. (CAC-3709); Mount Cities TV Cable, Mount Pleasant, Tex. (CAC-3753); Teleprompter Gulf Coast CATV Corp., Hillsborough county, Fla. (CAC-3946); Pine Bluffs Community Television System, Pine Bluffs, Wyo. (CAC-3960); Sleepy Eye CATV, Ghent (CAC-3967) and Lynd (CAC-3968), both Minnesota; Spirit Lake Cable TV, Spirit Lake, Iowa (CAC-3982); TeleMedia Company of Lake Erie, Jefferson, Ohio (CAC-4009).

■ Jefferson, Middletown and Braddock Heights, Md.—FCC granted Frederick Cablevision certificates of compliance to begin cable service at Jefferson, Middletown and Braddock Heights. Communities are located in Hagerstown, Md., smaller TV market. Frederick Cablevision proposed to carry WHAG-TV and WWPB-TV Hagerstown; WMAR-TV, \*WMBB, WBAL-TV and WJZ-TV Baltimore; WRC-TV, WTTG, WMAL-TV, \*WETA-TV and WTOP-TV Washington; and \*WNVN Goldvein, Va. Action Oct. 22.

■ Gloucester City, N.J.—Commission granted Clearview Cable Corp. certificate of compliance to commence cable service at Gloucester City, N.J., located in Philadelphia-Burlington, N.J., major TV market. Clearview proposes to carry KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV Philadelphia, and \*WLVT-TV Allentown, N.J.; WKBS-TV Burlington, and \*WNJS Camden, N.J.; \*WHYY-TV Wilmington, Del. and WOR-TV and WPIX New York. Action Oct. 22.

■ Littlestown, Pa.—FCC granted Littlestown Telecable Corp. certificate of compliance to begin cable service at Littlestown, community in Harrisburg-Lancaster-York, Pa., major TV market. Littlestown proposed to carry Pennsylvania stations WGAL-TV Lancaster; WHP-TV and WTPA Harrisburg; \*WITF-TV Hershey; WBSA-TV York; Maryland stations WHAG-TV Hagerstown; WMAR-TV, WBAL-TV, WJZ-TV and WBFF Baltimore; and WTTG and WDCA-TV Washington. Action Oct. 22.

### Rulemaking

■ Henry Geller, Washington—Requests revision of procedural rules (1) to make expert rules applicable to contested cable TV adjudicatory proceedings; (2) to require commissioners and top staff members to maintain public log of all outside contacts relating to pending matters; (3) to open to public all special commission meetings dealing with informal rulemaking matters; and (4) to adopt special procedures to avoid undue delay in informal rulemaking proceedings (RM-2466). Ann. Oct. 31.

# Classified Advertising

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

## RADIO

### Help Wanted Management

**Experienced Salesperson**, ready to manage small market, five person sales department. Upper Midwest. Salary and override. Start after holidays. We've got growing pains. Box M-30, BROADCASTING.

**Director of Stations' Development.** Direct membership/underwriting efforts for public radio stations. Strong broadcasting background/BA. Salary commensurate on experience. Apply to: Douglas Vernier, KHKE/KUNI, University of Northern Iowa, Cedar Falls, IA 50613. UNI-affirmative action employer.

### Help Wanted Sales

**Sales-Announcer.** Well accepted single market. New York State. Box M-75, BROADCASTING.

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, KCRG Cedar Rapids, IA 52406.

**Experienced account executive**—Lincoln, Neb. (pop. 165,000). Top ARB ratings (18-34). Five figure salary, commission KFMQ Radio, 1025 Terminal Bldg., Lincoln, NE.

WHRT Hartselle, AL and KPXE Liberty, TX needs aggressive, sharp radio sales people. Willing to work and grow with a chain. Write or call Wally Sparks, WHRT, Longhorn Pass, Hartselle, AL, 205-773-2558.

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

**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.

**Radio Sales Professional.** Top rated WKSS in Hartford, CT, needs a successful, goal oriented radio salesperson. Heavy on retail sales. If you can sell this highly rated, accepted property, you'll earn \$15,000 plus. Call: Perry S. Ury, Vice President, General Manager, 203-243-9577.

**Beautiful Oregon**, want a change of pace? A real challenge with loads of potential? Small market, good salary plus commission stock opportunity and a great place to raise a family or retire. Experience in sales helpful. Send resume first letter. Struck & Associates, Inc., Box 627, LaGrande, OR 97850. Need immediately.

**Sales Pro**—MOR, heavy sports and news profile. Southern Illinois University within exclusive sales territory. Station broadcasts SIU Sports. Beautiful growth area, excellent recreational, shopping facilities. Great opportunity for successful salesperson with expanding radio group. EOE/M-F. Call Charlie Powers, President, 415-376-0397. P.O. Box 68, Moraga, CA 94556.

**Professional opportunity.** College preferred. Requires experience, personality, dedication, hard work. Appreciate successful FM beautiful music format. Guarantee, commission, profit sharing, and more. Tony Warren, P.O. Box 10404, Raleigh, NC, Southern Broadcasting Company.

### Help Wanted Announcers

**Mature, experienced person** desired for news and dj 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/Salesperson**—Need experienced morning drive announcer for Southwest medium market contemporary AM station. Sales experience preferred. Box M-63, BROADCASTING.

### Help Wanted Announcers Continued

**Disc Jockey**—Salesperson, small market, near Syracuse, NY. Box M-76, BROADCASTING.

**Talk Show Host**—One of South Florida's most respected radio stations needs an experienced talk show host with good commercial voice that can stay moderate and play devil's advocate. We offer good opportunity, good pay, good working conditions and long term employment position. Includes decision making and some production. Equal opportunity employer. Box M-101, BROADCASTING.

**Central Texas FM** needs experienced combo news/announcer. Send tape and resume to KLSN, 300 North Main Bldg., Brownwood, TX 76801.

**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.

**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.

**Small market MOR** Contemporary station has immediate opening for announcer with News and DJ experience. Five day, 40 hour week. Include tape, references and salary requirements. WESB Radio, 43 Main St., Bradford, PA 16701, c/o Wm. Winn, Prog. Dir.

**Announcer/Newsreader** who'd like small station operation. \$150 with experience. Third endorsed. Send tape, resume, writing sample to WHTG AM/FM, Eatontown, NJ 07724.

