

TVB: Trying to find the road to richer
NAEB: Trying to find the road

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Broadcasting Nov 18

The newsworthy of broadcasting and allied arts

Our 44th Year 1974

Nov. 18, 1974

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NEWSPAPER

LANDSLIDE!

Number of "Pyramid" rating reports
included in 33-market survey **MARKETS: 22**

Ranks 1st or 2nd with
18-34 women in time period **21**

Ranks 1st or 2nd with
18-49 women in time period **21**

Wins an average 82% more
18-34 women than year-ago program **19**

Wins an average 67% more
18-49 women than year-ago program **18**

Increases lead-in program's
18-34 women by an average 64% **19**

Increases lead-in program's
18-49 women by an average 33% **18**

More than a landslide, it's a mandate. Young women
want to see this new prime-access hit from Viacom.

"THE \$25,000 PYRAMID"

Source: ARB 33-market survey, Oct. 1974 and 1973 ("Pyramid" running in 22 of these 33 markets).
Estimates are subject to qualifications available on request.

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“Nothing astonishes men...

so much as common sense and plain dealing”, wrote Ralph Waldo Emerson. We’ll settle for impressing our common sense on you with a few features of the Sparta Model 701B. Plain facts, more than anything astonishing, always explain better why Sparta broadcast equipment should be compared to that of other makers before you arrive at a buying decision.



Sparta 701B 1 kw AM XMTR	Other Maker #1	Other Maker #2	Other Maker #3	
☒	☐	☐	☐	SOLID-STATE EXCEPT FOR FINAL TUBES
☒	☐	☐	☐	VARIABLE VACUUM CAPACITOR PLATE TUNING
☒	☐	☐	☐	OIL-FILLED MODULATION TRANSFORMER
☒	☐	☐	☐	“TALLY-LIGHT” OVERLOAD INDICATORS
☒	☐	☐	☐	BUILT-IN DUMMY LOAD
☒	☐	☐	☐	USES EIMAC EFFICIENT 4-500A TUBES

Plainly, after you’ve checked which other makes of 1 kw AM transmitters have some of these INDIVIDUAL features, you’ll see that the 701B has the ASSEMBLY of standard features which make it your best choice. And this is just ONE example of why you should always consider Sparta in your equipment selection.

Write or call us collect now for the Model 701B and other Sparta broadcast equipment information you need. We think it makes uncommonly good sense.

We’re in the business of You.



Closed Circuit[®]

Radio activity. Most upbeat news out of Detroit these days is report that car makers have stepped up use of radio this fall. Long-time observers of radio sales say at least four companies that used little or no radio last year are using it this year: Oldsmobile, Pontiac, Cadillac and Chrysler. In addition American Motors, Chevrolet and Ford have used it both years, and Dodge and Lincoln-Mercury, through respective dealers, reportedly are using about twice as much this fall as last.

Word from spot-TV sales experts, meanwhile, is that mostly they're still waiting for Detroit to make its big spot-TV move. With car sales lagging, there's no sure indication of when that may be. American Motors was breaking introductory effort late last week and there's been some other activity, but for most part it's regarded as dribs and drabs. Some reps say this time of year is traditionally low point in automotive spot TV and that, if normal practice is followed, rev-up should occur in January or February. Others hope for much earlier break.

Never again. White House has reportedly issued assurance that there won't be repetition of request for live broadcast coverage of any presidential speech if networks judge it unworthy. Assurance was reportedly contained in answer from Ron Nessen, press secretary, to letter from Arthur Taylor, CBS president, protesting pressures that led to network pickup of President Ford's speech to Future Farmers of America after networks had decided it lacked that much news value (*Broadcasting*, Nov. 4).

Contents of Mr. Nessen's reply have not been made public, but CBS source said meeting of networks and administration officials, requested by Mr. Taylor, probably won't be held. Speculation that White House had satisfied Mr. Taylor's objections, without need for meeting, appeared to be confirmed by remark of White House aide. In discussing Future Farmers incident, aide said: "Somebody got burned on that one."

One or the other. Top-level programming authorities at NBC-TV are convinced that release of *Ironside* in syndication (under title, *The Raymond Burr Show*) was major reason for show's disastrous ratings that led to its cancellation on network last week. Distributed by MCA-TV, *Burr* is among hottest properties on syndication market. At network, sources say NBC may insist future contracts with producers include clause prohibiting syndication until network cancellation.

Public defenders. FCC is getting closer to action on legal-aid plan originally proposed by Federal Communications Bar Association ("Closed Circuit," Oct. 7). Plan, as drafted by general counsel's office, was distributed last week to bureau chiefs for comment on its likely impact on their operations. It provides for legal aid for individuals who are targets of commission action and cannot afford legal assistance, at least at rates normally charged. FCBA would provide register of lawyers willing to volunteer their services. And proposed plan contains schedule of fees based on income, that defendants would be expected to pay. At low end of scale, there would be no charge. Proposal would

also provide \$25,000 as fund against which attorneys could draw for out-of-pocket expenses.

Meanwhile, James McCuller, chairman of National Black Media Conference, has written FCC Chairman Richard E. Wiley to prod him on NBMC's proposal that commission provide support for legal expenses of citizen groups participating in commission proceedings. Proposal was part of wide-ranging rulemaking NBMC asked commission to issue last year (*Broadcasting*, Nov. 19, 1973). FCBA-originated plan does not provide for aid to citizen groups, and Mr. McCuller asked whether commission adoption of FCBA plan would amount to rejection of NBMC's proposal.

Hot 10. First appraisal of new-season ratings performances of prime-time access series beyond New York and Los Angeles emerges from examination of figures in top-10 markets (based on Nielsen Station Index). Leading series: *Hollywood Squares*, *Price Is Right*, *Wild Kingdom*, *Name That Tune*, *Let's Make A Deal*, *Wide World of Animals*, *New Treasure Hunt*, *Candid Camera*, *\$25,000 Pyramid* and *Last of the Wild*.

Rerun. FCC will ask to be brought up to date before acting on its proposal, issued in February 1972, to impose sports-blackout restrictions on cable television systems. Proposed rule was designed to protect professional teams' home box office against impact of cable-imported games from distant cities, in same way box office was already protected against television-carried games. But such disparate types as National Cable Television Association and ABC have suggested that commission take further comments.

FCC last week decided to take new comments and schedule panel in which cable interests, sports owners and broadcasters may debate issues. There won't be oral argument of kind recently held on pay cable. Commissioners wrote that off as unproductive.

A way out. FCC is expected this week to consider proposed substitute for long-dormant rule requiring cable systems with 3,500 subscribers in top-100 markets to originate programming. Proposal drafted by staff would abandon origination mandate but require systems to keep on hand equipment that public could use to originate own programming for access channel that systems are required to provide. Staff suggests imposing requirement on systems having 3,500 subscribers or more but without limit as to size of market.

Winner. WCCO(AM) Minneapolis has been picked to receive 1975 Mike Award of Broadcast Pioneers. Award is presented annually for distinguished service by pioneer station at New York banquet from which proceeds go to Broadcasters Foundation, educational and charitable fund.

Home again. Jerome H. Stanley, former NBC VP in programming and production, will rejoin network early next month in newly created post of VP, broadcast standards, West Coast. Jack Petry, director of broadcast standards, West Coast, will concentrate primarily on made-for-TV movies, reporting to Mr. Stanley. Mr. Stanley, who left NBC in 1969 to join Universal TV and since 1972 has been operating his own business, will report to Herminio Traviesas, VP, standards and practice.

Top of the Week

No resting on the laurels. As an advertising medium, television is way out front: It's the single most effective means of reaching a mass audience. But this doesn't mean TV is going to let up on the pace. With the Television Bureau of Advertising convening in Los Angeles this week, Broadcasting devotes much of this issue to a look at how television will run the race in upcoming years, starting on Page 21. A tabular retrospective on media ad expenditures over past 20 years charts a long progression of TV growth. Page 22. Arbitron's reckoning of U.S. television markets shows where all those people are. Page 24. For TVB's 300 members, here's what to expect at this week's Los Angeles assembly. Page 32. Here's a rundown on what TVB's competition is like. Page 33. And what about tomorrow? Roger Rice, TVB's new president, spoke extensively of that subject in an exclusive Broadcasting interview. He shares his visions, which call for \$8 billion in TV ad revenues by 1980. Page 34.

The noncommercial side. This is also the big week for public broadcasting. NAB's 50th convention goes to Las Vegas with numerous questions unanswered — not the least of which involves the prospects for viability of NAB. CPB-PBS rift, eternal funding problem will also occupy delegates' minds. Page 42. Agenda highlights: Page 46.

Cramming. Some 45 days remain for the 93d Congress. And as far as broadcast-related legislation is concerned, there's a lot more work to be done than there is time in which to do it. Renewal bill tops broadcaster priorities. Page 48.

Showdown. In light of recent rancor over copyright within cable ranks, it might be assumed that NCTA's board meeting this week will provide some fireworks on that subject. But maybe not, NCTA staff warns. Re-regulation, poles, pay also on the agenda. Page 53.

Letting go. In largest cable franchising endeavor ever, Rhode Island opens door to nine applicants — and causes raised eyebrows in process. Page 54.

Assessment. Black group, with raw data supplied by FCC, comes out with ranking of what TV stations did the most with news, public affairs. WCVB-TV Boston tops list. Page 57.

Try, try again. ABC-TV, conceding disaster on first go-round, readies its second-season offerings. Page 60.

Do it yourself. FCC Chairman Richard Wiley is under gun from Hill to purge airwaves of sex and violence. Not wanting to meddle, he's offered broadcasters chance at self-policing. Will they take the bait? Page 61.

No rush for repeal. The "worst" thing that could happen to to CBS, says CBS's Fred Silverman, is if FCC gave back hour of prime time programming next year. That revelation was part of wide-ranging talk by networks' program chiefs in Hollywood. Page 62.

Oldies but newies. Whatever happened to Paul Anka, Righteous Brothers, Bobby Vinton, et al? They're alive and well on top-40 radio. Page 65.

Enforcer. David Kinley isn't a cable advocate. He's a cable regulator. And he wants everybody to know it. Page 83.

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Commission gives birth to PTAR III, which has PTAR I's basic shape, PTAR II's exceptions

FCC has decided to stick with basic format of prime-time access rule now in effect. Commission announced Friday (Nov. 15) that it has instructed staff to draft new decision in drawn-out and controversial rulemaking that would bar affiliates in top 50 markets from using more than three hours of network or off-network programming in prime time. However, number of exemptions that will be built into rule are drawn from modified version that commission adopted in January. New rule — PTAR III — is to become effective Sept. 1, 1975.

Rule was designed to assure diversity of program sources and reduce network dominance over programming by assuring producers some prime time in which to sell their wares. Critics of rule, particularly major producers, say rule has failed, that networks are more dominant than ever and that access time has been filled with cheap game shows and that public, as result, is loser.

Edward Bleier, of Warner Bros. Television, probably most active advocate for repeal, made that point again Friday in commenting of commission action. He also said production companies and independent stations are also hurt. And he said court action to latest FCC decision is option producers would consider.

Principal winner, apparently, is National Association of Independent Television Producers, which fought for return to original rule. Giraud Chester, chairman of NAITPD, said organization is "gratified" that commission has "reaffirmed the original prime-time access rule." However, he also expressed concern about some exemptions, and said organization would await commission "clarification" before determining its position.

Commission's second look at rule was ordered by U.S. Court of Appeals in New York, as result of appeals taken from commission order adopting PTAR II. That rule, which was to have gone into effect with start of this season, would have restricted prime-time access to specific half-hour, between 7:30 and 8 p.m., six nights per week; there would have been no limit on network programming on Sunday.

One principal exemption to new rule, drawn from PTAR II, could open door wide to additional network programming — of specialized nature — in prime time. It involves network or off-network children's programs and public affairs programs or documentaries. And documentaries are broadly defined as "any program which is non-fictional and educational or informational, but not including programs where the information is used as part of a contest among participants in the program." Definition would cover such series as *Animal World*.

Other exemptions drawn from PTAR II apply to: special news programs dealing with fast-breaking news events, on-spot or related coverage of news events, and political broadcasts by or on behalf of legally qualified candidates, and network broadcasts of international sports event (such as Olympic Games), New Year's Day college football games, or other special network programming, other than motion pictures, when network devotes all or virtually all of its own time on same evening to that programming.

Two other exemptions are, in effect, policy under PTAR I. They deal with runovers of live network broadcasts of sports events expected to end before start of prime time, and regular network news broadcasts when immediately adjacent to full hour of continuous locally produced news programming.

Commission instructions to staff were issued on 5-to-2 vote. Dissenters were Commissioner Robert E. Lee and Glen O. Robinson. Commissioner Lee, who backed return to PTAR I, said exemption for children's programming would

in effect "knock out" Sunday for prime-time access. "Everybody agrees that's the case," he said, adding that NBC's *Wonderful World of Disney* and even programs like *Lassie* would be considered designed for children. Commissioner Robinson favors outright repeal of rule.

Commission's final decision will not only provide refinements of points mentioned in announcement but will deal with other matters not yet resolved. One involves question of whether or not feature films already shown on network should be regarded as off-network material. Other matters deal with exemptions for time-zone differences and pre- and post-game shows.

Commission neither accepted nor rejected amendment that Sandy Frank of Sandy Frank Program Sales Inc. attempted to press on members in vigorous lobbying effort. He wanted provision barring stripping of shows, other than news and public affairs, during week. He says stripping defeats rule's aim of providing opportunity for substantial number of producers to exhibit in prime time. Commission official said proposal would mark such departure from FCC's rulemaking as to require new proceeding, if commission wanted to pursue it.

FCC sets off cable industry outrage with new pay TV rules that give an inch on movie, sports restrictions but keep medium from taking a mile

FCC on Friday (Nov. 15) completed drawing basic outline of new policy governing pay cable. And while it moves in direction of loosening restrictions on that medium's ability to bid on movies and sports, policy makes it clear commission is still concerned about pay cable's siphoning programming from conventional commercial television.

Cable industry's reaction was one of dismay and defiance. Officials of National Cable Television Association vowed to fight commission in court over issue. "After four years of hearings and a mountain of evidence, two rule-making notices and six days of oral hearings, the commission has made a cosmetic change in an outrageous rule," said NCTA General Counsel Stuart Feldstein. NCTA's plans for dealing with commission action will be decided at directors meeting in Washington this week (see page 53).

Outline drafted by commission remains to be filled in by staff in completing report and order. But these are points of basis on which majority of commission have given staff what official described as "tentative instructions."

Pay cable would be free to bid on movies up to three years after their initial release, instead of two as at present. Pay cable could also bid on any film regardless of its age if it was under exclusive contract to television station in market. (Commission officials believe distributors in many cases will hike prices for exclusive contracts to such extent that stations will settle for nonexclusive contracts.) And films over 10 years old that have not been seen in market for four years will also be available to pay cable. (Present rule limits pay cable to one 10-year-old film per month.)

In addition, pay cable will be free to bid on foreign language films without restrictions, pay systems outside TV markets would be free of all restrictions, and commission would permit pay system in any market to carry particular film if stations in that market do not object.

Pay cable would be denied specific sports event, such as World Series, unless it had been off regular television for five years — instead of two, as at present. And if television carried 25% or more of games in regular, pre or post seasons, in any one of last five years, pay cable would be permitted to carry up to half number of games that television did not cover in year in which television reached high-water mark in terms of coverage. (Under present rule, pay cable is denied opportunity to bid on category of games if television has carried "substantial" number of them). If television station did not reach 25% benchmark

Wouldn't fly. Federal Trade Commission Chairman Lewis Engman revealed last week that agency tried and failed to produce understandable television commercial containing nutrition information that all food advertising would be required to contain under proposal by FTC staff (*Broadcasting*, Nov. 11). Supering nutritional detail made test commercial incomprehensible. But Mr. Engman said affirmative disclosure of nutritional content was still "live issue."

in any one of previous five years, pay cable could bid on least number of games left untelevised in any of those five years.

Rule will guarantee broadcaster against effort on part of sports entrepreneur to reduce number of games available for television so that more could be offered to pay cable. If number of games broadcaster carries is reduced, number available to pay cable would be reduced proportionately.

Rule will also give broadcaster break in picking games he wants for his schedule. Commission cannot require sports entrepreneur to cooperate with broadcaster, but once broadcaster makes his choices, rule would deny those games to pay cable. (In explanation, commission official says "We're letting cable in, in terms of sports, but with safeguards to protect broadcasting from losing quantity or quality of games.")

Commission's views on pay cable's authority to run series-type programs were still sketchy on Friday. Present rules prohibit pay cable from carrying such material. But commission apparently will permit pay cable systems to originate series, to carry series not shown on television in market for past several years or that is under contract to local station, or that has relatively few episodes (perhaps 50).

Commission adopted outline of policy and issued notice for staff to fill it in on 5-to-2 vote, with Commissioners Robert E. Lee and Glen O. Robinson concurring in part and dissenting in part. Commissioner Robinson favors suspending rules as they apply to movies. Commissioner Lee feels situation remains too fluid for him to have firm view on all aspects of position favored by majority. He is reserving judgment until he sees final text.

National Association of Broadcasters is generally pleased with rule. Said one NAB spokesman, "It appears that the commission has at least taken the necessary steps to prevent wholesale siphoning from taking place." He said rule may result in making more product available to pay cable, which may cause some decrease in conventional TV audience, but "as long as it's not siphoned, we can't complain."

Bazelon calls for better fit between First Amendment and regulation — but says radio-TV must first show more responsibility

Chief Judge David Bazelon of U. S. Court of Appeals in Washington says courts, attorneys and Congress must "begin the long overdue process of reconciling First Amendment doctrine and telecommunications regulation in a manner which preserves both the traditions of free speech and the purposes of the Federal Communications Act." But he feels that if broadcasters are to enjoy benefits thought normally to flow from First Amendment they must demonstrate greater sense of responsibility than they have thus far in serving their audiences.

Judge Bazelon, who spoke Friday in Washington at Federal Communications Bar Association dinner commemorating 40th anniversary of Communications Act and FCC, said power of TV is such as to have led courts and FCC to move away from traditional First Amendment concept "to accommodate government attempts to con-

Advice. FCC and Office of Telecommunications Policy have sent extensive comments to House-Senate conference committee on license renewal bills. FCC repeated positions taken in testimony during Senate hearings (*Broadcasting*, June 24). But it also came out against Metcalf amendment in Senate bill that would declare 5% interest in station licenses by banks, insurance companies or mutual funds as countable against multiple ownership limits. OTP made choices between conflicting elements of House and Senate bills. It prefers: Senate's single standard for all renewal applicants; Senate's ascertainment section because it does not require broadcasters to ascertain community "views;" House's provision requiring that station's "broadcast operation" be responsive to ascertainment rather than Senate's "program service;" House's provision barring ad hoc restructuring of industry.

trol" that power. And although many judges and attorneys would "walk more than an extra mile to resist those pressures and to uphold the traditional view of the First Amendment," he said, there is question as to whether broadcasters "are not making such resistance more difficult."

Judge Bazelon said broadcast media must resist governmental efforts to interfere "with their wide legitimate discretion." But, he added, "they must also have the strength to admit their shortcomings, their abuse of the immense power of television for the private profit of a few, to the serious detriment of the nation at large." Broadcasters, he said, "know the times they have prostituted the tremendous potential of television as a human communication tool. They know this and they know what should be done about it. The programming executives and their advertiser clients must stop their headlong race for higher ratings, more advertising and greater profits, and stop to consider what great purposes television should serve. And they must do it soon if we are to preserve the First Amendment for television."

In calling for effort at reconciling First Amendment doctrine and broadcast regulation, Judge Bazelon said he had made "heroic" but probably "insignificant effort" to begin that process in his concurring opinion in WEFM case, which dealt with program-format change (*Broadcasting*, Oct. 14). Future attempts at reconciliation will occur in "gray areas" of First Amendment, he said, those that are not clearly either within or outside traditional protection. Broadcasters, he said, should resist encroachments on First Amendment in those gray areas. "But I would be less than honest if I did not state that their success in this fight will depend in no small part on their ability to demonstrate their sensitivity to the public interest."

In Brief

Try again? Antitrust suit filed by Department of Justice against three television networks in 1972 was dismissed without prejudice by U.S. District Court Judge Robert Kelleher in Los Angeles Friday (Nov. 15). Ruling permits government to file new suit, if it chooses to (see page 62).

News library. CBS will make video cassettes of all regularly scheduled and special news broadcasts available to public through cooperative copyright contract with National Archives and Records Service of U.S. General Services Administration. Agreement gives archives royalty-free license to copy broadcasts for "research use" and to index programs. CBS last December sued Vanderbilt University,

Nashville, Tenn., for allegedly unauthorized taping, collecting and distributing CBS News broadcasts.

Backfield in motion. NBC-TV has canceled three daytime shows (including long-running *Jeopardy*) and added two new games. *Name That Tune* at 10 will be replaced by *Celebrity Sweepstakes*, which moves from 12:30. *Winning Streak* at 10:30 will be replaced by new Merv Griffin Productions game called *Wheel of Fortune*. Second new game, Jack Barry Productions *Blank Check*, will go in at vacated 12:30 time period. *How to Survive a Marriage* serial moves up from 3:30 to 1:30, replacing *Jeopardy*, and, as previously announced, *Another World* serial goes to 60 minutes, from 3 to 4 instead of from 3 to 3:30.

Cluster of control. FCC Commissioner Benjamin L. Hooks last week issued his dissent to FCC's approval of sale of WEMJ(AM) Laconia, N.H., from WEMJ Broadcasting Inc. to WTSN Inc. Purchaser owns AM stations in Dover and Manchester, which are, respectively, 35 and 38 miles from Laconia. Grant of application, Commissioner Hooks said, "will create an effective regional concentration of control of broadcast properties" which he opposes.

Headliners



Durgin



Small

Don Durgin, executive VP of NBC since 1973 and president of NBC-TV until 1973, has resigned, effective Jan. 1, to become executive VP of McCaffrey & McCall Inc., New York, where he will supervise Exxon account. Before joining NBC in 1957 he was VP in charge of ABC Radio.

Blake Byrne, general manager, WJAR-TV Providence, R.I., named president and general manager of KXAS-TV (formerly WBAP-TV) Fort Worth, which LIN Broadcasting has just bought from Carter Publications (see page 52). Jett F. Jamison remains as station manager. **Warren Potash**, manager of Capital Cities Communications Corp.'s WPRO-AM-FM Providence, named VP and general manager, WBAP-(AM)-KSCS(FM) Fort Worth, which Capcities bought from Carter, along with *Fort Worth Star-Telegram* and two suburban newspapers. Ted Norman remains stations' manager.

Charles B. Brakefield, WREC-TV Memphis, elected chairman of board of CBS-TV Affiliates Association at meeting at La Costa, Calif. He succeeds Edwin W. Pfeiffer of WPRI-TV in Providence, R.I. Paul Raymon, WAGA-TV Atlanta, elected secretary.

William J. Small, senior VP, CBS News, New York, elected president, Society of Professional Journalists, Sigma Delta Chi, at convention in Phoenix Friday (Nov. 15). Other new officers: **Robert S. McCord**, executive editor, Little Rock, Ark., *Arkansas Democrat*, first VP; Professor **James L. Julian**, San Diego State University, VP for campus chapter affairs; **Richard H. Leonard**, editor, *Milwaukee Journal*, secretary, and **Alf Goodykoontz**, managing editor, Richmond, Va., *Times-Dispatch*, treasurer.



ARB RATING SUMMARY—SRP SUBSCRIBERS

April/May 1974

Subscribers to SRP's syndicated beautiful music format rank as follows
based on **Persons 18+, 6 a.m.-Mid.,**

M-S, Total Area Av. ¼ Hr. and/or Metro Share for **all AM and FM radio stations in each market:**

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

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

For a detailed report write or call SRP.

Collision

Often in reporting what seem to be routine stories, we find something out of place. A position or privilege being abused. Wasteful use of resources. Unfair administration. In such cases we follow through with questions that need answers. There may be a collision course with certain elements of the

community, but in the end we must feel that justice has been done. Involvement. We are committed to community action. The Gilmore stations wouldn't have it any other way.

Jim Gilmore

James S. Gilmore, Jr.
President



James S. Gilmore, Jr., president

THE GILMORE GROUP

WEHT-TV Evansville	WREX-TV Rockford	KODE-TV Joplin	WSVA-TV Harrisonburg	KODE Joplin	WSVA Harrisonburg	WQPD (FM) Harrisonburg
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WSVA News was astonished by the volume of personal background data released by an area high school on six students being considered for a sports award. When reporter Ed Alwood dug into it, he learned that existing regulations to

protect the confidentiality of a student's records were not being administered. Since his investigative reports, a school policy requiring written permission to release material is being strictly enforced.

Penal reform is an explosive issue. But this did not deter KODE-TV from presenting two specials on the subject as part of its Project 12 public affairs series. Dealing with approaches to necessary prison reform in Missouri

and Oklahoma, each program provided a forum for assessing penal priorities as well as human rights. Perhaps we have helped de-fuse potentially explosive situations.

Represented nationally by HR Television, Inc.



courses with community problems

A communication barrier between the 7,000 or more Spanish-speaking people of Rockford, Illinois, and the rest of the community was a stumbling block in the Latins' search for better health care, educational facilities and job

opportunities. There was little hope in solving their unique problems unless their whole story could be heard. WREX-TV stepped in, probed, interviewed and filmed. A documentary, *The New Minority*, was the result.

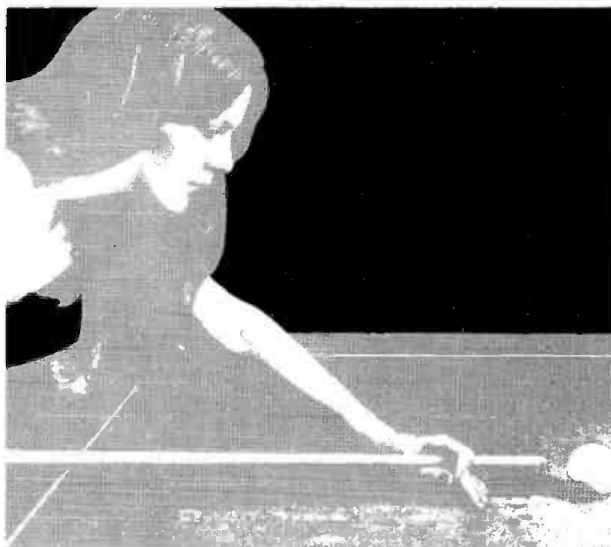
Represented nationally by HR Television, Inc.



Today the Youth Center in Mt. Carmel, Illinois, is the pride of the community. But the elegant building housing it, once the Carnegie Library, stood sadly vacant and neglected when Hal Wolford, news director of WEHT-TV spotted

it. He recognized the potential as well as the wastefulness and started the ball rolling with a community report on "Mid-America: U.S.A." The mayor, townspeople and teens all backed his idea and carried it through.

Represented nationally by The Meeker Co., Inc.



Monday Memo®

A broadcast advertising commentary from Alvin Eicoff, president, A. Eicoff & Co., Chicago

A pioneer in direct marketing makes a case for buying outside prime time

Ratings often determine the life or death of a TV series; yet, I believe high-rated TV shows may be the most uneconomical and ineffective programs an advertiser can be on. This conclusion emerged from an in-depth study made by our company.

Our agency divides television campaigns into two categories. One campaign has the primary objective of motivating the consumer to purchase a product. The other, with little need for motivation, reminds the consumer to purchase a product the consumer is fully aware of and knows its benefits. The study conducted by our agency concentrated on those products that required motivating the buyer.

A conclusion of the study indicated that all advertising is, by the very definition of the term, an attempt at hypnosis; that is, the advertiser is attempting to make a consumer perform a specific act by the power of suggestion. Therefore, using hypnosis as the basis, it is important that the consumer be subject to exposure during the periods when he is most easily hypnotized or during those periods when he has the least outside distraction, is most relaxed, and is least alert. Under those conditions, the advertising message can best plant the suggestion in the subconscious without prior evaluation by the conscious. Whenever you reach a potential customer who is fully alert and whose conscious is working at maximum efficiency, the conscious analyzes, evaluates and often rejects the claims in the commercial and rejects the commercial motivation. Often when commercials are fully analyzed by the conscious, they are irrational and illogical.

Presuming that the shows with the highest ratings are the shows that have the greatest audience interest, it is my conclusion that persons watching these high-rated programs remain fully alert to achieve the greatest enjoyment. A commercial under these conditions, therefore, is not only rejected by the conscious without motivating the subconscious, but also causes annoyance that results in a negative recall of the product or even complete rejection.

The premise of this basic theory is enhanced by the fact that very often sponsors "blessed" with commercials in top rated shows are "damned" with increasingly rising advertising-to-sales ratios. Often the quality of their product, the concept of the commercial, or the marketing plan is blamed for the failures that are the full responsibility of media planning.

Almost every major marketer has ex-



Alvin Eicoff pioneered in direct response radio immediately after World War II with d-Con Co., Chicago, and has had his own agency (in partnership or on his own) since 1963. A. Eicoff & Co.'s radio-TV billings in six years have jumped from \$2.5 million to more than \$30 million in 1973 and are expected to reach \$34 million this year. Mr. Eicoff is recipient of the Television Bureau of Advertising's Silver Screen Award.

amples of products that were highly profitable when introduced with limited budgets that confined the television purchases to daytime, fringe and late night. As the profits continued to mount, the campaign moved into prime network and local shows with the rationale that a higher cume would increase sales. The new media plan resulted in higher advertising-to-sales ratios and often these increased until the product could no longer afford to continue the TV advertising program. A/S ratios often jumped from 9%-12% to more than 30%. Most often this failure was credited to the fact that "the bloom was off the rose." Advertisers seldom solve this problem by returning to their original media plan which was responsible for the initial successes.

Many advertisers also often overlook the fact that a prime rating point is far more costly than a rating point in other time periods. Non-prime rating points are often available under various packages at as little as 20% of the prime

cost. Thus, in many instances, the advertiser pays as much to reach 100,000 people in prime time as 600,000 in fringe time. No matter how the 600,000 impressions are analyzed, it is difficult to believe that there is less than a cume of 100,000 while advertising impressions are multiplied sixfold in periods of maximum motivation.

Our agency began in 1964 as a mail-order agency and has expanded to become a full-service agency with more than 75 employees and we have projected gross billings for 1974 of \$34 million. We have the distinction of being pioneers in direct marketing and key-outlet marketing of consumer products.

When we use the term direct marketing, to us it means the same as direct response, which means the customer has to fill out a coupon or make a phone call to get the product. Thus the success of the ad can be measured on a day-to-day basis by mail. However, it's one of the most difficult ad techniques because it requires the customer to make a call or write a letter for a product, sight unseen, that may be delivered in six to eight weeks.