**Northeast country music** giant, WOKO Albany-Schenectady-Troy wants to hear from a mature, experienced, hard working country pro who can do it all and is looking for a solid station group with a future. Responses confidential. AA/EOE. William A. Musser, General Manager, 41 State St., Albany, NY 12201.

**Eastern medium market AM** station. Immediate opening for talented afternoon individual. Engineering duties require 1st ticket. Send tape and resume to: WSEB, P.O. Box 38, Elkton, MD 21921.

If you are young, but mature sounding and "hip" to adult rock and jazz, a major market Philadelphia radio station is looking for you. No prima-donnas, announcer types, top 40, screamers or bubble gum. If you're there, send tape, resume, and recent photo to P.O. Box 21593, Philadelphia, PA 19131. Equal opportunity employer.

**Expanding radio group** looking for personality Rock and MOR announcers. To be considered send tape, resume, requirements to 19230 Mercer Road, Bowling Green, OH 43402.

### Help Wanted Technical

**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-159, 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.

**Outstanding Opportunity!!** For engineer or assistant chief with four years or more experience who wants to move up to chief of an AM-FM in Missouri. There is much potential here for the capable individual who has pride in his product. EOE. Send resume to Box M-18, BROADCASTING.

**Engineer for AM**, automated FM stereo. Good equipment. Good working conditions. Excellent opportunity. Midwest. Salary open. Send resume Box M-27, BROADCASTING.

**Chief Engineer for AM**, automated FM. Some announcing. \$650.00 month to start. Upper Midwest. Box M-31, BROADCASTING.

**Opening now** for tech person experienced with AM and FM proofs, maintenance, etc. Also will need some knowledge of automation. Salary depends on ability and/or experience. Box M-72, BROADCASTING.

### Help Wanted Technical Continued

**Transmitter design engineer.** Design AM transmitters to 1,000 watt level. Min. req.: BSEE and FCC 1st 'phone ticket. At least one prior job as CE with an AM station. Equity position possible EOE. 415-751-1974 or Box M-91, BROADCASTING.

**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-KFMA Magnolia, AR. 501-234-5862.

**WDEW Westfield and WARE, Ware, Massachusetts** need an engineer. Excellent salary plus top benefits. Contact Mr. Vaughan or Mr. Roberts at WARE.

**Engineer/Announcer:** young, eager, responsible, first phone. Do maintenance and airwork. Resume and tape to: Tom Mann, C.E., WINA, Box 1230, Charlottesville, VA 22902.

**Engineer, \$150.00 a week,** WPRT Radio. Telephone 606-886-2050 or 606-886-6191. D. C. Stephens, owner.

**Midwest 4 station AM-FM group** seeks First Class Engineer for full time AM for studio and transmitter maintenance and operation. No announcing required. Excellent fringe benefits including hospitalization, life insurance, and profit sharing. Send resume including salary requirements to Vic Voss, Chief Engineer, WWCA, 545 Broadway, Gary, IN.

### Help Wanted News

**Newsreader** needed for 10,000 watt Radio Station Mid-South. Top 100 Market. Requirements: imagination, inventiveness and ability to work with management. An Equal Employment Opportunity Station. Interested, Box M-43 BROADCASTING.

**Director of Interfaith Broadcast News Agency.** Wanted January 1975, experienced radio news person with good voice to work with wide range of religious groups. State salary requirements and send resumes to Box M-82, BROADCASTING.

**Top-Rate adult station** in Midwest expanding news staff needs high-caliber newpeople. Top earnings in market area, plus guaranteed pay hike, plus fully paid fringe benefits. Send tape and resume to News Director, KBCM Radio, Box 1737, Sioux City, IA 51105.

**Wanted—2 professional newpeople** with heavy background in the following areas. Delivery, adlib, mobile reporting and digging. Send samples of your work in the above areas to Mike Anthony, News Director, KLAQ AM-FM, 7075 West Hampden, Denver, CO 80227. Equal Opportunity Employer.

**Newsreader.** Authoritative voice, brick delivery, aggressive news gatherer for top-rated contemporary station with solid news operation. Short news tape, resume, sample news copy to Durham Caldwell, WHYN, Springfield, MA 01101.

**Gutsy sports news reporter,** Top 5 market. Someone who uses actuality and comment to make the game live. No p-b-p. Tape and resume to Barnako, 472 Lakeside Place, Highland Park, IL 60035.

### Help Wanted Programing, Production, Others

**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.

**Beautiful Music Operations Manager.** Mature, responsible, professional, to lead staff. Production. Creative Copy. Good pay. Midwest Metro, Box M-65, BROADCASTING.

**Q-Rock Programmer** with ideas, voice, maturity. Total responsibility at #1 Midwest Metro. Air shift. Pros only. Box M-67, BROADCASTING.



## Help Wanted Programing, Production, Others Continued

**Administrative Assistant** to the Station Manager. Creative person may earn title of Program Director. 1,000 watt station—community and campus oriented. Duties involve scheduling of air programs and taping; effecting a liaison between the station and program coordinators; supervising news, public affairs, DJ staff and related tasks. 3rd class endorsed ticket required. Starting salary \$10,123. Fringe benefits. Resumes to Mr. Ralph Paul, Station Manager, WHPC-FM, Nassau Community College, Garden City, NY 11530. Resumes must be postmarked no later than December 6th. An Equal Opportunity/Affirmative Action Employer.

**Farm Broadcaster** for midwestern network. Produce and air early morning farm show. Need strong farm knowledge, and broadcasting experience. Send tape, resume, and salary requirements to: Dennis Feicke, P.O. Box 2901, Bloomington, IL 61701.

**Radio Program Producer.** Experienced, creative production engineering skills, knowledge of rock music and good voice required. 212-585-2717.

**Broadcast journalism teacher** starting Fall 1975 for new professional program in integrating predominantly Black university in Florida capital. Expertise in television, radio news reporting, public affairs programming, TV newsmag essential. Ph.D. desirable; 4 years radio-TV news experience mandatory. Rank, salary negotiable but \$13,500 base for assistant professor (9 months). Equal Opportunity and Affirmative Action Employer. Contact Robert Ruggles, Chairman, Journalism, Box 14, Florida A and M University, Tallahassee, FL 32307.

## Situations Wanted Management

**Major Market General Manager**, young, energetic, experienced. Presently employed, impeccable background. Strong local and national sales experience, programming, FCC rules, promotion, the works. Take charge guy. Box M-46, BROADCASTING.