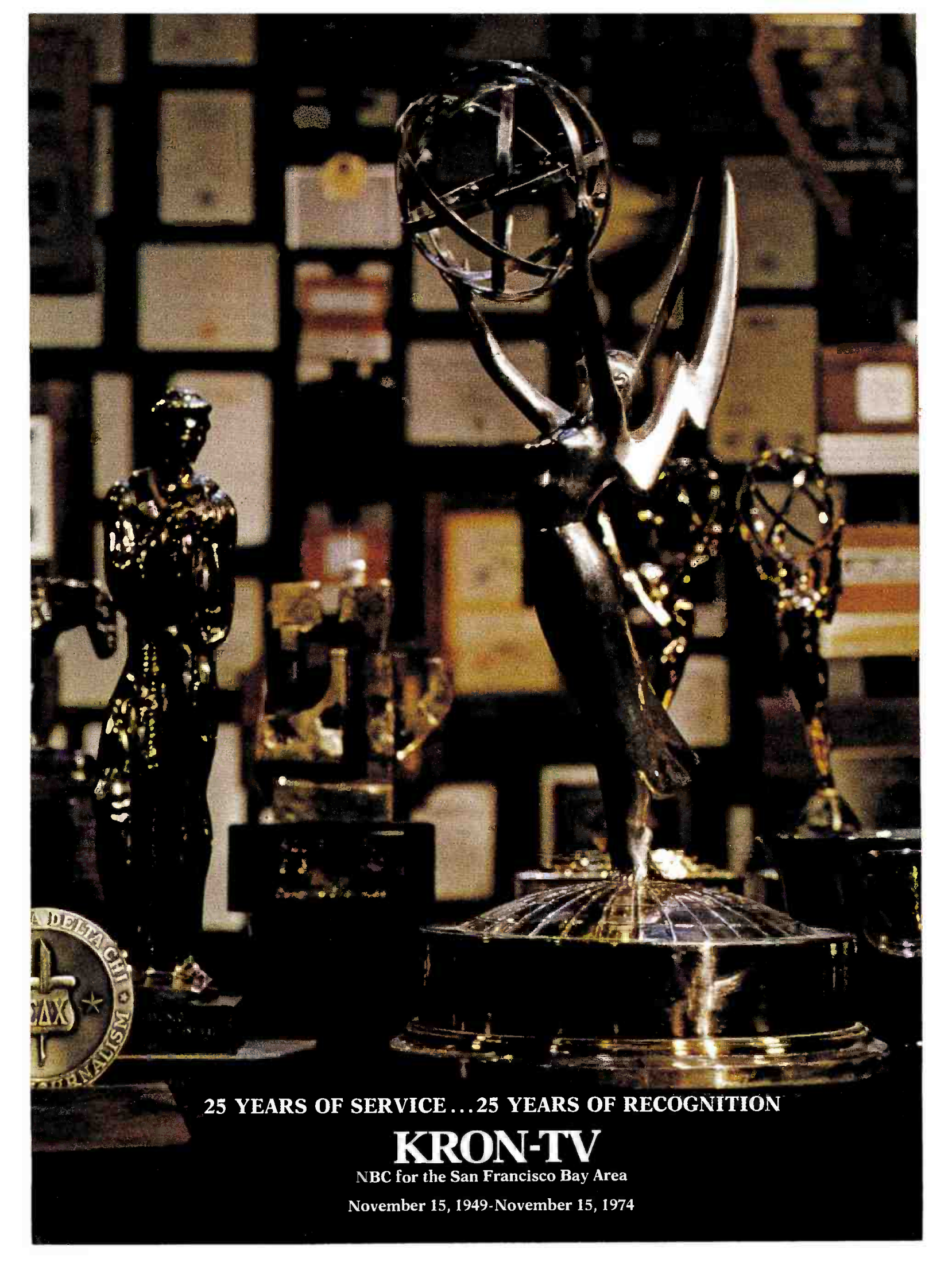
So, to reach the 50% of the population that won't buy by mail, we use Key Outlet Marketing, which means a new product is put into retail distribution through an exclusive arrangement with a leading chain. Thus, the customer can see the product in a familiar outlet, and has the recourse of taking it back.

If a company spends \$15,000 or \$20,000 on marketing research to find out if a new product will sell; he still has to have a live test market. But for \$10,000 in direct response or key outlet, he can go into two markets on a three-week flight. And, he will have the potential to recoup the costs of his ads and make a profit as well, because he's been selling his product all along.

And then it pyramids, because the client can use the profits from the first two markets to expand into others.

Every spot we run for a client must pay for itself in sales. If it does not pay, the TV commercial is pulled; this is one of the reasons why we have a 90% success ratio on new product introductions, compared to the industry average of only 5%.

Although A. Eicoff & Co. is the proponent of this study in the U.S., our agency recently hosted a delegation of leading Japanese advertising executives who had completed and expanded a study at the Waseda University based upon Eicoff's theory of sales resistance, as well as the concept that high-rated TV shows are not conducive to consumer motivation. This two-year study, which is being translated into English, confirmed and enhanced the research done by my agency.



25 YEARS OF SERVICE...25 YEARS OF RECOGNITION

KRON-TV

NBC for the San Francisco Bay Area

November 15, 1949-November 15, 1974

Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036

Code or else

EDITOR: I have noted of recent date that there is some inclination to want to sack the National Association of Broadcasters board ruling of a couple of years ago, making membership in the code mandatory for NAB members.

I voted for this when I was on the board, and I still strongly am in favor of it.

If we don't stand strongly behind the code, the government is going to change its policy and dictate what we will do.—*George R. Comte, president, WTMJ-AM-FM-TV Milwaukee.*

Balance questioned

EDITOR: Your publication is on top of the cable-TV situation: like Godzilla on Bambi.

I hope my radio bias isn't showing too much when I say a change of emphasis would be a welcome relief from your recent cable preoccupation.—*Ted Landphair, manager, news and public affairs, WMAL(AM) Washington.*

(In the judgment of the editors, cable issues have been news. BROADCASTING news coverage of FM was resented by AM broadcasters in the 1930's, as its

coverage of television was resented by AM and FM broadcasters in the 1940's and its coverage of cable questioned now by some broadcasters in TV, AM and FM.)

Nine lines to cloud nine

EDITOR: Mostly every person who reads BROADCASTING's pages, knows the struggle and agony of the small production company.

At the beginning of last year, a group of New York broadcasters banded together and formed Good Company Productions. Out of that union came *Tales of the Unusual*, a series of five-minute radio shows. In May, you included our offering in "Program Briefs." Lo and behold, Grace Gibson Programmes of Australia saw it there and contacted us. We have just concluded our negotiations, and I'm very proud to report that we have entered into an agreement with Grace Gibson Programmes of Sydney to market *Tales of the Unusual* in Australia, Africa, New Zealand, South East Asia, Hong Kong, and the United Kingdom. All that with a mere nine lines in BROADCASTING (and a good product, of course!).

I truly hope that all eyes that focus upon these pages are thankful to this

"Old Movies."—If there is one phrase that should be obliterated from the English language before sign-on tomorrow morning, it is "old movies." Old movies, old movies . . . everybody knows that television runs old movies. Did you ever notice in a movie or a TV show, whenever a character in a drama is supposed to be watching television, he inevitably winds up watching an old movie? Don't you get the feeling that somewhere there must be a television station that has been running a loop of a cowboy chasing an Indian around a rock since 1951?

Well, if there is a station like that out there somewhere, it had better wake up. Movies on television have changed from filler material to an American pastime. Old movies? There is no such thing, and there never has been. A motion picture is an artistic performance frozen in time, replayable at will, and retaining all of the qualities of the original. If "Mona Lisa" is not an "old" painting, and "The Count of Monte Cristo" is not an "old" novel, and "The Rime of the Ancient Mariner" is not an "old" poem, and "Death of a Salesman" is not an "old" play, then what?

The point is this: There are "bad" movies and "good" movies, "interesting" movies and "dull" movies, "timeless" movies and "dated" movies. But, I say, no "old" movies. "Casablanca" ought to be an "old" movie by every accepted bad connotation of the word. It was theatrically released in 1942 and was reviewed by James Agee in *The Nation* on Feb. 20, 1943. In the review, he said, "It is obviously an improvement on one of the world's worst plays; but it is not such an improvement that that is not obvious." Yet "Casablanca" became a popular hit at the time, and today still racks up impressive ratings on TV, despite the fact that it has been run countless times on the tube, not to mention showings at colleges, film societies and repertory film houses. Every year, thousands of young people discover this film and for some reason find in its shameless romanticism, unabashed chivalry, flaming patriotism and heroic characterizations something that they seem to like and admire and can't find in present movie fare.

Competitive pressures today in television, particularly in the major markets, are forcing TV stations to program better and better motion pictures. For example, this week in Washington there's a choice of "Them," "Midnight Cowboy," "Lilies of the Field," "The Senator was Indiscreet," "Operation Petticoat," "Treasure of the Sierra Madre," "Houseboat," "Indiscreet," "Dr. Jekyll and Mr. Hyde," "North by Northwest," "Winning" and "Cat on a Hot Tin Roof"—just to mention the best ones!

So, from now on, how about "old cars" and "old people" and "old ideas" . . . and just plain "movies." OK?—*Dan O'Brien, operations and promotion manager, WDCA-TV Washington.*

WHAT IS A CONSULTANT?

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

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

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

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

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

If you want to know who we work for, how we work with them, what they think of us, and exactly what we think consultants should be, call us.

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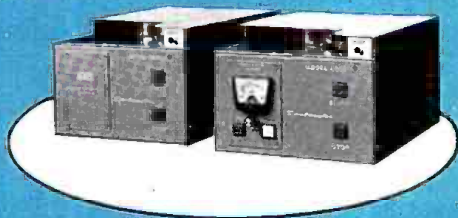
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journal, for maintaining the professional import and scope we in the industry need so very much.—*Richard Citron, West Coast manager and vice president, Good Company Productions, 4616 Calhuenaga Boulevard, Toluca Lake, Calif. 91602.*

Network language criticized

EDITOR: For some time, the TV networks have carried programs containing four-letter words, such as "hell" and "damn." My children are taught in church and at home that these words are wrong, yet every night they catch it from just about all programs on the tube.

I would hope that the TV networks would follow the practice of most broadcast stations. We don't use these words in our programming, so why should they be permitted to use them? Will it take action by the public and the FCC to put a stop to this kind of thing on TV?—*William Keith Hoisington, general manager, WKYV(FM) Vicksburg, Miss.*

Imitating life

EDITOR: The cartoon by Jack Schmidt in the Oct. 28 BROADCASTING struck me as hilarious. That's because something very similar happened to me several years ago. One afternoon, during a thunderstorm, while our station was off the air, I received a phone call from a little old lady who inquired whether we were off the air. When I told her we were, she retorted indignantly "Why don't you make an announcement?"—*James P. Schuh, general manager, WSPT-AM-FM Stevens Point, Wis.*

Spelling lessons

EDITOR: Some of us long-time BROADCASTING fans know the lengths to which you'll go to make sure the information in your weekly profile is 100% accurate. When an NBC executive once refused to tell you his middle name, you had a reporter track down the hall of records in the small Western town where he was born to ferret it out.

That's why I'm sure you will want to know that the subject of BROADCASTING's excellent Nov. 11 profile, NBC-TV's vice president of program administration, spells his last name Antonowsky, not Antonowski. An easy way to remember this is to keep in mind that *ski* is something you do on the ground, while *sky* is what you see through the roof—which is where NBC-TV's programs have gone.—*M. S. Rukeyser Jr., VP-public information, NBC, New York.*

(To Marvin [no middle name] Antonowsky, and to BROADCASTING's readers, our apologies for slipshod reporting.)

EDITOR: Thanks for the mention in "Closed Circuit" (Nov. 4). However, like my fellow Mississippian, Bilbo, used to say: "I don't care what they say about me just as long as they spell my name right." And in that vein, it's Bob McRaney Jr.; and the call letters are WWBT.—*Bob McRaney Jr., vice president and managing director, WWBT(TV) Richmond, Va.*

Datebook®

■ Indicates new or revised listing

This week

Nov. 17-19—*Television Bureau of Advertising* 20th annual membership meeting. Century Plaza hotel, Los Angeles (agenda, page 32).

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 (agenda, page 46).

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. 19 and Nov. 20—*American Association of Advertising Agencies* eastern region meeting, New York.

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

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

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

Nov. 20—*Milwaukee Advertising Club* and *Milwaukee Society of Communicative Arts* joint meeting. Speaker: Jack Roberts, Ogilvy and Mather, Los Angeles. For information: Donald Clow, 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, WCBS(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**—*Radio TV News Directors Association* of the Carolinas fall reporting seminar. Bordeaux Convention Center, Fayetteville, N.C.

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

Also in November

■ **Nov. 25**—Oral argument, corporate structure of

Major meeting dates in 1974-75

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

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

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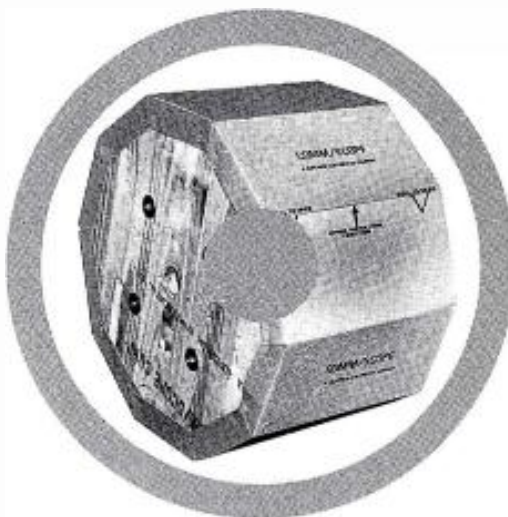


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Commentator: George R. Torge

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"Fire"

Pat Irwin and Paul Maze

Best Local Documentary:

"Adoption '74" (Honorable Mention)

Chuck Lampkin



*1974 New York State Associated Press Broadcasters
Association Awards Competition

CML Satellite Corp., FCC meeting room, Washington.

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. 4-6—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. 5-8—Arizona Broadcasters Association winter convention. Scottsdale Hilton, Scottsdale (Phoenix area).

■ Dec. 7—Society of Broadcast Engineers mini-convention, Phoenix chapter, to follow Arizona State Broadcasters convention (Dec. 5-6).

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. 15—Deadline for entries. 32nd annual television newfilm competition, sponsored by National Press Photographers Association and Arizona State University, department of mass communications. Tempe, Ariz. 85281.

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 Glicker, WLOF(AM) Orlando, chairman.

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

■ Jan. 20-24—National Association of Broadcasters winter joint board meeting. Cerromar hotel, Dorado Beach, Puerto Rico.

■ Jan. 31—Deadline for entries, Mortgage Bankers Association of America Janus awards for excellence in financial news reporting. Four categories: commercial radio and TV stations, commercial radio and TV networks. Contact: Mark Serepca, Mortgage Bankers Association of America, 1125 15th Street, N.W., Washington 20005.

February 1975

Feb. 3—Deadline for entries, American Medical Association 1974 Medical Journalism Awards Competition. \$1,000 award in each of five categories: magazines, newspapers, radio, TV and editorial. Rule information: 535 North Dearborn Street, Chicago 60610.

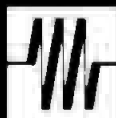
Feb. 4-6—South Carolina Broadcasters Association 1975 Winter convention. Wade Hampton hotel, Columbia.

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

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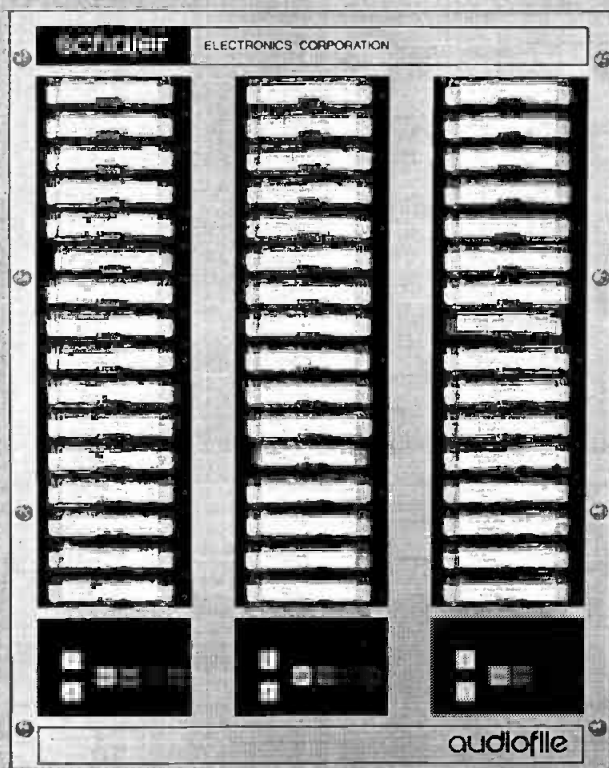


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Sandra Klausner, *assistant*.

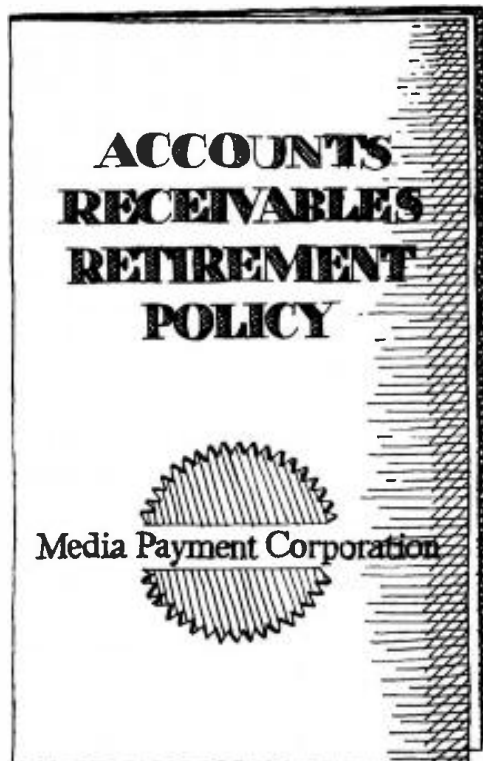
BROADCASTING* magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932. Broadcast Reporter in 1933, Telecast* in 1953 and Television in 1961. Broadcasting-Telecasting* was introduced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



* Reg. U.S. Patent Office.
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Now is the time to retire your aging receivables.



Media Payment Corporation services enable you to retire your aging accounts receivables balances—now. You can stop spending excessive time and money just trying to maintain a 65-75 day national spot receivables balance that loses value at a rate of 1% per month or 12% per year. With Media Payment Corporation, your sales dollars are converted to cash instead of a receivables inventory. You sell to get ahead not to stay even.

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come. MPC offers a comprehensive and computerized credit rating system for more than 1600 agencies and buying services. Monthly Credit Newsletters and Daily Bulletins protect your station from excessive bad-debt losses. Your credit decisions are based on broad, detailed actual payment experience not on spotty records, hearsay and rumors. You no longer need to face the frustrations of collecting sales dollars.

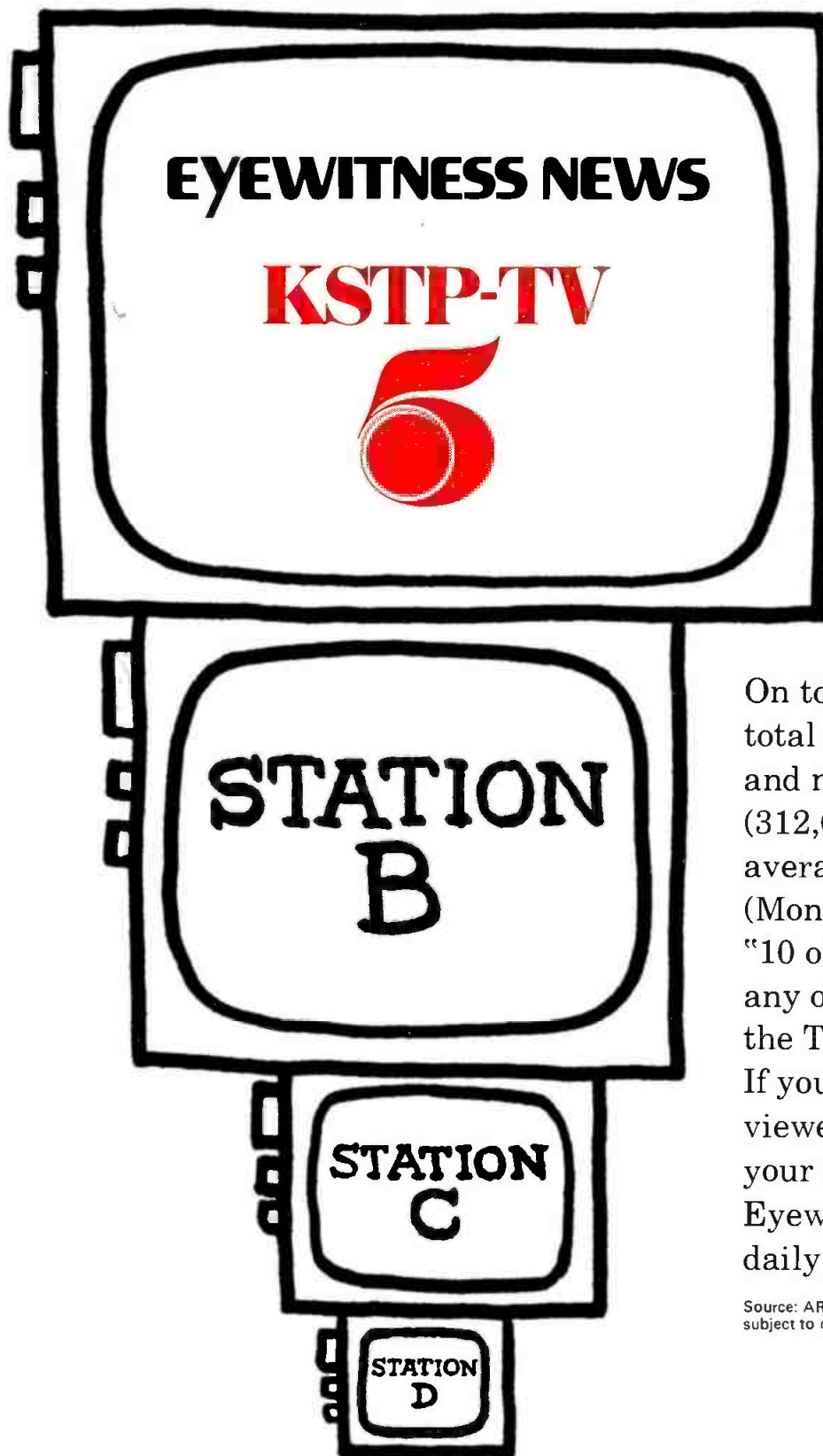
We're ready to begin working for your station. For more information about our "Receivables Retirement Program" call or write Dennis E. Robich, Media Payment Corporation, 380 Madison Avenue, New York, New York 10017. (212) 953-1504.



Media Payment Corporation

Makes Dollars and Sense

How television news stacks up in Minneapolis/St. Paul



On top... with more total adults (283,000) and more total persons (312,000) based on average quarter hour (Mon-Sun) during the "10 o'clock" news than any other channel in the Twin Cities.

If you want good viewers stacked in your favor, Take 5, Eyewitness News, daily at 6 and 10 p.m.

Source: ARB May 1974. Estimates subject to qualifications in said report.

Broadcast Advertising

Television advertising stakes out new turf for future growth

Its old territory still produces abundantly, but further expansion means seizing ground from others—and that means newspapers

The competition for the nation's advertising dollar has now settled into a predictable pattern after years of adjustment by the other major media as television moved in and shouldered its way to the head of the pack.

The backing and filling, the dramatic counterattack, the upheaval that severely wrenched radio's economics during television's first explosive growth have receded into the past. The shake-outs that once shrank the ranks of print media, sometimes with spectacular closings, are still in evidence but on a smaller, quieter scale; those that occur now are more likely to be in response to other factors than displacements caused directly by television.

For television's days of quantum advances are over. Not that it doesn't expect to grow—and dramatically, as is demonstrated by the Television Bureau of Advertising's adoption of an \$8-billion-a-year goal for TV by 1980, envisioning a 60% increase from this year's projected total of approximately \$5 billion (see related stories). But future growth, in whatever measure, can only confirm the patterns that started to form in the early 1950's and have hardened over the past decade.

In these patterns television is far and away the number-one national advertising medium—and becoming more so as the years pass. It supplanted magazines on this pinnacle, in fact, in 1955—by coincidence TVB's first full year of operation. In that year, network TV's billings reached \$550 million and spot TV's \$260 million, for a combined \$810 million that more than squeaked past magazines' \$691 million.

Last year, by comparison, television's estimated \$3.345 billion in combined

network and spot more than doubled magazines' \$1.448 billion and tripled newspapers' estimated \$1.111 billion in national advertising. Network TV alone, totaling \$1.968 billion, exceeded both newspapers and magazines, while national spot alone, estimated at \$1.377 billion, surpassed newspapers and was pulling up on magazines (see charts, pages 22-23).

If television has a commanding lead in national advertising, however, it is still a far-back second in total billing among the major measured media. Even if it



Talking television. Roger Rice (r), new president of the Television Bureau of Advertising, and George Huntington, executive vice president, went on TV (the Bell System's Picturephone) to talk about TV in a New York-to-Washington interview with *Broadcasting* editors two weeks ago. The result begins on page 34.

reached this year the \$8 billion that TVB is shooting for by 1980, it would still be a nose behind the \$8.050 billion projected for newspapers this year. If its 1974 total reaches the \$5 billion informally predicted for it, it will be approximately 60% short of this year's newspaper total. If it only reaches the \$4.845 billion that TVB has formally predicted, it will be about 66% short of newspapers.

It is no wonder, against that background, that the TVB board of directors has set its sights on advertising that now runs in newspapers as the prime source of the \$3 billion that television needs

to get to the \$8-billion mark. TV cannot hope to compete for newspapers' whole load: Classified advertising, amounting to about \$2.3 billion, is largely out of the question, and cigarette and liquor advertising are off limits. With those exceptions, virtually anything of consequence may be considered fair game.

While making its own mark, television has also left its mark on other media. It did so with a rate of growth unapproached by its competitors. Since 1955, when it was already established as a solid number two among major measured media, TV's revenues have increased 368%, as compared with 162% for newspapers and 120% for magazines. Paradoxically, television's first big casualty, radio, has come closest to matching TV's growth rate over the years, turning in a 228% increase since 1955.

Radio, like the other media, adjusted to television by changing its style and approach. The big difference was that radio began to make its changes before the others did, and made them more extensively and more freely.

When TV began to make its move, radio's injuries were at first largely psychological, but they soon became real: Advertisers and agencies, bedazzled by the glitter and glamour of the new medium, tended to ignore radio or write it off, or severely downgrade its capabilities. To their later regret, many broadcasters also consigned their radio properties to the sidelines while they built and pampered their television adjuncts.

It took what seemed an eternity—radio's revenues moved slowly if at all from the early to late 1950's—but eventually the wounded medium found itself, no longer the focus of the living room as in radio's glory days but as a highly specialized, personalized medium of music and news. Revenues began to pick up, but increasingly radio has been a local medium, in billings as well as over-all service, and in the last couple of years in particular its national sales have not advanced significantly—a circumstance that station reps, the networks and the Radio Advertising Bureau are all trying hard to correct and which, ironically, because of radio's rate economies, may be cured more readily with an economic recession than without one.

Newspaper revenues continue to rise, but in the opinion of informed observers the growing numbers cannot obscure problems that were already apparent more than a decade ago. One is that the newspaper's status as a carrier of national advertising continues to decline: Although its national advertising revenues went from \$702 million in 1963 to \$1.111 billion 10 years later, agency

sources say it's losing its luster and its importance as a national advertising vehicle. Another newspaper problem, they say, is TV's inroads on retail advertising—though there are two opinions on this point, the other being that television's retail gains have come, thus far, more from additional retail budgets than from diversion of money from newspapers.

In the meantime, the process of newspaper consolidation in major markets goes on. Occasionally a paper goes under, as in the recent case of *Chicago Today*. More often there are mergers, sales, realignment of editorial objectives. One agency source interpreted the process this bleak way: "Where there is dupli-

cation of circulation between a morning and evening paper in a major market, or if there are two morning or two afternoon papers appealing to the same audience, they can't both survive—no way." He called the process "symptomatic of the need for newspapers to catch up with what is going on, which is that people cannot—will not—buy duplication any more."

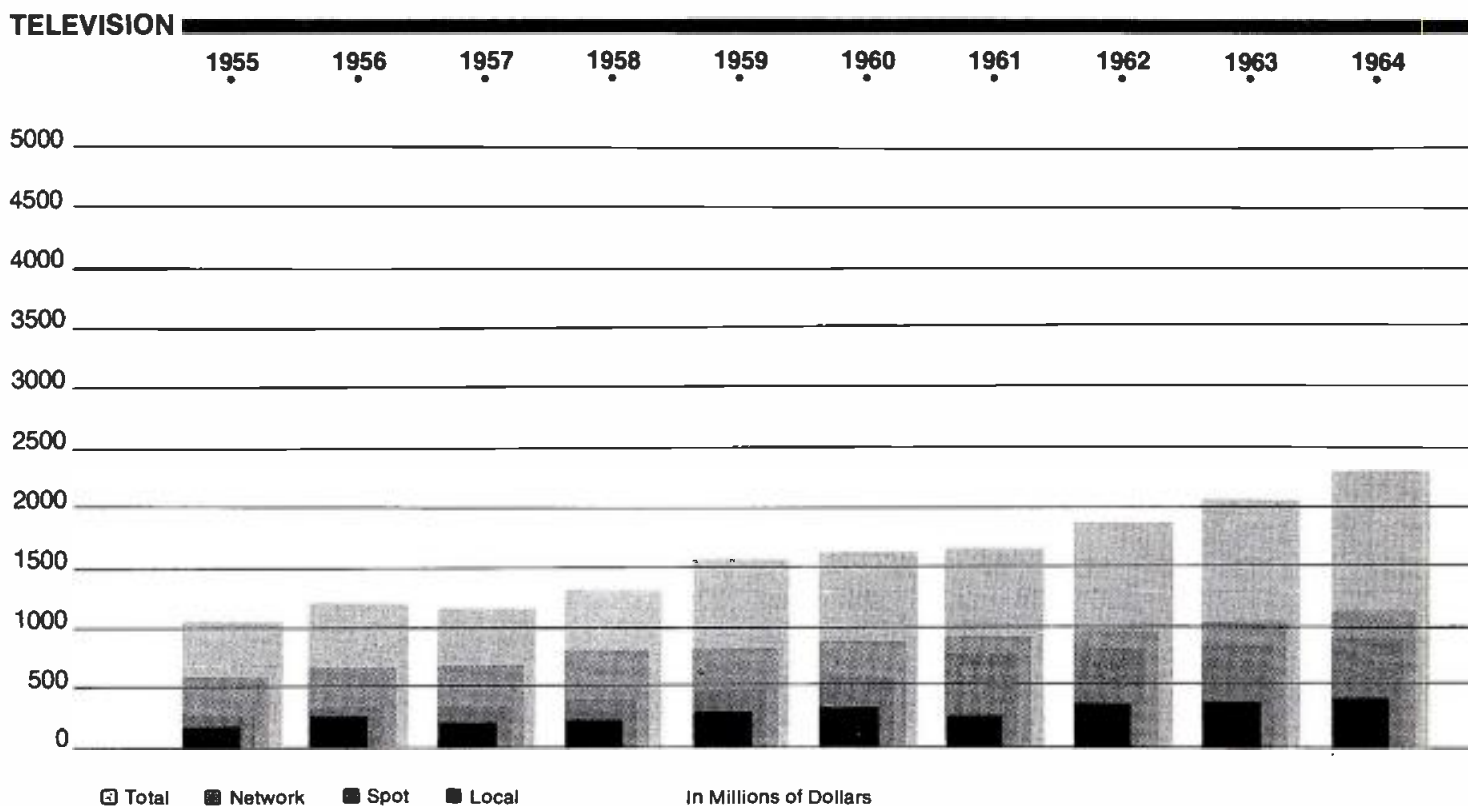
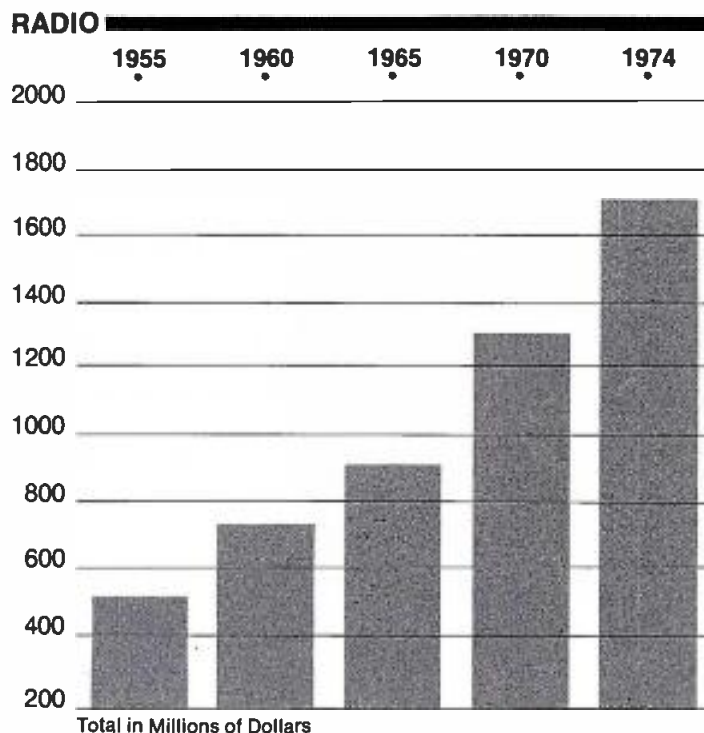
Magazines as a group appear to be healthy, although they too have gone through a big shake-out over the years (the three leading revenue producers of the early 1960's are, of course, all gone now: *Life*, *Look* and *Saturday Evening Post*). Magazines have also followed the

lead of television and radio in developing such techniques as regional editions, to compete with spot broadcasting, and like radio have become more and more specialized in their editorial approaches.