**Experienced Radio Broadcaster.** Div. VP of major group, GM of Top 50 mkt. station, GSM national rep. firm, AE at NYC station, sales development/promotion for leading TV rep. and NYC TV independent. Excellent record. Solid, dependable performance. Desire meaningful management/sales post with group or major station, New England/Eastern Seaboard preferred. Box M-47, BROADCASTING.

**Station being sold.** Current successful GM seeking similar position. Strong on sales, administration, P&L, FCC, Renewals, motivation. Professional, community-active. References. Box M-53, BROADCASTING.

**General Manager, 32, 1st Phone,** family, record of success, sales/management pro, seeking permanent home. Presently employed. Box M-61, BROADCASTING.

**Christian Manager** seeks station with owners first purpose to serve the Lord. 10 years experience. Box M-69, BROADCASTING.

**Over twenty years general manager, sales manager,** small-medium markets. College, top references, aggressive, competent. Box M-78, BROADCASTING.

**MOR/Modern Country PD** with proven record and major market numbers. Box M-88, BROADCASTING.

**Guarantee** put your station in black. No gimmicks, just hard work, know how. Presently manager successful metropolitan station. Twenty-five years, top salesman, recruiter, trainer. Best references. Box M-94, BROADCASTING.

## Situations Wanted Sales

**Heavyweight salesman** looking for a move offering growth and security. Consider sales and/or management. Reply to Box M-81, BROADCASTING.

**Eight year communications pro** has done everything else, now wants to help you sell. 412-833-4347.

**Solid sales and promotion experience.** Good community service record. Aggressive, responsible, adult, college. Major market track record but quality opportunity more important than city size or job title. West, Midwest. P.O. Box 11, Wheatridge, CO 80033.

**Aggressive in sales and promotion,** knowledgeable in administrative procedures, and FCC rules and regulations. Former general manager of small UHF station. Station 1 was with was sold. 31 years old, college degree, 1st FCC, excellent track record, desire small or medium market. Will relocate anywhere. 816-333-3424. 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.

## Situations Wanted Announcers Continued

**Third Endorsed** looking in Pennsylvania for progressive Top 40. (Want to make hits, preferably as MD.) Dependable, eager, willing to learn, have ideas. Box M-28, BROADCASTING.

**FM personality** with first phone and major market experience can make you a winner. Box M-52, BROADCASTING.

**Sports announcer,** will also do DJ and news work. 4 years at college station, 1 at commercial outlet. 3rd phone endorsed. Masters degree communications, St. Louis U. Available now. Preferably IL, IN, MO area though not mandatory. Tape, resume on request. Box M-64, BROADCASTING.

**Help! Need morning slot** in sm. or med. mkt. 5½ yrs. exp. in DJ, PBP, news. TV also with first phone. \$800 min. Sorry, no air check avail. Box M-96, BROADCASTING.

**Limited experience—DJ,** tight board, good news and commercial. Will relocate. Box M-106, BROADCASTING.

**Contemporary/Top 40, Midwest or?** Experience, music, news, some PBP. Good production, personality, with 3rd endorsed. 27, married. Joe West, 524 Oglesby Ave., Calumet City, IL 60409-312-891-1258.

**First Phone, pleasant voice,** will relocate, 24, 2 years experience. Desire progressive, will give 100% to any format. Rich Williams, 458 Highcrest Dr., Wilmette, IL 60091.

**Looking for Contemporary MOR or Top 40.** Up tempo, conversational approach. Eight years experience, good production, 1st. Dick Houser, 5421 Fifth Avenue, Fort Myers, FL 33901.

**DJ with great music mind.** B.A., 3rd class. Will work anywhere. Rock-jazz. Excellent references, resume, tapes upon request. Peter Shendell, 911 Oakland Ct., North Bellmore, NY 11710. 516-781-9021.

**Announcer,** looking for first break. Good news, commercials, production, tight board, will relocate. Tom Giambone, 2570 Poplar St., Bronx, NY 10461. 212-892-7363.

**Young, pleasant personality.** 1st phone engineer at TV, radio station. Also production, authoritative news, believable commercials and weather. College radio experience. Willing to accept a challenge. Single, can relocate. Tape, resume available. Contact Jonathan Warner at 12 White Oak Drive, Livingston, NJ 07039 or call 201-992-0802.

**Dependable Jack** with experience looking for a good opportunity in medium or large market. Mike Roberts, 615 Garland St., Phila., PA 19120. 215-533-7940 after 6 p.m.

**Send me in Coach!** 4 years play-by-play major university sports director, newsroom and field reporting, tight board, 3rd Endorsed, what more can I say? I produced Ernie Singer, 604 Doane Ave., Claremont, CA 91711, 714-624-0380 (weekdays 714-623-5525).

**Top-Five Market drive personality** with first, available due to format change. 5 yrs. exper., 30, married. Modern country or MOR. PP, MD possibilities. Larry Wade, 313-398-2354.

**Sportscaster + play-by-play,** 1 year experience eastern market radio stations as sports correspondent. B.A. radio-TV. Willing to relocate. Tom Edwards, 5436 S. Laramie, Chicago, IL 60638. 312-767-7396 evenings.

## Situations Wanted Technical

**Group chief, 25 years experience,** AM, DA, FM, stereo, remote control, automation, etc., desires change to the south. Would consider field rep. or equipment sales. Box M-41, BROADCASTING.

**Seek Chief Job.** 1st 'phone since 1951, 2nd 'telegraph with ship radar endorsed. Excellent heavy theory. Non-drinker, bondable, 39, single. 'Ham'. AM and/or FM, any size, any market. \$12K min. please. 415-751-1974 or write Box M-83, BROADCASTING.

**Young, experienced Chief** looking for work in medium market near college for part time masters study. First phone, B.S., married. Now working in major market. Phil Hejmanek, 46 Stonegate, LaGrange Park, IL 60525.

**Broadcast Engineering student** with first class FCC license looking for work in N.H. area. John Syngejski, 35 Heard St., Chelsea, MA 02150, 617-884-4788.

## Situations Wanted News

**Top Southeastern Newscaster** seeks news directorship at medium to metro market station, where news is not just an FCC commitment. Box M-6, BROADCASTING.