While specialty books have racked up some solid successes, they are also exposed to almost instant disaster if misfortune besets the fields they serve. As one agency executive pointed out last week, the continuing energy shortage has virtually decimated magazines dealing with the electrical industry, while the slump in new car sales "may mean whoosh" for a substantial segment of the automotive magazine field.

Outdoor advertising, never a major

This is the track record of major media advertising expenditures from 1955 to 1974—a period that has seen television expand its billings horizon from \$1 billion to almost \$5 billion, and in the process become the pre-eminent national advertising medium. Beginning on page 24: what the medium itself now looks like in terms of television markets, as reflected in Arbitron's latest snapshot of the station universe.



competitor with television, is generally regarded as exceptionally healthy after weathering the energy crisis that for a time threatened to curtail its nighttime displays. But outdoor—whose 1973 revenues are believed to have been about \$330 million—is not trouble-free. Among its problems: on-going drives to “clean up” the highways, and the increased costs of complying with state and federal highway beautification programs.

So what is ahead? For one thing, by common agreement, higher rates in all media.

J. Walter Thompson Co.’s latest annual analysis and projection suggests that, whereas local media’s cost-per-thousand

increased more than those of national media in the period 1964-73, the trend now is the other way.

The JWT projections anticipate these costs-per-thousand for 1975:

Daytime network TV (one 30-second announcement)—\$1.08, up from \$0.94 this year, up 23% from 1973.

Prime-time network TV (one 30-second announcement)—\$2.54 as against \$2.37 this year and up 17% from 1973.

Fringe-time spot TV (one 30-second announcement)—\$1.50, compared with \$1.46 this year and up 6% from 1973.

Network radio (25 adult gross rating points a week)—\$1.10, compared with \$1.09 this year and returning to 1973

level.

Daytime spot radio (25 adult GRP’s a week)—\$1.91, up from \$1.85 this year and 10% higher than in 1973.

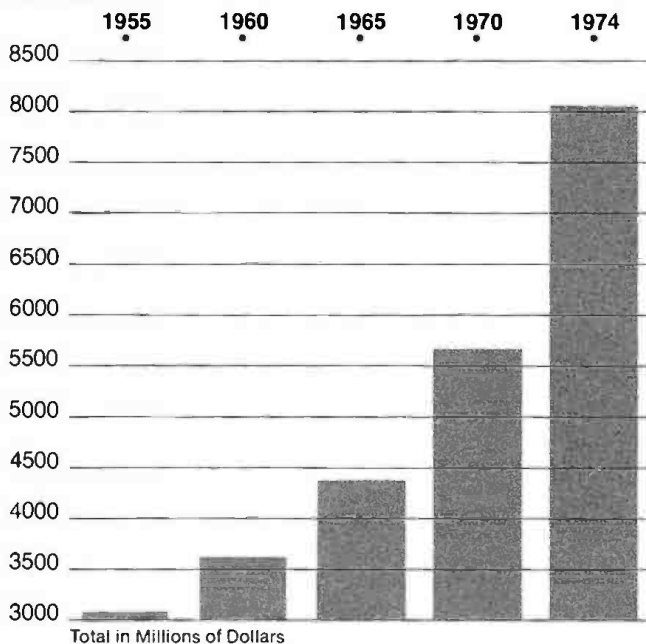
Consumer magazines (one four-color page in top 50 magazines)—\$6.39, up from \$6.09 this year and up 8% from 1973.

Daily newspapers (1,000 lines black and white, all daily papers)—\$7.85, up from \$7.65 this year and up 11% from 1973.

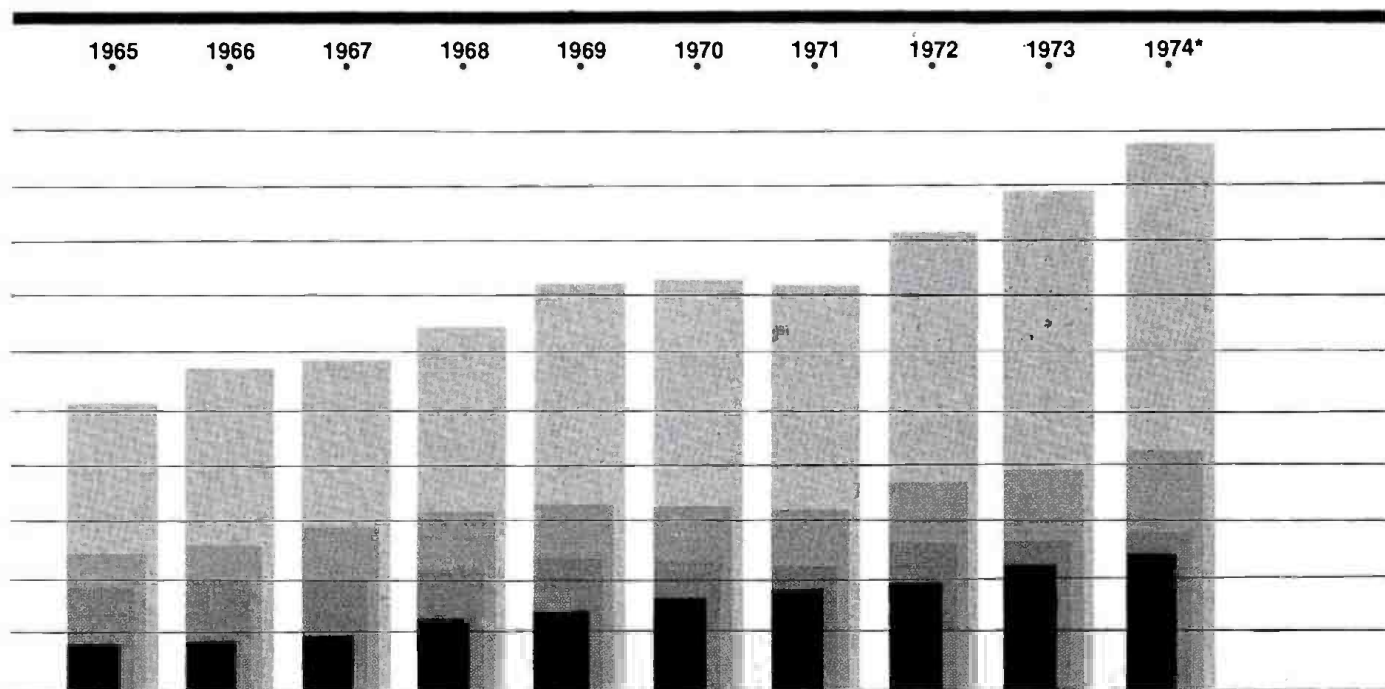
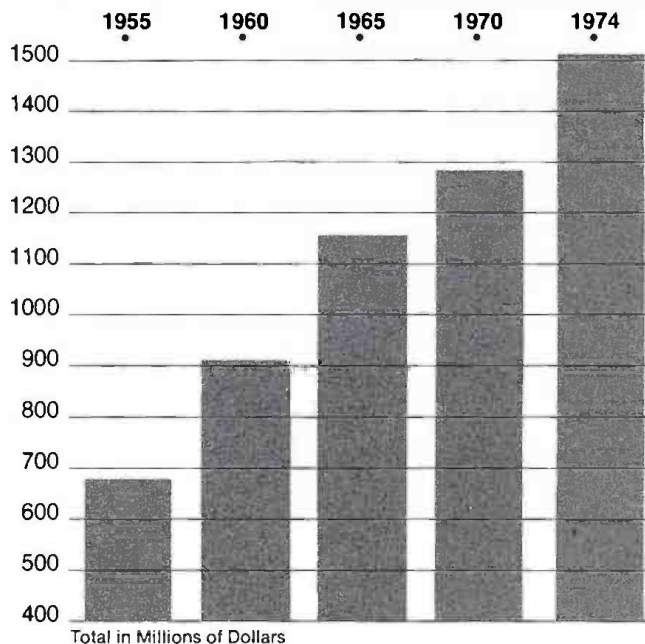
Outdoor posters (100 showing in every National Outdoor Advertising Bu-

Text of this special section on TV advertising continues on page 32.

NEWSPAPER



MAGAZINES



Television markets of the U.S.— from 1 through 207

Here are the television markets of the U.S. ranked in descending order of the number of television homes they contain. Also shown are the numbers of women, men, teen-agers and children in each

market and the percentage of the total U.S. population each represents. These are Arbitron Television estimates for the 1974-1975 season.

	ADI TV Households		ADI Women		ADI Men		ADI Teen-Agers		ADI Children	
1. New York	6,192,900	9.01%	6,828,000	9.29%	5,926,300	8.85%	1,983,200	8.20%	2,857,900	8.27%
2. Los Angeles	3,545,700	5.16	3,522,700	4.79	3,226,900	4.82	1,124,100	4.65	1,642,200	4.75
3. Chicago	2,772,100	4.03	2,969,600	4.04	2,694,800	4.02	1,009,400	4.17	1,447,500	4.19
4. Philadelphia	2,239,000	3.26	2,493,200	3.39	2,230,300	3.33	790,500	3.27	1,102,600	3.19
5. Boston	1,673,700	2.43	1,890,100	2.57	1,658,000	2.47	592,700	2.45	846,100	2.45
6. San Francisco	1,635,600	2.38	1,647,900	2.24	1,539,800	2.30	505,400	2.09	712,600	2.06
7. Detroit	1,504,900	2.19	1,637,400	2.23	1,500,100	2.24	578,400	2.39	826,000	2.39
8. Washington, D.C.	1,282,400	1.86	1,366,300	1.86	1,248,300	1.86	452,500	1.87	672,000	1.94
9. Cleveland	1,274,700	1.85	1,392,800	1.90	1,246,800	1.86	468,300	1.94	655,900	1.90
10. Pittsburgh	1,069,800	1.56	1,208,000	1.64	1,062,000	1.59	368,300	1.52	484,500	1.40
Markets 1-10	23,190,800	33.72%	24,956,000	33.96%	22,333,300	33.34%	7,872,800	32.55%	11,247,300	32.53%
Cumulative Total	23,190,800	33.72%	24,956,000	33.96%	22,333,300	33.34%	7,872,800	32.55%	11,247,300	32.53%
11. Dallas-Ft. Worth	1,045,800	1.52	1,074,200	1.46	969,500	1.45	349,500	1.45	530,700	1.54
12. St. Louis	917,200	1.33	982,600	1.34	860,400	1.28	336,700	1.39	481,000	1.39
13. Minneapolis-St. Paul	874,200	1.27	899,300	1.22	821,600	1.23	323,800	1.34	449,200	1.30
14. Houston	857,500	1.25	878,500	1.20	822,700	1.23	317,800	1.31	474,000	1.37
15. Miami	838,900	1.22	872,800	1.19	753,400	1.12	232,600	.96	324,000	.94
16. Atlanta	818,500	1.19	881,500	1.20	791,400	1.18	290,000	1.20	456,700	1.32
17. Tampa-St. Petersburg	801,200	1.17	800,000	1.09	680,500	1.02	201,000	.83	284,900	.82
18. Seattle-Tacoma	768,400	1.12	767,600	1.04	746,200	1.11	255,500	1.06	352,400	1.02
19. Baltimore	735,700	1.07	807,100	1.10	744,200	1.11	270,900	1.12	375,100	1.09
20. Indianapolis	721,700	1.05	760,700	1.04	692,400	1.03	260,800	1.08	382,100	1.11
Markets 11-20	8,379,100	12.18%	8,724,300	11.87%	7,882,300	11.77%	2,838,600	11.74%	4,110,100	11.89%
Cumulative Total	312,569,900	45.91%	33,680,300	45.84%	30,215,600	45.10%	10,711,400	44.29%	15,357,400	44.42%
21. Hartford-New Haven	637,500	.93	709,600	.97	640,700	.96	225,000	.93	317,600	.92
22. Cincinnati	628,300	.91	675,500	.92	599,800	.90	232,100	.96	332,000	.96
23. Kansas City	627,700	.91	636,700	.87	573,100	.86	209,700	.87	289,100	.84
24. Milwaukee	620,200	.90	675,300	.92	614,000	.92	237,000	.98	325,400	.94
25. Portland, Ore.	607,900	.88	622,300	.85	567,400	.85	198,600	.82	270,800	.78
26. Sacramento-Stockton	604,700	.88	615,100	.84	586,000	.87	213,300	.88	283,000	.82
27. Denver	594,900	.87	616,500	.84	571,900	.85	214,100	.89	300,000	.87
28. Buffalo	578,400	.84	643,500	.88	570,500	.85	212,600	.88	290,700	.84
29. Providence	576,800	.84	635,700	.87	582,500	.87	194,700	.81	285,900	.83
30. Nashville	542,500	.79	582,300	.79	541,000	.81	182,200	.75	262,600	.76
Markets 21-30	6,018,900	8.75%	6,412,500	8.73%	5,846,900	8.73%	2,119,300	8.78%	2,957,100	8.55%
Cumulative Total	37,588,800	54.66%	40,092,800	54.56%	36,062,500	53.83%	12,830,700	53.05%	18,314,500	52.98%



**We look forward to sharing many more
anniversaries in the good years ahead.**

WTVJ Miami, a CBS affiliate represented by MMT Sales.
A Wometco Enterprises, Inc. station.

We found seven prisoners that nobody even knew were lost.

A man in Houston was arrested for shoplifting. His haul: a 53¢ can of beer. Usually this kind of misdemeanor goes to trial within thirty days. After 155 days in jail and no trial, the man finally wrote us.

Action 13 Special Investigator Marvin Zindler checked out the

problem immediately. The District Attorney's office files reflected that the prisoner had never been arrested. Zindler saw to it that he was quickly brought to trial. After pleading guilty, he was sentenced to 108 days in jail and a \$200 fine. The judge gave him credit for the days he'd already spent in jail, and he was set free.

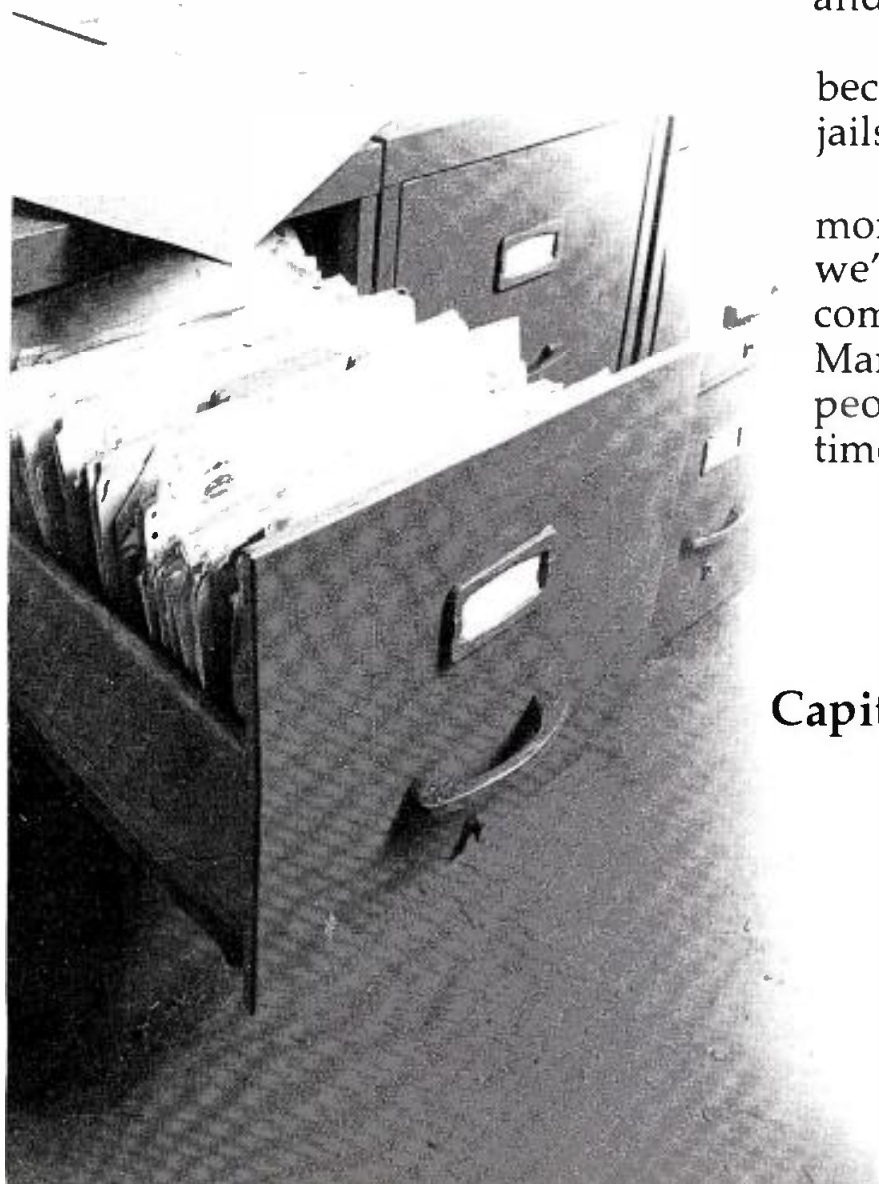
Another man was arrested on a drunk driving charge and spent three months in jail without going to court. He wrote us and we advised the District Attorney of the problem. The man was brought before a judge, given his back time and released.

Five other prisoners also became similarly lost in Houston's jails. And were similarly helped.

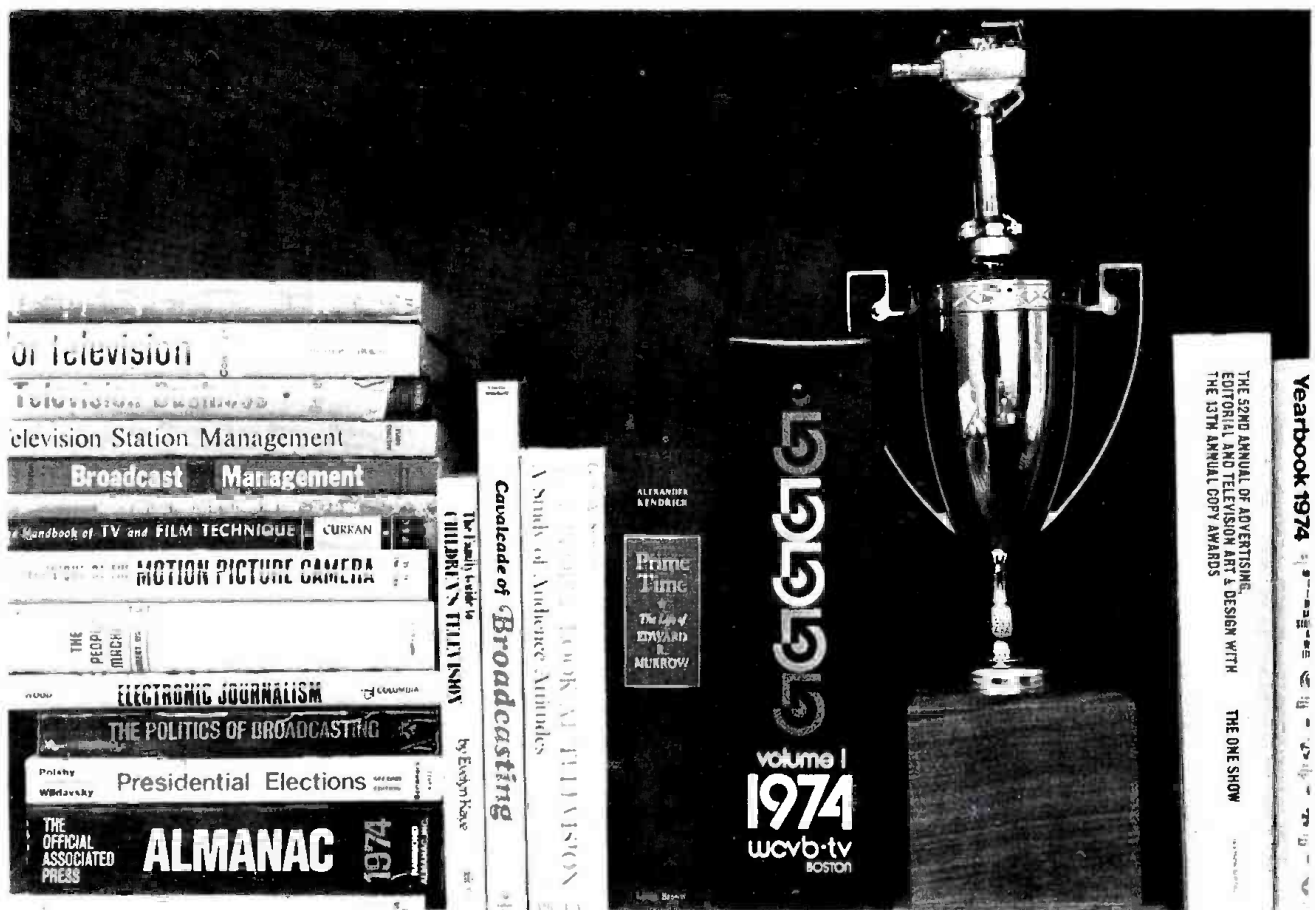
These are just a few of the more dramatic examples of how we've been able to help correct community problems. And why Marvin Zindler is a man a lot of people in Houston turn to first in time of trouble.

KTRK-TV Houston.

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



	ADI TV Households			ADI Women		ADI Men		ADI Teen-Agers		ADI Children	
31. San Diego	517,300	.75%	499,200	.68%	544,400	.81%	161,400	.67%	236,800	.68%	
32. Memphis	507,400	.74	558,300	.76	496,800	.74	201,500	.83	292,500	.85	
33. Columbus, Ohio	507,000	.74	540,300	.74	495,900	.74	181,000	.75	266,400	.77	
34. Charlotte	502,400	.73	550,200	.75	489,100	.73	177,700	.73	270,100	.78	
35. Phoenix	496,900	.72	511,100	.70	473,800	.71	185,200	.77	272,400	.79	
36. New Orleans	476,400	.69	507,900	.69	450,000	.67	188,000	.78	279,700	.81	
37. Louisville	465,300	.68	497,100	.68	466,100	.70	172,900	.71	244,800	.71	
38. Oklahoma City	458,000	.67	457,300	.62	412,400	.62	140,000	.58	198,300	.57	
39. Greenville-Spartanburg-Asheville	454,600	.66	494,300	.67	443,200	.66	151,400	.63	229,300	.66	
40. Charleston-Huntington	442,600	.64	485,800	.66	441,900	.66	159,300	.66	225,700	.65	
Markets 31-40	4,827,900	7.02%	5,101,500	6.94%	4,713,600	7.04%	1,718,400	7.11%	2,516,000	7.28%	
Cumulative Total	42,416,700	61.68%	45,194,300	61.51%	40,776,100	60.87%	14,549,100	60.16%	20,830,500	60.25%	
41. Dayton	431,700	.63	463,400	.63	420,900	.63	159,600	.66	229,600	.66	
42. Albany-Schenectady-Troy	430,800	.63	472,100	.64	416,900	.62	146,700	.61	207,000	.60	
43. Grand Rapids-Kalamazoo	426,100	.62	467,400	.64	422,900	.63	171,700	.71	236,300	.68	
44. Orlando-Daytona Beach	425,500	.62	438,300	.60	396,100	.59	147,000	.61	199,000	.58	
45. Wilkes-Barre-Scranton	406,900	.59	457,000	.62	394,300	.59	123,300	.51	173,000	.50	
46. Harrisburg-York-Lancaster-Lebanon	399,900	.58	434,100	.59	390,700	.58	136,600	.56	195,000	.56	
47. San Antonio	396,300	.58	431,300	.59	405,000	.60	159,900	.66	238,800	.69	
48. Birmingham	395,500	.58	430,900	.59	372,800	.56	139,000	.57	196,400	.57	
49. Nrfolk-Portsmth-Newprt News-Hamptn	389,200	.57	418,700	.57	437,600	.65	152,900	.63	218,500	.63	
50. Toledo	389,100	.57	419,100	.57	378,700	.57	147,500	.61	213,700	.62	
Markets 41-50	4,091,000	5.95%	4,432,300	6.03%	4,035,900	6.02%	1,484,200	6.14%	2,107,300	6.10%	
Cumulative Total	46,507,700	67.63%	49,626,600	67.54%	44,812,000	66.89%	16,033,300	66.30%	22,937,800	66.35%	
51. Salt Lake City	386,000	.56	406,400	.55	385,100	.57	161,300	.67	256,500	.74	
52. Greensboro-Winston-Salem-High Pt.	381,400	.55	417,400	.57	369,800	.55	131,700	.54	192,400	.56	
53. Flint-Saginaw-Bay City	371,300	.54	401,500	.55	373,700	.56	159,200	.66	229,100	.66	
54. Syracuse-Elmira	368,300	.54	409,300	.56	374,000	.56	137,500	.57	197,200	.57	
55. Tulsa	365,400	.53	367,500	.50	330,100	.49	114,200	.47	159,300	.46	
56. Wichita-Hutchinson	361,300	.53	376,500	.51	343,500	.51	125,300	.52	162,100	.47	
57. Richmond	357,700	.52	398,800	.54	365,900	.55	127,600	.53	179,600	.52	
58. Little Rock	357,600	.52	373,100	.51	335,100	.50	118,300	.49	171,900	.50	
59. Shreveport-Texarkana	348,400	.51	367,800	.50	321,300	.48	118,800	.49	171,800	.50	
60. Knoxville	338,200	.49	370,500	.50	332,900	.50	116,500	.48	170,800	.49	
Markets 51-60	3,635,600	5.29%	3,886,800	5.29%	3,531,400	5.27%	1,310,400	5.42%	1,890,700	5.47%	
Cumulative Total	50,143,300	72.91%	53,515,400	72.83%	48,343,400	72.16%	17,343,700	71.72%	24,828,500	71.82%	
61. Raleigh-Durham	317,800	.46	352,800	.48	355,200	.53	115,800	.48	176,900	.51	
62. Des Moines	317,200	.46	336,100	.46	304,000	.45	106,400	.44	146,400	.42	
63. Mobile-Pensacola	310,100	.45	332,100	.45	313,400	.47	128,400	.53	187,000	.54	
64. Rochester, NY	304,600	.44	336,300	.46	301,100	.45	110,700	.46	164,700	.48	
65. Omaha	303,400	.44	317,900	.43	288,500	.43	113,800	.47	157,400	.46	
66. Jacksonville	299,000	.43	312,500	.43	294,000	.44	110,400	.46	161,400	.47	
67. Roanoke-Lynchburg	290,500	.42	326,200	.44	297,100	.44	99,000	.41	144,600	.42	
68. Davenport-Rock Is.-Moline (Qd City)	288,400	.42	303,200	.41	276,200	.41	104,500	.43	145,700	.42	
69. Green Bay	288,000	.42	320,900	.44	297,700	.44	120,600	.50	162,200	.47	
70. Cedar Rapids-Waterloo	279,100	.41	305,900	.42	279,000	.42	106,300	.44	149,200	.43	
Markets 61-70	2,998,100	4.36%	3,243,900	4.41%	3,006,200	4.49%	1,115,900	4.61%	1,595,500	4.62%	
Cumulative Total	53,141,400	77.27%	56,759,300	77.25%	51,349,600	76.65%	18,459,600	76.33%	26,424,000	76.43%	
71. Paducah-Cape Girardeau-Harrisburg	277,900	.40	290,200	.39	263,400	.39	82,700	.34	114,100	.33	
72. Johnstown-Altoona	276,800	.40	306,900	.42	279,100	.42	95,400	.39	135,100	.39	
73. Fresno	270,500	.39	283,400	.39	267,800	.40	105,400	.44	148,700	.43	
74. Springfield-Decatur-Champaign	269,400	.39	287,300	.39	262,300	.39	89,500	.37	126,000	.36	
75. Portland-Poland Spring	252,900	.37	276,000	.38	249,900	.37	89,300	.37	129,300	.37	
76. Chattanooga	248,300	.36	263,800	.36	235,000	.35	84,600	.35	127,700	.37	
77. Spokane	242,200	.35	248,900	.34	239,800	.36	83,600	.35	113,100	.33	
78. Greenville-New Bern-Washington	240,700	.35	269,600	.37	269,400	.40	96,900	.40	140,500	.41	
79. Lincoln-Hastings-Kearney	231,600	.34	245,000	.33	226,900	.34	75,300	.31	101,000	.29	
80. Albuquerque	228,200	.33	247,400	.34	229,800	.34	103,400	.43	144,300	.42	
Markets 71-80	2,536,500	3.69%	2,718,500	3.70%	2,523,400	3.77%	906,100	3.75%	1,279,800	3.70%	
Cumulative Total	55,679,900	80.96%	59,477,800	80.95%	53,873,000	80.42%	19,365,700	80.08%	27,703,800	80.14%	
81. Jackson, Miss.	222,800	.32	251,100	.34	215,400	.32	93,600	.39	136,500	.39	
82. Youngstown	215,000	.31	242,400	.33	218,900	.33	80,600	.33	107,700	.31	
83. Springfield, Mass.	214,000	.31	247,500	.34	218,400	.33	74,400	.31	102,300	.30	
84. West Palm Beach	213,900	.31	213,200	.29	186,800	.28	61,100	.25	89,400	.26	
85. Springfield, Mo.	206,700	.30	209,900	.29	204,300	.30	60,500	.25	84,300	.24	
86. South Bend-Elkhart	206,500	.30	218,900	.30	201,200	.30	73,600	.30	107,900	.31	
87. Evansville	204,000	.30	217,500	.30	194,800	.29	71,500	.30	98,000	.28	
88. Peoria	203,300	.30	219,900	.30	198,100	.30	70,700	.29	99,500	.29	
89. Bristol-Kingsport-Johnson City	201,800	.29	222,300	.30	203,400	.30	69,100	.29	104,400	.30	
90. Sioux Falls-Mitchell	200,800	.29	218,000	.30	205,200	.31	80,500	.33	101,300	.29	
Markets 81-90	2,088,800	3.04%	2,260,700	3.08%	2,046,500	3.05%	735,600	3.04%	1,031,300	2.98%	
Cumulative Total	57,768,700	84.00%	61,738,500	84.02%	55,919,500	83.47%	20,101,300	83.12%	28,735,100	83.12%	
91. Ft. Wayne	193,100	.28	204,200	.28	186,100	.28	71,600	.30	105,700	.31	
92. Lansing	191,900	.28	211,500	.29	204,300	.30	73,100	.30	110,400	.32	
93. Huntsville-Decatur-Florence	180,900	.26	193,500	.26	177,800	.27	70,400	.29	101,700	.29	
94. Wheeling-Steubenville	176,100	.26	189,900	.26	170,800	.25	59,600	.25	82,500	.24	
95. Tucson	175,400	.26	181,400	.25	169,700	.25	63,000	.26	91,300	.26	
96. Fargo	175,400	.26	189,400	.26	187,100	.28	68,900	.28	87,600	.25	
97. Colorado Springs-Pueblo	172,100	.25	174,500	.24	182,900	.27	64,200	.27	91,700	.27	
98. Salinas-Monterey (Inc. San Jose Stns)	171,100	.25	172,600	.23	187,100	.28	53,200	.22	78,800	.23	
99. Columbia, SC	170,400	.25	196,700	.27	197,600	.29	71,800	.30	105,400	.30	
100. Baton Rouge	169,500	.25	191,600	.26	180,900	.27	74,900	.31	112,300	.32	
Markets 91-100	1,775,900	2.58%	1,905,300	2.59%	1,844,300	2.75%	670,700	2.77%	967,400	2.80%	
Cumulative Total	59,544,600	86.58%	63,643,800	86.62%	57,763,800	86.22%	20,772,000	85.89%	29,702,500	85.92%	
101. Lexington	167,300	.24	182,500	.25	165,500	.25	55,500	.23	86,600	.25	
102. Monroe-El Dorado	163,700	.24	176,700	.24	155,100	.23	63,200	.26	92,300	.27	
103. Austin	162,000	.24	173,800	.24	164,600	.25	50,500	.21	78,500	.23	
104. Burlington-Plattsburgh	161,500	.23	179,400	.24	169,000	.25	63,900	.26	93,400	.27	



Being best isn't good enough for us!