## Situations Wanted News Continued

**Aggressive news director.** 19 years varied experience in news & public affairs, diplomatic administrator, excellent editorialist, stable, top references, authoritative bass delivery, perfect pronunciation in six languages. Would like to talk with manager who considers news a saleable commodity & not a programming-by-product. What can you offer? Box M-36, BROADCASTING.

**12 years in journalism,** broadcasting. Former news director and network radio correspondent prefers news director slot. Strong on local news, self starter. Can do it all. Box M-34, BROADCASTING.

**have a metro station** with a sluggish news department or need to build one? Experience available. Box M-87, BROADCASTING.

**News person, good writing,** great delivery, looking for 1st break. College grad., relocate. Box M-90, BROADCASTING.

**Skilled newsmen, producer writer.** 3 yrs. experience plus Masters Degree. Seeking serious medium market news operation. I'm your hardworking, dedicated professional. Box M-97, BROADCASTING.

**Veteran newscaster and editor** seeking on-air position. Experienced in all phases of news coverage, including mobile reports, interviews, taped actualities, UPI Audio. Major market experience, San Diego. Have been at present station 8 years; previous station 8 years. Seeking change following sale of present station. Jack Duane, KVMN, 2828 West Northern, Pueblo, CO 81005. 303-564-5450.

**Knowledgeable young and aggressive radio-TV grad.,** seeks sportscaster/PBP combination. NIT and bowl game experience. Don Gorski, 617-592-7714.

**Young experienced announcer** with mature voice, first ticket, play by play experience, and good attitude, looking for a combination news/sports position with growing station. For TRP call 316-682-9521 or write 4043 Regents, Wichita, KS 67208.

**Experienced news person,** three years. Send for tape, resume, and examples of work to Box 281, Mason City, IA 50401. 1-515-424-9569.

**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

**Operations Manager-News Director,** highly experienced in all phases of Major-Medium Market programming, production, music and news. Consider Telephone Talkshow.. First Phone. Box M-55, BROADCASTING.

**Presidential Campaign '76,** Covered from New Hampshire to November. Two political experts on the trail exclusively in your market. This is not too early. Box M-84, BROADCASTING.

**Now available** in your area, and complete in one package, the answer to your stations problems in traffic, copy, production, news, billing, affidavits, promotion, photography, printing and more! Comes complete with wife and two children. All four willing to relocate. Write today for more information. Box M-86, BROADCASTING.

**First phone.** Nine years experience. Articulate, smooth, great voice! A country/contemporary program director who will take charge! Top air work! Excellent production! 406-452-5732.

**Contemporary Top-40.** Program director, DJ, MD. 13 years experience, medium market. Kris Shay, 513-274-1609.

**Creative Producer,** commercials, promos, and specials. Polished, innovative production, strong on writing. Additional plus: experienced extra voice to augment overall air sound. Interested in a contemporary West Coast radio station with a hankering for craftsmanship. 815-286-7754.

**West Coast or South, Country PD** tired of format changes, 3rd in year. Programing, production, news, talk. Call 517-892-0863.

## TELEVISION

## Help Wanted Sales

**Major Market UHF independent television station** in the East seeks aggressive, hardworking salesperson who can show immediate and dynamic sales growth from an established list. Excellent income and management potential. Write Box M-59, BROADCASTING.

## Help Wanted Sales Continued

Experienced retail TV executive salesperson to fill immediate opening in large Northeast Market. An equal opportunity employer. Box M-77, BROADCASTING.

Excellent opportunity for an aggressive individual with unusually dynamic sales drive and imagination. Will consider persons without prior broadcast sales background. Attractive income and management potential. Write: General Sales Manager, WSNL-TV, Channel 67, Central Islip, New York 11722.

## Help Wanted Technical

Videotape Expert needed in top 15 market in Northeast by major group broadcaster. Must be experienced in videotape maintenance and editing. Prefer experience on RCA equipment. Good salary for right individual. Excellent fringe benefits. Equal Opportunity Employer. Send resume to Box M-48, BROADCASTING.

Needed At Once, Top 10 market UHF seeks Air Operations Engineer with active "Hands-On" switching experience. Able to operate 2" VTR's, cameras and film chains. Must have 1st phone license MOR salary offered. Equal Opportunity Employer. Box M-104, BROADCASTING.

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.

Excellent opportunity for Maintenance Engineer. Minimum five years exper., good educ., background. Job includes all phases, TV, AM and FM. Write or call Charles Abel, KFMB, 1405 Fifth Avenue, San Diego, CA 92101.

Opening for Studio and Transmitter Engineers. Excellent working conditions. Paid vacation, holidays and sick leave. Located in the Garden City of the South, home of the Masters Golf Tournament, Augusta, Georgia. Send resume to Chief Engineer, Post Office Box 6068, North Augusta, SC 29841.

TV engineer, Midwest university. Must be strong on maintenance. Must maintain and operate broadcast quality black & white cameras and associated equipment along with an extensive MATV Distribution System. Must have quad & helical experience. 312-583-4050 x.213.

Maintenance and operations engineer needed for University color television production center. Equipment includes: Ampex 1200s, GE color cameras, digital switchers with grass valley effects. Send resume and salary expectations to: Dr. Charles Anderson, Director of Media Services, Academic Complex, Western Kentucky University, Bowling Green, KY 42101. Western Kentucky University is an equal opportunity employer.

## Help Wanted News

Newsperson: Recent journalism grad interested in becoming TV field reporter. Standards high, hours long, opportunity superb. An equal opportunity employer. Box M-12, BROADCASTING.

Anchor. Wisconsin VHF looking for Producer-Ancor for top-rated 10 PM News. Send complete resume and salary requirements. E.O.E. Box M-51, 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.

News Director, Triple thread person who can administer award-winning five-man news department. Contact manager, WBKO, Bowling Green, KY. Equal Opportunity Employer.

## Help Wanted Programing, Production, Others

General Manager: Strong entrepreneurial type-proven ability for all aspects of fast growing small independent. Part ownership, other incentives for right person. Send salary requirements, complete resume. Box M-44, BROADCASTING.

## Help Wanted Programing, Production, Others Continued

Wanted, a Director with creative and experience in news and production. Looking for individual with capabilities of switching own show. Position to be available soon in Midwest Market. Send full details and salary requirement to Box M-68, BROADCASTING.