While the industry argues how to upgrade its standards, we've gone ahead and set our own. Our New England Network is the first of its kind, broadcasting live to six states. Every weekday morning at 9, New Englanders are entertained and informed on the Good Morning program. In Boston it's number one* in the time period with a 48% share of audience.

And we don't stop with the six New England states. Our *local* programming is in national syndication from coast to coast . . . specials and strip programming all locally produced but with the depth and polish to stand up in any market.

And while our syndicated programs play in other markets, we broadcast 52 hours a week of locally produced programming to Boston viewers . . . 24 hours a day. More than anyone in the nation and more than we did last year.

When we stop trying to set new standards for television . . . you'll know there's nothing more to be done.

WCVB-TV BOSTON

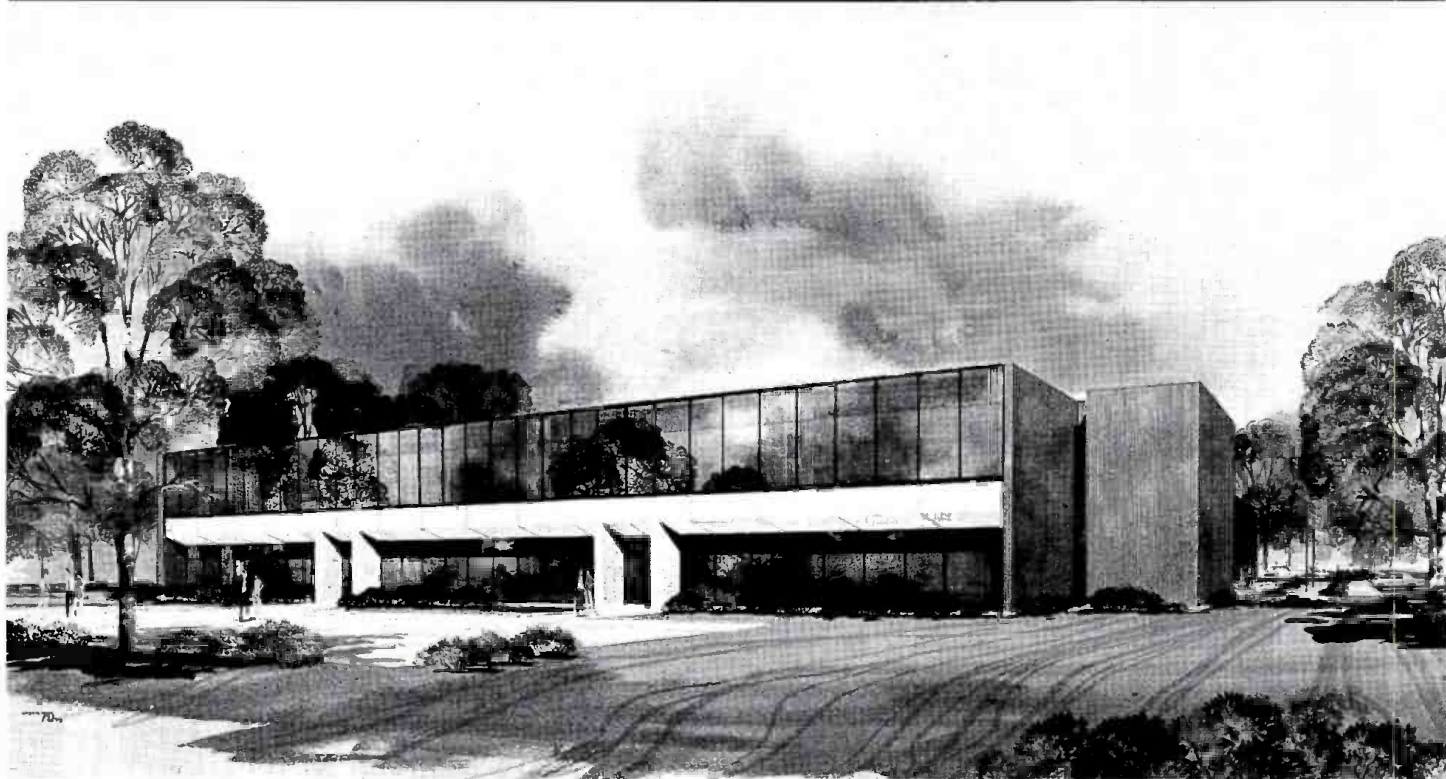
setting a new standard



*ARB October 1974 all data subject to qualifications of the report quoted.

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We're building . . . building a brand new television complex . . . as modern as tomorrow and as beautiful as its site overlooking the mighty Mississippi River. Thus, in early 1975, our talented and dedicated staff will have the finest facility available so that we may even better serve the great Mid-South.



MEMPHIS, TENNESSEE



A NEW YORK TIMES COMPANY

THE NEW YORK TIMES BROADCASTING SERVICE, INC. AFFILIATED WITH CBS. REPRESENTED BY THE KATZ AGENCY.

	ADI TV Households		ADI Women		ADI Men		ADI Teen-Agers		ADI Children	
105. Waco-Temple	161,100	.23%	160,400	.22%	182,300	.27%	49,400	.20%	81,500	.24%
106. Rockford	159,700	.23	168,600	.23	152,900	.23	60,900	.25	88,700	.26
107. Terre Haute	158,400	.23	168,100	.23	149,400	.22	49,200	.20	69,100	.20
108. Augusta	157,900	.23	175,500	.24	169,700	.25	63,200	.26	93,600	.27
109. El Paso	157,400	.23	171,400	.23	163,700	.24	73,300	.30	109,900	.32
110. Binghamton	155,600	.23	171,600	.23	155,400	.23	59,900	.25	83,400	.24
Markets 101-110	1,604,600	2.33%	1,726,000	2.35%	1,627,600	2.43%	589,000	2.44%	877,000	2.54%
Cumulative Total	61,149,200	88.92%	65,369,800	88.96%	59,391,400	88.66%	21,361,000	88.33%	30,579,500	88.45%
111. Madison	155,500	.23	168,400	.23	157,800	.24	56,400	.23	79,200	.23
112. Amarillo	153,600	.22	154,400	.21	145,800	.22	54,000	.22	75,100	.22
113. Duluth-Superior	152,700	.22	159,800	.22	150,900	.23	57,000	.24	69,900	.20
114. Montgomery	150,700	.22	167,600	.23	144,700	.22	59,000	.24	85,900	.25
115. Lafayette	149,200	.22	160,100	.22	145,700	.22	65,900	.27	96,300	.28
116. Joplin-Pittsburg	148,800	.22	150,800	.21	132,800	.20	42,400	.18	58,500	.17
117. Sioux City	146,400	.21	157,700	.21	144,900	.22	53,900	.22	68,500	.20
118. Wichita Falls-Lawton	143,300	.21	142,600	.19	144,200	.22	45,100	.19	64,300	.19
119. Columbus, Ga.	140,900	.20	154,600	.21	144,400	.22	52,700	.22	81,800	.24
120. Beaumont-Port Arthur	137,900	.20	146,500	.20	134,100	.20	52,600	.22	69,700	.20
Markets 111-120	1,479,000	2.15%	1,562,500	2.13%	1,445,300	2.16%	539,000	2.23%	749,200	2.17%
Cumulative Total	62,628,200	91.07%	66,932,300	91.09%	60,838,700	90.81%	21,900,000	90.56%	31,328,700	90.62%
121. Columbia-Jefferson City	136,700	.20	145,700	.20	139,500	.21	42,300	.17	60,500	.18
122. Topeka	132,700	.19	136,200	.19	140,700	.21	42,000	.17	62,600	.18
123. La Crosse-Eau Claire	132,000	.19	149,200	.20	138,700	.21	51,300	.21	68,600	.20
124. Rochester-Mason City-Austin	131,100	.19	141,200	.19	127,900	.19	50,700	.21	64,600	.19
125. Savannah	130,400	.19	139,000	.19	139,000	.21	50,500	.21	77,000	.22
126. Traverse City-Cadillac	130,100	.19	139,600	.19	132,600	.20	51,700	.21	68,400	.20
127. Corpus Christi	128,500	.19	139,000	.19	131,700	.20	54,600	.23	82,800	.24
128. Charleston, S.C.	127,700	.19	139,300	.19	139,600	.21	57,000	.24	84,300	.24
129. Yakima	127,700	.19	132,300	.18	124,400	.19	46,000	.19	60,900	.18
130. Eugene	123,300	.18	124,900	.17	120,400	.18	43,400	.18	58,000	.17
Markets 121-130	1,300,200	1.89%	1,386,400	1.89%	1,334,500	1.99%	489,500	2.02%	687,700	1.99%
Cumulative Total	63,928,400	92.96%	68,318,700	92.98%	62,171,200	92.80%	22,389,500	92.58%	32,016,400	92.61%
131. Wausau-Rhineland	122,300	.18	133,400	.18	126,900	.19	51,000	.21	67,300	.19
132. Quincy-Hannibal	120,300	.17	127,800	.17	115,400	.17	37,300	.15	52,200	.15
133. Macon	120,000	.17	138,900	.19	121,900	.18	48,200	.20	68,900	.20
134. Minot-Bismarck-Dickinson	115,100	.17	123,900	.17	123,200	.18	51,500	.21	66,400	.19
135. Lubbock	114,800	.17	120,600	.16	114,200	.17	44,000	.18	65,900	.19
136. Wilmington	113,000	.16	123,200	.17	112,600	.17	44,800	.19	66,800	.19
137. Erie	111,100	.16	123,000	.17	109,400	.16	40,800	.17	60,000	.17
138. Albany, Ga.	110,800	.16	120,800	.16	109,300	.16	43,700	.18	69,500	.20
139. Bluefield-Beckley-Oak Hill	108,400	.16	118,900	.16	105,400	.16	37,900	.16	52,900	.15
140. Las Vegas	107,300	.16	101,100	.14	103,200	.15	37,600	.16	58,300	.17
Markets 131-140	1,143,100	1.66%	1,231,600	1.68%	1,141,600	1.70%	436,800	1.81%	628,200	1.82%
Cumulative Total	65,071,500	94.62%	69,550,300	94.65%	63,312,700	94.51%	22,826,300	94.39%	32,644,600	94.43%
141. McAllen-Brownsville (Lrgv)	104,100	.15	125,000	.17	106,800	.16	54,700	.23	88,800	.26
142. Boise	103,300	.15	104,300	.14	99,400	.15	36,900	.15	52,300	.15
143. Odessa-Midland	100,600	.15	105,600	.14	100,600	.15	41,100	.17	57,000	.16
144. Abilene-Sweetwater	100,500	.15	105,300	.14	93,900	.14	30,600	.13	41,400	.12
145. Tallahassee	99,800	.15	112,800	.15	99,700	.15	37,900	.16	55,600	.16
146. Bangor	99,000	.14	108,200	.15	101,200	.15	36,100	.15	50,400	.15
147. Clarksburg-Weston	96,400	.14	103,600	.14	92,700	.14	28,900	.12	42,600	.12
148. Utica	95,000	.14	107,200	.15	96,000	.14	34,100	.14	48,300	.14
149. Bakersfield	94,200	.14	95,300	.13	90,700	.14	36,600	.15	49,900	.14
150. Reno	92,600	.13	88,300	.12	88,800	.13	29,000	.12	40,400	.12
Markets 141-150	985,500	1.43%	1,055,600	1.44%	969,800	1.45%	366,900	1.51%	526,700	1.52%
Cumulative Total	66,057,000	96.05%	70,605,900	96.09%	64,282,500	95.95%	23,192,200	95.90%	33,171,300	95.95%
151. Santa Barbara-Santa Maria	90,200	.13	95,100	.13	90,400	.13	30,600	.13	41,600	.12
152. Chico-Redding	89,500	.13	91,200	.12	85,200	.13	29,400	.12	37,500	.11
153. Dothan	88,400	.13	92,100	.13	90,700	.14	31,400	.13	48,600	.14
154. Missoula-Butte	86,100	.13	88,200	.12	87,600	.13	31,200	.13	41,300	.12
155. Medford	84,000	.12	82,800	.11	79,300	.12	27,200	.11	36,200	.10
156. Alexandria, MN	78,300	.11	83,600	.11	80,500	.12	30,500	.13	36,600	.11
157. Florence, SC	75,200	.11	86,500	.12	75,700	.11	32,500	.13	47,500	.14
158. Ft. Myers	74,100	.11	72,300	.10	65,800	.10	20,600	.09	31,100	.09
159. Tyler	72,300	.11	76,300	.10	68,900	.10	23,600	.10	35,700	.10
160. Ft. Smith	71,800	.10	72,800	.10	65,400	.10	23,700	.10	33,900	.10
Markets 151-160	809,900	1.18%	840,900	1.14%	789,500	1.18%	280,700	1.16%	390,000	1.13%
Cumulative Total	66,866,900	97.23%	71,446,800	97.23%	65,072,000	97.13%	23,472,900	97.06%	33,561,300	97.08%
161. Columbus, MS	70,400	.10	78,300	.11	70,000	.10	27,200	.11	40,800	.12
162. Laurel-Hattiesburg	67,500	.10	74,500	.10	66,400	.10	25,500	.11	37,200	.11
163. Watertown-Carthage	66,600	.10	75,700	.10	70,500	.11	27,700	.11	38,300	.11
164. Meridian	65,800	.10	71,000	.10	63,200	.09	23,900	.10	36,600	.11
165. Idaho Falls-Pocatello	64,000	.09	69,100	.09	66,600	.10	28,000	.12	41,500	.12
166. Rapid City	62,900	.09	64,100	.09	65,400	.10	24,900	.10	35,400	.10
167. Salisbury	62,500	.09	66,400	.09	59,100	.09	21,700	.09	29,800	.09
168. Alexandria, LA	60,700	.09	66,800	.09	79,100	.12	25,000	.10	36,100	.10
169. Billings	60,400	.09	60,900	.08	58,800	.09	22,700	.09	28,900	.08
170. Great Falls	54,800	.08	54,200	.07	55,200	.08	22,900	.09	29,000	.08
Markets 161-170	635,600	.92%	681,000	.93%	654,300	.98%	249,500	1.03%	353,600	1.02%
Cumulative Total	67,502,500	98.16%	72,127,800	98.16%	65,726,300	98.11%	23,722,400	98.09%	33,914,900	98.10%
171. Cheyenne	53,900	.08	55,300	.08	53,000	.08	19,900	.08	26,300	.08
172. Ardmore-Ada	53,600	.08	53,500	.07	48,000	.07	15,300	.06	20,700	.06
173. St. Joseph	50,200	.07	52,300	.07	45,800	.07	14,900	.06	20,900	.06
174. Lake Charles	49,900	.07	52,600	.07	47,900	.07	21,200	.09	29,500	.09
175. Marquette	48,600	.07	50,900	.07	54,800	.08	17,000	.07	23,700	.07