Midwest medium market UHF net affiliate needs young aggressive program director. Must have follow through, creative ideas, and the ability to direct our greatest asset, people. Send resume and salary requirements to Box M-85, BROADCASTING.

Director/Producer, Network O&O has immediate opening for qualified Director/Producer. Minimum experience 5 years. Should have done documentaries, news and children's programing and have national award credit. Send resume only. Videotapes will be requested. An Equal Opportunity Employer. Box M-95, BROADCASTING.

Las Vegas Independent wants dynamic production manager to develop and implement a promotion program. This includes preparing sales department visual aids, newspaper ad copy and layout, radio promos, internal on-air promos, and a station brochure. Creative applicants should send complete resume, salary requirements, and non-returnable Xerox samples of representative work done for present and past employers. Write only: President, KVVU, Henderson, NV 89015.

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 programing 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.

Major Market Station has opening for Writer-Producer in creative planning department. Experience especially in commercial writing. Send resume to Personnel Director, P.O. Box 2536, Charlotte, NC 28201. Equal Opportunity Employer.

## Situations Wanted Management

General Manager-Sales Manager, etc. Thoroughly experienced and successful all phases, including station-ownership. Special expertise in management, sales management-sales (national, regional, local), programing, film-buying and booking, production, network newscasting-announcing, promotion, community involvement; challenges. Outstanding credentials! Since 1944 have practiced radio 12 years; television 18 years. Age 45. Degreed. Sales and programing specialist! Accustomed to formidable challenges and much responsibility. Aggressive, quality competitor ready for new challenge, offering opportunity to earn commensurate income. Can increase, substantially, your profits and prestige. Box M-79, BROADCASTING.

## Situations Wanted Announcers

Have talent/will travel, completing B.S. in Broadcasting, seeking announcing-reporting position, television experience. Resume, VTR, etc., available. Barrington Johnson, 800 South National, Springfield, MO.

## Situations Wanted Technical

Chief of Clark U. 15 years experience. Desire responsible position with stable Midwest broadcaster. Box M-45, BROADCASTING.

## Situations Wanted News

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.

Three years experience. Reporter, anchorman, producer, news director. Want medium to major market committed to quality news. Box K-183, BROADCASTING.

Experienced Newsmen/Switcher, desires relocation. 1st phone. VTR. Excellent references. Box K-215, BROADCASTING.

Sports veteran wants active field reporting and on-air back-up position. Box M-14, BROADCASTING.

Sports. Two years of strong air experience. Personable and consistent, on air and off. Photography. Local emphasis. Box M-17, BROADCASTING.

Sports professional, 3 years in Top 15, 4 in Top 50. Seeking solid opportunity. Box M-58, BROADCASTING.

Sports. Anchorteam axed, 8-year veteran available, not greedy. Extremely knowledgeable, up-tempo, visual sportscast, features and specials. Would consider news position. Box M-60, BROADCASTING.

## Situations Wanted News Continued

Experienced newswriter and reporter seeks new environment. Young, aggressive, 6 years broadcast work in Boston, London, and Washington. Will relocate. Box M-74, BROADCASTING.

Skilled newsmen, producer, writer. 3 yrs. experience plus Masters Degree. Seeking to move from radio to serious TV news operation. I'm your hardworking, dedicated professional. Box M-98, BROADCASTING.

Reporter, MS Broadcasting Journalism. Versatile, good writer. Need break. Video tape available. Box M-102, BROADCASTING.

Young, experienced anchorman-reporter. Excellent, well-rounded background: freelance, radio, TV, on air and reporting, hard and feature. First-rate materials and references. Box M-103, BROADCASTING.

News Director, 20 yrs. experience all phases, will relocate; top references, 15-16M; available immediately, 316-722-6070.

Meteorologist with degree, young, with radio experience, desire small or medium market. First rate forecasts, good voice, pleasant personality. Paul Barys, 3527 Walnut, Wilmette, IL 60091, 312-251-1817.

## Situations Wanted Programing, Production, Others

Producer/Director: Broad VTR and film background, last 9 years New York City local station, desires to relocate in Northeast or Mid-Atlantic states. Box M-1, BROADCASTING.

You've Aired My Promos, now I want out of NYC. Prefer Mid-Atlantic reg. Young, creative, degree. Box M-9, BROADCASTING.

Filmmaker. Experienced in all phases. Young, R-TV degree, seeks film or production position with challenge and potential. Box M-42, BROADCASTING.

Production Manager/Producer-Director with 16 years experience in television production seeks new opportunity. Box M-57, BROADCASTING.

Experienced CCTV and videotape producer-director, seeks beginning directing position in broadcast television. Box M-100, BROADCASTING.

Six years production experience from studio to production director. Heavy remote background. 602-992-5092 mornings.

Producer/Director/Writer—B.A. advertising, M.A. radio-TV-film. Director experience, including news, at Top-40 VHF. Write Dale Laackman, 10229 Riley, Zeeland, MI 49464.

## CABLE

## Help Wanted Management

Immediate system management opening with leading Midwest cable operator. Our client wants candidates who have graduated from college within the last three years, including June, 1974, graduates. Salary negotiable. Call Fred Harms, Management Consultant, at 312-693-6171.

## Help Wanted Sales

Young, aggressive time salesperson wanted for new full color studio and mobile local programing service with 58,000 potential. Big Valley Cablevision, Inc. 4955 West Lane, Stockton, CA 209-466-1567.

## Help Wanted Technical

Full charge chief engineer for small growing cable system, warm resort area. Maintain head end, supervise small work force, change poles, handle weather-related problems and power failures. Prefer single, sober, shirt-sleeve worker. Equal Opportunity Employer. Send salary requirements, references and background to Box M-89, BROADCASTING.

## Help Wanted Programing, Production, Others

Director of Policy, Planning and Research, State Cable Television agency seeks individual with telecommunications experience and an advance degree in finance, economics, or law to direct policy planning and research activities. Salary \$14,500. We are an equal opportunity employer. Send detailed resume to Box M-49, BROADCASTING.

Cable Television Analyst, State Cable Television agency seeks individual with thorough knowledge of cable industry and specific background in financial or accounting practice to assess efficacy of rate regulation. Salary \$13,700. We are an equal opportunity employer. Send detailed resume to Box M-50, BROADCASTING.

## WANTED TO BUY EQUIPMENT

Pair Ampex 2000B Recorders, Velcomp, Mincom, Editex, Air. Complete, with spare head. Good condition. Full details please. Box M-99, BROADCASTING.

## FOR SALE EQUIPMENT

G.R. 916A R.F. Bridge. Clean condition and calibrated, \$375. Box M-93, BROADCASTING.

(2) TK42's complete C.C.U., monitoring and cableing. In very good condition. Contact Alan Nuzum, C.E. 806-383-3321, KAMR-TV, Amarillo, TX.

For Sale RCA IT25BL Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6511, T. Frank Smith.

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.

For Sale: Approximately 2,000' 51.5 ohm 3/8" flanged Stearite used transmission line. Line in excellent condition—removed due to complete transmitter plant replacement. Contact Jack Jopling, Chief Engineer, WJBF-TV, Augusta, GA. Telephone 404-722-6664.

UHF Transmitter, Model TT-24A 12.5 kw, tuned to Ch. 56. Includes output combiner, pumps and heat exchanger. Does not include klystrons. This transmitter must be moved, make an offer. Call or write R. A. Lipson, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125. 617-288-3200.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

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.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

Ampex AG 440C, mono or stereo, brand new, 6 in stock, for immediate shipment. Call today 305-776-4762, Broadcast Automation Assoc., 5199 N.E. 12th Ave., Ft. Lauderdale, FL 33334.

New Fidelipac Cartridges, wound to any length. 1.50 to 2 1/2 min., 1.75 up to 10 1/2 min. Audiopak A-2 cartridges at big savings too. Largest Stock in Rockies, Lowest Prices Anywhere, Fast Service. Idaho Magnetics, 104 Anderson, Caldwell, ID 83605. Call us collect for orders and information, 208-459-8591.

For Sale: Gates "President" Audio Console, Dual Channel, B mixer, 4 pre amps, Monitor amp, Cut amp and 2 program amps. 4 years old—\$1,250.00. Videocom, Inc., 502 Sprague Street, Dedham, MA 02026. 617-329-4080.

## COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Library, 504 Short Old-Time Comedy "One-Liners" by over 50 famous comedians. Pennies per day. Demo-information, Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011. 703-342-2170.

Thunderbunzz. Current comedy to make you funny every day in a different way. Sample free or send \$5.00 for first month. Thunderbunzz, P.O. Box 222, Belgrade, MT 59714.

Say something funny, instantly. Writers for Carson, Tyler Moore, Steve Allen, Skelton reveal comedy formulas in do-it-yourself book. \$4. Jack Posner, 220 Madison Ave., New York, NY 10016.

## 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.

## Miscellaneous Continued

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

## INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute formerly Elkins Institute, 8010 Blue Ash Road, Cincinnati, OH 45236. telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

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.

FCC license. Don't memorize. Prepare the right way, through understanding. Free catalog. Home study. Genn Tech., 5540 Hollywood Blvd., Hollywood CA 90028.

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around; June 1st, Sept. 2nd, Jan. 2nd, April 1st. Enroll now! Write Dave Button, Mgr., school of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

## RADIO

### Help Wanted Announcers

#### MORNING PERSON

AND PRODUCTION PERSON  
Heavy bread paid for hilarious, heavyweight morning person with good set of pipes, for #1 rated Top 40 Midwest Rocker. Also need dynamic Production Director. Experienced only need apply. Send tape and resume to J. W. Bernstein, 763 North 3rd Street, Minneapolis, Minnesota 55401.

### Help Wanted Production, Programing, Others

One of the most interesting, highest paid farm directors jobs in the country will be available shortly. Must be NAFFB 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.

### You belong in

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## Situations Wanted Management

36 yr. old major mkt, broadcaster looking for GM position with equity in small or medium size mkt. Extensive sales, sales management and GM background. Record setter with proof, medium and major mkt. experience. Married w/family and community minded. Top references and credentials in the broadcast industry. Will move anywhere for the right opportunity. Call Doyle Peterson 503-645-2706 or 503-965-6679.

## Situations Wanted News

**BYRON MacGREGOR  
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Those names make up the core of the most talked about News Department in North America. Now, you can put them on your news team.

The Detroit Free Press calls the CKLW News Department the "undisputed front runner" in its class. The people who make CKLW News dominant in Detroit can do the same for your station, in your market.

In order to provide the maximum in service for our clients, our consultancy will be limited to a small number of stations which want news to be more than a commitment.

An early inquiry is suggested

Phone: (313) 963-1567

Or Write: P.O. Box 1323-A  
Detroit, Michigan 48232

## Situations Wanted Programing, Production, Others

### ATTENTION COLLEGES

Am selling my radio station which I have personally operated for a number of years, and now wish to enter communications teaching on the college level. Have unusually extensive 30-year background in every operational and management aspect of television and radio, except engineering, including corporate executive in broadcasting groups, TV and radio station ownership. Have B.S. degree in Journalism. Can supply impeccable references. Expect to be available summer of 1975.

Box M-13, BROADCASTING

## TELEVISION

### Help Wanted Sales

#### 20M TO START

#### 50M OBTAINABLE QUICK

Sales oriented, strong closer. Must have broadcast advertising and marketing background in consumer package goods and general household products.

Please write in confidence to:  
Box M-70, BROADCASTING.

If you need help, the right job... or for any needs related to Broadcasting:

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Washington, D.C. 20036



## Help Wanted News

### TV NEWS DIRECTOR

The station: A highly respected, group-owned network affiliate.

The market: A big one, where there's enough news to give you and your whole department plenty to handle every day. And tough competition to keep you on your toes.

The challenges: To make the kind of basic news judgments that produce superior news broadcasts. To motivate and direct your team to important accomplishments. And to handle your budget with maximum effectiveness.

This is a significant news management opportunity. The professional who wins it will be smart, experienced and aggressive.

If you believe your credentials support your candidacy for this position, send your resume, with salary history, to:

**BOX M-80, BROADCASTING.**

### Four TV News Anchorpersons Needed

- 1) Major market—top ten
- 2) Medium market

**Send VTR and Resume to:**

**Box 586**

**Marion, Iowa 52302**

## Situations Wanted News

### PRODUCER, DIRECTOR, JOURNALIST, WRITER.

Wide Broadcasting background from pop. 2,300 market Radio GM to Seattle TV Newscaster to NY. net. and overseas TV Production and administration. BS R/TV. References, resume. Seek R/TV News writer/producer Boston to Washington. Consider news production/admin. NY metro only. **Box M-56, BROADCASTING.**

### NEWS PRODUCER

Six years experience including college teaching, reporting, assign. ed. Most recently head producer in top ten market. Proven record, excellent references. Looking for major market producer's slot, or news management position.

**Box M-92, BROADCASTING.**

## Miscellaneous

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- TV STATIONS

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Remit Cash With Order, Please!

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FINANCIALLY RESPONSIBLE SMALL BUSINESS CONGLOMERATE WITH BROADCAST INTERESTS SEEKS SMALL OR MEDIUM MARKET PROPERTY IN S.E. OR MID-ATLANTIC STATES. ALL REPLIES STRICTLY CONFIDENTIAL. NO BROKERS.

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Our client is a substantial company interested in selective radio acquisition

If your station is:

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- 3) WELL MANAGED

CONTACT:  
**J Q Berkson**



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telephone: 317/369-1776**

## Wanted To Buy Stations Continued

Single station market, Midwest. Prefer Minn., Wis. or Ill. Others considered. Well established broadcaster assures confidential treatment.

**Box M-73, BROADCASTING.**

## For Sale Stations

### Illinois AM-FM

Profitable—Small Market  
**\$250,000 With Real Estate**  
Qualified Buyer Only, Please

**Box M-62, BROADCASTING**

### CALIFORNIA CLASS IV AM—

Small community, single station market. FM channel available. Includes home, 5 acres land. Not profitable, but heck of a potential. \$65,000 full price with \$15,000 down, 7 year payout. Partners okay.  
(415) 751-1974 or **Box M-105, BROADCASTING.**

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**\$700,000. Exclusive with:**  
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Boston, Massachusetts 02108  
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Contact: **William L. Walker**  
Suite 508, 1725 DeSales St., N.W.  
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**202-223-1553**

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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. AUDIO CONTROL HANDBOOK—for radio and television broadcasting, 4th Edition, Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronics aspects of audio operation. 192 pages, illustrated, index. \$10.00
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
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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.
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Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

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

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

# Profile

## A strong counterpuncher is in the ring for NBC

The experts who predicted another CBS prime-time runaway this season have been confounded by NBC-TV which charged out of the starting gate in September and, with the season eight weeks old, is continuing right on the heels of its chief rival.

One of the architects of this strong showing is the network's vice president for program administration, Marvin Antonowski. From buying properties and giving advice on scripts to laying out the schedule and critiquing the ad campaigns, "I was very involved in the '74-'75 schedule," Mr. Antonowski said.

Success sits lightly on Mr. Antonowski's well tailored shoulders. He stands 6 feet 5 inches, and his slimness makes him look taller still. With hair modishly long, mustache verging on the Fu Manchu and eyeglasses in aviators' frames, he looks like what he is, a sharp-minded accountant and statistician loose in a showbiz world. Sometimes he stutters. A friend, Marie Luisi, a media vice president at J. Walter Thompson, explained: "His mind goes so fast" that his speech occasionally gets blocked when trying to keep up with his thoughts.

"I feel like a kid in a candy store when I come to work every day," Mr. Antonowski told a recent visitor. "For one thing, we're doing better and more topical movies for television than the major studios are turning out for the theaters." He specifically mentioned last month's telecast of "The Law," a two-and-a-half-hour TV movie that skewered the whole criminal-justice system in the U.S., from corrupt lawyers all the way up to racist judges.

Universal, which produced the movie, "wouldn't have been willing to take the economic risk of releasing it to the theaters first because it probably would've failed at the box office," he said. "The only movies that are successful these days are the noncontroversial, presold properties that appeal to a mass audience, or the ones that are deliberately tailored to a small segmented audience, like the Kung Fu films and the X-rated movies."

Mr. Antonowski loves talking about movies because he grooved on them as a youngster. "I used to be deposited in a Brooklyn movie house at noon and you couldn't drag me out of there before nightfall," he recalled with a smile. His father ran a fruit store in Brooklyn and insisted, according to Mr. Antonowski, on a home atmosphere that stressed the importance of the arts, theater, books, and education in general.

But when it came time for Marvin Antonowski to go to college, "the middle-class Jewish bias toward becoming a professional man became foremost in my family's mind—and show business wasn't



Marvin Antonowski—vice president, program administration, NBC-TV; b. Jan. 31, 1929, Brooklyn; BBA in accounting, City College of New York, 1949; MBA in marketing there, 1952; media researcher and later vice president and associate media director, Kenyon & Eckhardt, New York, 1952-61; vice president, director of marketing services, Norman, Craig & Kummel, New York, 1961-65; vice president and director of media research, J. Walter Thompson, New York, 1965-69; vice president, research services, ABC-TV, New York, 1969-70; vice president and associate director, planning, research and marketing services, ABC-TV, New York, 1970-72; vice president, associate director, planning, marketing development and research services, ABC-TV, New York, 1972-73; vice president, program development, NBC-TV, 1973-74; present post, Aug. 1, 1974; bachelor.

considered a stable profession," he said. He ended up majoring in accounting at City College of New York. But he hated his first job after college so much that, as he put it, "I was fired because I just couldn't balance the books."

He went back to CCNY for a master's in marketing, and, after graduation in 1952, began a successful 17-year career in the agency field, including nine years at Kenyon & Eckhardt ("I was a vice president in media there before I reached 30, the youngest ever"), four years at Norman, Craig & Kummel (he left as vice president and director of marketing services) and four years at J. Walter Thompson Co. (achieving the post of vice president and director of media research).

Oddly enough, the event he remembers most vividly from these ad-agency years was the "moonlighting" he did for Louis Nizer, attorney for John Henry Faulk in the latter's libel suit against Aware Inc., publisher of the McCarthy-era "Red Channels." The defense claimed that Mr. Faulk was taken off the air because of low ratings and not because of pressure from a right-wing group claiming that Mr. Faulk's background

was politically tainted. Mr. Antonowski said, "My job was to refute that contention, and I spent nights in the library getting my charts and figures together. I made my presentation to the jury, and in his book on the case, Nizer gives me a lot of the credit for our victory." One friend of Mr. Antonowski, prominent in the industry, said: "He took a hell of a stand by testifying in the Faulk case because the repressive hand of McCarthyism was still very much a factor in the industry." CBS is making a TV movie about the case, and Marvin Antonowski will be one of the characters. "I don't know who they're going to cast," he remarked with a smile, "but if they want me I'd be willing to shave off my mustache and dye my hair."

By 1969, "I wanted to get out of the agency business and into the network end of things," he said. His friend, Fred Pierce, recently elected president of ABC Television, was then a programming executive at ABC, and "at lunch one day Fred mentioned that ABC needed a research guy. I said 'How about me?' and I got the job."

His goal was to work his way from research to programming but, with four years under his belt at ABC, "it just didn't seem to be happening," he recalled.

However, Herb Schlosser at NBC was becoming increasingly aware of Marvin Antonowski's talents because, as Mr. Antonowski summed it up, "television is basically a very small business in the sense that everybody knows what everybody else is doing, and I had developed a reputation as a counterprogramming strategist in my years at ABC." Mr. Schlosser arranged for Mr. Antonowski to meet with Lawrence R. White, NBC's vice president for programming, and "we hit it off immediately." The result: Mr. Antonowski was hired by NBC as the vice president for program development in July 1973.

Off the job, Mr. Antonowski's swinging-bachelor life style has become something of a mini-legend in the business. "He's always been very social," JWT's Miss Luisi said. "He knows everybody, and he's into everything. And you should see the brownstone he bought and redecorated—would you believe a purple living room and a red dining room?"

"He gets around pretty well," according to Frank Price, the executive vice president in charge of production at Universal Television and another friend of Mr. Antonowski, "He has a home in Aspen, Colo., where he goes skiing, a home in the Hamptons and on Fire Island. And whenever I see him in New York or Los Angeles, there's a different beautiful girl on his arm. Invariably the girl is not only beautiful but very bright as well."

How does he do it? "It's those spiffy clothes and that mustache," concluded Miss Luisi, breaking off in laughter.



# Editorials

## The flounders

The FCC is still thrashing around in search of agreement on repeal, retention or revision of the prime-time access rule. At last report there was talk of some kind of compromise that would retain restrictions on the number of evening hours to be occupied by network or off-network programming but would grant exceptions for programming that the FCC wants to cultivate.

The whole prime-time exercise has been an extended illustration of bureaucratic meddling at its worst. Not from the outset has the FCC known what it was doing. The original rule, which was intended to wrestle the television networks into submission, is now vigorously supported by ABC and NBC and only tokenly opposed by CBS. The FCC flails about with whip and chair, but the lions happily disport outside the cages.

Meanwhile, program producers are kept in confusion by the gyrations of an FCC that reconsiders and revises the rule and now, at court remand, reconsiders once again. Television program development is uncertain enough without Washington's erratic messing with the market.

As we have said before, the FCC should never have gone into this escapade in the first place, but it may be in too far now to get out all the way without causing even more damage. It should, however, get out of scheduling as far as possible and out of content altogether.

If there is to be a limit on the evening time that network and off-network programming may fill, let the limit apply equally to all stations and programs. When the FCC began granting waivers for some programs and denying them for others, it embarked on censorship in precisely the form that is prohibited by the Constitution and the law. The talk now of issuing permanent waivers leads toward tighter censorship. Who are the members of the FCC to say, as they did earlier this year, that *Animal World* is worthy of prime-time exposure but *Hogan's Heroes* is not?

It's time for the FCC to conclude this case as rapidly and simply as possible and get on with business it is both authorized and competent to conduct.

## Public servants

An R. J. Reynolds report to stockholders for the third quarter of 1974 contains information that we hope will come to the attention of all of those high-minded legislators who outlawed cigarette advertising on the air for the stated purpose of reducing smoking and keeping cigarette advertising from influencing the young.

On one page Reynolds reports that its tobacco sales for the first nine months of 1974 were \$2.1 billion — or \$400 million bigger than in the same period of 1973. On another it shows a photograph of a new sign that has been painted on the wall of a Manhattan building. It is a picture of a pack of Winston cigarettes, 136 feet high and 84 feet wide. Children, of course, will be taught to turn away when in the vicinity.

## Shilling them into the tent

In the best show business tradition, the FCC has been using audience promotion to attract attendance to the two regional meetings it has held. And it is learning by experience. Its first exchange with the public, in Atlanta last spring, drew some 200 citizens. Two weeks ago it got a house of 1,000 in Chicago.

As reported here last week, an FCC official called NBC's

Washington office in advance of the Chicago meeting to inquire whether the network's Chicago O&O, WMAQ-TV, would prepare announcements inviting the public to attend. It just happened that Chairman Richard E. Wiley was to be in Chicago and could drop by the studios to make tapes. Why, yes, sir, it would be a pleasure, the FCC official was advised. At last count 13 television and 13 radio stations got Wiley tapes that WMAQ-TV distributed at cost.

Mind you, it has all been very informal — no threats to WSB-TV Atlanta, which did the first promotional spots, or to WMAQ-TV; no pressure put on other stations to broadcast Mr. Wiley's solicitation. Nothing more than a good turn done for a worthy cause.

Baloney. There is something cozy about an arrangement that puts broadcasting facilities and time at the disposal of an FCC that is out soliciting criticism of broadcasting. Broadcasters could lay larger claim to their souls if they rejected the next booking.

## Lesson learned

Last week the White House announced that President Ford would make an appearance on Nov. 14 at Phoenix before the Society of Professional Journalists, Sigma Delta Chi. That appearance, at 6 p.m. mountain time, will be in the nature of a question-and-answer session.

Press Secretary Ron Nessen said the meeting "will be available for live television coverage." And we say, "bravo." That observation is a far cry from what was variously interpreted as a request for all-network coverage of President Ford's speech Oct. 15 before the Future Farmers of America in Kansas City, Mo. (*Broadcasting*, Oct. 21).

And while dealing with White House press relations, we applaud the decision to retain Gerald Warren as deputy press secretary, albeit with a new assignment. Mr. Warren, who had worked under Herbert Klein as assistant managing editor of the *San Diego Union*, now takes over the part of the erstwhile Klein responsibilities of maintaining liaison with broadcasters and editors, rather than as resident White House spokesman, which was his assignment in the latter days of the Nixon administration.

No one we know is shedding tears about the resignation — long sought — of the director of communications for the executive branch, Kenneth Clawson, who, without the title, is being replaced by Mr. Warren.



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Source: Nielsen, Oct. 5, 1974 (Subject to survey limitations.)

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