	ADI TV Households		ADI Women		ADI Men		ADI Teen-Agers		ADI Children	
176. Casper-Riverton	46,900	.07%	46,700	.06%	45,600	.07%	17,300	.07%	22,700	.07%
177. Biloxi-Gulfport-Pascagoula	45,300	.07	46,300	.06	51,600	.08	18,000	.07	27,700	.08
178. Mankato	45,200	.07	51,100	.07	46,900	.07	16,200	.07	20,900	.06
179. Tupelo	43,600	.06	46,100	.06	41,600	.06	14,700	.06	22,600	.07
180. Eureka	43,000	.06	42,500	.06	42,700	.06	14,800	.06	19,300	.06
Markets 171-180	480,200	.70%	497,300	.68%	477,900	.71%	169,300	.70%	234,300	.68%
Cumulative Total	67,982,700	98.85%	72,625,100	98.84%	66,204,200	98.82%	23,891,700	98.79%	34,149,200	98.78%
181. El Centro-Yuma	42,900	.06	44,100	.06	44,200	.07	18,700	.08	26,800	.08
182. Jonesboro	41,900	.06	43,700	.06	39,900	.06	12,800	.05	17,300	.05
183. Roswell	41,800	.06	43,600	.06	40,200	.06	16,900	.07	22,300	.06
184. Twin Falls	38,600	.06	38,700	.05	37,100	.06	14,300	.06	19,900	.06
185. Gainesville	37,100	.05	41,500	.06	40,900	.06	12,300	.05	19,400	.06
186. Panama City	36,900	.05	39,100	.05	36,200	.05	14,300	.06	19,900	.06
187. Tuscaloosa	36,500	.05	44,300	.06	40,900	.06	12,600	.05	19,100	.06
188. Jackson, TN	36,400	.05	39,900	.05	34,300	.05	11,900	.05	17,900	.05
189. Greenwood-Greenville	36,200	.05	41,000	.06	36,400	.05	17,100	.07	27,300	.08
190. Palm Springs	34,900	.05	35,100	.05	32,300	.05	11,900	.05	16,400	.05
Markets 181-190	383,200	.56%	411,000	.56%	382,400	.57%	142,800	.59%	206,300	.60%
Cumulative Total	68,365,900	99.41%	73,036,100	99.40%	66,586,600	99.39%	24,034,500	99.38%	34,355,500	99.38%
191. Lafayette, IN	34,800	.05	39,100	.05	40,500	.06	10,500	.04	18,400	.05
192. Lima	34,300	.05	36,800	.05	33,600	.05	13,200	.05	18,900	.05
193. Grand Junction	33,500	.05	34,600	.05	32,000	.05	11,800	.05	14,300	.04
194. Anniston	31,900	.05	36,100	.05	32,200	.05	11,300	.05	16,800	.05
195. Ottumwa-Kirksville	29,900	.04	31,800	.04	29,200	.04	8,400	.03	11,300	.03
196. Bellingham	29,800	.04	31,600	.04	29,000	.04	9,100	.04	13,300	.04
197. Parkersburg	27,800	.04	29,200	.04	25,600	.04	9,600	.04	14,100	.04
198. Presque Isle	26,600	.04	30,000	.04	28,700	.04	12,600	.05	17,300	.05
199. Harrisonburg	25,700	.04	30,700	.04	26,500	.04	8,800	.04	12,900	.04
200. Zanesville	25,600	.04	27,500	.04	23,600	.04	9,000	.04	13,300	.04
Markets 191-200	299,900	.44%	327,400	.45%	300,900	.45%	104,300	.43%	150,600	.44%
Cumulative Total	68,665,800	99.85%	73,363,500	99.84%	66,887,500	99.84%	24,138,800	99.81%	34,506,100	99.81%
201. San Angelo	25,100	.04	27,000	.04	25,000	.04	8,700	.04	12,100	.04
202. Laredo	22,100	.03	25,800	.04	22,700	.03	11,100	.05	19,100	.06
203. Farmington	16,000	.02	17,800	.02	16,400	.02	9,200	.04	12,800	.04
204. North Platte	13,300	.02	15,000	.02	13,300	.02	4,900	.02	6,700	.02
205. Helena	11,900	.02	11,900	.02	10,800	.02	4,200	.02	5,700	.02
206. Miles City-Glendive	8,400	.01	8,600	.01	8,500	.01	3,500	.01	4,200	.01
207. Pembina	8,400	.01	9,200	.01	9,200	.01	3,600	.01	4,600	.01
Markets 201-207	105,200	.15%	115,300	.16%	105,900	.16%	45,200	.19%	65,200	.19%
Cumulative Total	68,771,000	100.00%	73,478,800	100.00%	66,993,400	100.00%	24,184,000	100.00%	34,571,300	100.00%

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Concerned Marketing Company offers:

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CONCERNED MARKETING COMPANY

8350 North Central Expressway, Dallas, Texas 75206

memo to MEDIA PLANNERS

ORLANDO-DAYTONA IS REALLY MOVING

Market Rank Up In Both Arbitron And Nielsen

Orlando-Daytona, which cracked the top 50 markets in 1973-74, is continuing to grow. For 1974-75, Arbitron ranked the market 44th, while in Nielsen it moved up to 43rd place.

	<u>DMA Rank</u>	<u>DMA TV Hh</u>	<u>ADI Rank</u>	<u>ADI TV Hh</u>
1974-75	43	418,760	44	425,500
1973-74	49	375,280	47	373,200
1972-73	53	348,340	51	354,200

This impressive growth rate took place despite the loss of one county from both the ADI and DMA.

When setting up the budget, bear in mind that the dynamic nature of Orlando-Daytona means that the market has tremendous potential for sales.

10/9/74

Ken Mills - Director, Research-Promotion



KATZ TELEVISION



Represented Nationally by
KATZ TELEVISION

wesh-tv
DAYTONA BEACH • ORLANDO
A COWLES COMMUNICATIONS STATION

Text continues from page 23

reau market)—\$0.42, up from \$0.41 this year, up 2% from 1973.

Average—11% increase over 1973.

Agency sources tended to agree that, apart from everything else, the print media are beset by seemingly inescapable problems that threaten their bottom lines but to which the broadcast media are immune. These are the skyrocketing cost of newsprint and ink and, in the case of magazines, escalating postal costs as well.

In the opinion of many agency executives the inevitable results will be a continuing escalation of print-media rates—and with them rising costs-per-thousand that are already several multi-

ples higher than TV's and radio's. That result, added to the broadcast media's natural advantages, could widen still further the growing national-advertising gap between TV and the print media and help get national radio advertising off its plateau at the same time.

And in Los Angeles: TVB sets sail on course for 1980

Some 300 members of the Television Bureau of Advertising were due to assemble at the Century Plaza hotel in Los Angeles over the weekend for TVB's 20th annual meeting and a look at the

new directions on which the bureau is embarking.

Roger D. Rice, TVB's new president, is scheduled to make his first address as chief executive this morning (Nov. 18), outlining his and the bureau's new approaches under the title "Philosophies for the Future." One of the goals of the new directions is an \$8-billion year for television in 1980, up \$3 billion from the total projected for this year (also see page 34).

A detailed examination of the new directions—in which TVB is shifting primary focus to development of local and regional rather than national business and is implementing a variety of other policy changes and adjustments as well (BROADCASTING, Oct. 7, et seq.)—will be presented by Walter Bartlett of Avco Broadcasting, chairman of TVB's steering committee, following Mr. Rice's address. Other TVB board members will join Mr. Bartlett for the presentation.

A welcoming talk by Kenneth M. Johnson of KTRK-TV Houston, TVB chairman, will open this morning's session, which will also include nominations for board membership and a report by William B. Faber of WFLA-TV Tampa, Fla., on the search, which he headed, that led to the selection of Mr. Rice as president.

California Governor Ronald Reagan is scheduled as chief speaker at today's luncheon. The afternoon will be devoted to screenings of TVB sales presentations related to the bureau's new approach to sales development.

Tuesday's session will open with officers' reports and the election of four new directors.

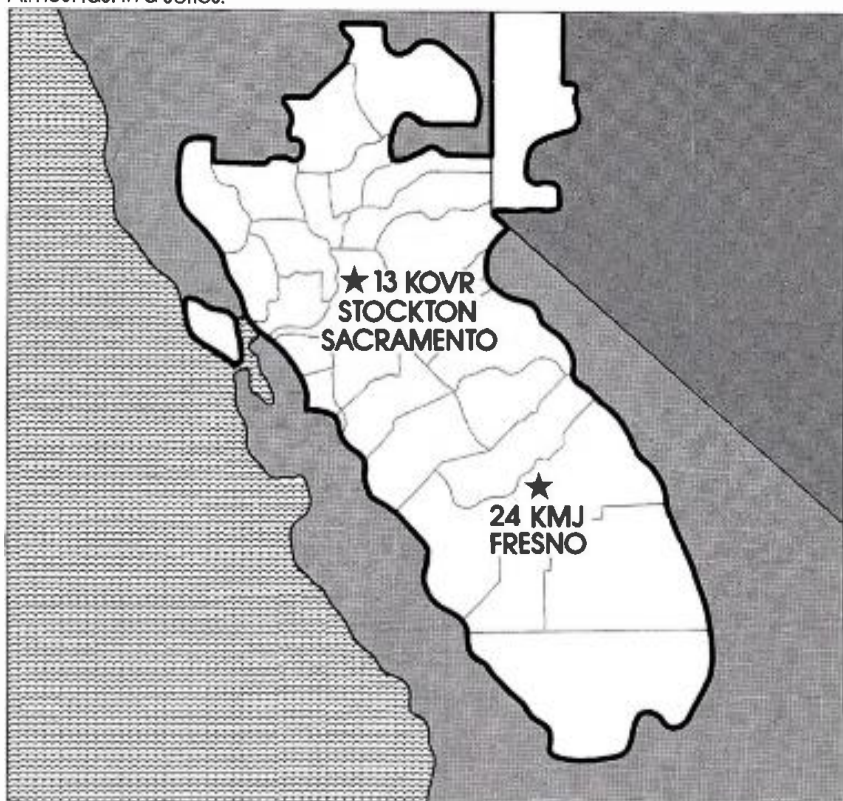
Other Tuesday highlights will include presentation of TVB's Gold Screen award to the Sawdon & Bess agency for "creative use of television in behalf of its clients in reaching and influencing people through television," and the Advertiser of the Year award to F. W. Woolworth Co. for "distinguished and successful use of television."

Officials of those two companies—the first agency-client team to win TVB awards simultaneously—are expected to review some of the highlights of their TV campaigns. Sawdon & Bess, 80% of whose \$14 million in billings are in spot television, will be represented by President Jerome Bess; Woolworth, whose stores are on TV on more than 300 stations in over 100 markets, by John L. Sullivan, vice president and general sales manager.

Another video-cassette presentation, "Television: The Multiple Medium," will precede Tuesday's meeting-closing luncheon.

Some 500 members and guests were expected to be on hand last night (Nov. 17) for the annual dinner, at which Jack Benny, Sid Caesar, Jackie Gleason, Bob Hope, Mary Tyler Moore and Kate Smith were to be inducted into TVB's "Hall of Fame" for their contributions to the medium's growth over the years. Ms. Moore, star of the *Mary Tyler Moore Show* on CBS-TV, was to receive the TVB Person of the Year award.

Almost last in a series.



What is it?*

- A. Osmosis.
- B. Winged pig with sun visor.
- C. Chilidog run over by a steam roller.
- D. An overflowing stein.
- *E. The \$10 billion inland valley market reaching more TV-households than Atlanta, Miami, Seattle, Baltimore, or Houston.**

**Areas of Dominant Influence.
Source: SDDS June 1974, ARB May 1974
Sales Management July 1974



McClatchy Broadcasting
Represented nationally by KATZ Television

The advertisers of the advertising media

What TVB does for television, the Newspaper Advertising Bureau does for newspapers and others do for direct mail, outdoor and magazines

The leading media promoters shelled out a total of \$13.7 million in the past year to increase the number of advertiser dollars that flow into their various endeavors.

At the top of the list was the Newspaper Advertising Bureau, which spent \$4.6 million. It was followed by the Direct Mail-Marketing Association and the Outdoor Advertising Bureau, both of which laid out \$2 million. The Television Bureau of Advertising and the Radio Advertising Bureau were close behind, each coming up with a total of \$1.8 million. Finally, the Magazine Publishers Association's annual budget clocked in at \$1.5 million, with its selling subsidiary, the Magazine Advertising Bureau, spending about a third of that total.

The biggest spender, the Newspaper Advertising Bureau, employs 115 people. Its chairman is Arthur Ochs Sulzberger, publisher of *The New York Times*; vice chairman is Otto A. Silka, president of the Minneapolis Star and Tribune Co.; full-time president is Jack Kauffman; the full-time executive vice president and general manager is Leo Bogart. Its membership represents 80% of the daily newspapers in the United States, whose overall advertising revenues from January through September reached an estimated \$7.9 billion, up 4.8% over the 1973 period, according to bureau officials.

The Direct Mail-Marketing Association, through its 34 employees (26 in New York, eight in Washington), organizes seminars and conferences to alert its 1,800 member companies to industry problems, to "the things they need to know and want to know." Chairman is Robert B. Clarke, president of Grolier Enterprises. Full-time officers of the association include Robert F. DeLay, president; John Jay Daly, senior vice president, and Raymond Brennan and Celia K. Wallace, vice presidents. DM-MA says the yearly revenues of the direct-mail industry are expected to hit a record \$50 billion in 1974, compared to last year's \$40 billion figure.

The 20 employees of the Outdoor Advertising Bureau are heavily involved in research on which types of billboard advertising are the most effective, and they can speak knowledgeably about everything from color schemes to lettering sizes. Chairman is Ray Vahue, president is Frank R. Cawl Jr., and vice president is Alan S. Perry. The association has 367 members. Industry revenues are expected to total about \$330 million this year, a 7% gain over a disappointing 1973.

The Television Bureau of Advertising has 48 employees. The chairman of the board is Kenneth M. Johnson, who is also vice president and general manager of KTRK-TV Houston. The full-time president is Roger D. Rice, and the full-

time vice chairman of the board is Norman E. Cash. The bureau has 337 members, and it's projecting a figure of \$5 billion in revenues for the 1974 calendar year.

With 60 employees on its payroll, the Radio Advertising Bureau is geared to selling national and regional advertisers on using radio to get their messages across, and to providing sales tools for local radio stations to employ in latching on to business in their areas. Full-time executives include Miles David, presi-

dent; Robert H. Alter, executive vice president, and Carleton F. Loucks, vice president for sales. The chairman of the board is George Comte, who is also the president of WTMJ(AM) Milwaukee. There are about 2,500 members of the bureau. Estimated revenues for 1974 factor out to about \$1.8 billion, up 7% over last year's.

The Magazine Publishers Association has 24 employees. Chairman is Wayne Miller, who is president of the Meredith Publishing Group. Full-time executives include Steven E. Kelly, president; Ed Winslow, vice president in charge of advertising; Chapin Carpenter, vice presi-

KODE-TV is represented nationally by HR Television, Inc.

As we have learned, penal practices can and often do explode destructively.

KODE-TV felt strongly about the need to review the dangerous issues related to necessary penal reform. Panels for two "no-holds-

EXPLOSIVE!

barred" sessions were arranged, one for Oklahoma, the other for Missouri systems. Prison food, sanitation, medical care, overcrowding and legislation were discussed candidly by specially qualified and sensitive panelists, one a former prison inmate.

KODE-TV provided a forum for assessing penal priorities as well as human rights. Perhaps we have helped de-fuse potentially explosive situations.

Gilmore Broadcasting Corporation — committed to community action.


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President



James S. Gilmore, Jr., president

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Joplin

WSVA-TV
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KODE
Joplin

WSVA
Harrisonburg

WQPD (FM)
Harrisonburg

dent of governmental relations: Robert Gardner, vice president of member services, and Robert Goshorn, vice president, circulation. The membership list encompasses 131 publishers, who put out a total of 435 magazines. Magazine-advertising revenues for 1974 are expected to go slightly above \$1.5 billion, which is \$200,000 million above last year's.

Rice outlines TVB's game plan for \$8 billion

Bureau's new president specifies categories that will be prime targets in drive to increase TV's ad share; stress on regional-local reiterated

Roger D. Rice, new president and chief executive officer of the Television Bureau of Advertising, is taking over the job with enthusiasm, optimism and a sure conviction that the product he is selling is the finest any media man ever offered a buyer.

He left no doubt about those qualities in an extended interview with BROADCASTING editors, ranging from television's past growth to its future goals, how they may be reached and in particular the role he envisions for TVB in their attainment. He is scheduled to make a more formal and structured presentation, his first speech as TVB president, today (Nov. 18) at the TVB's 20th annual meeting, being held at the Century Plaza hotel in Los Angeles.

The interview, a few days after Mr. Rice's Nov. 1 arrival on the job, was conducted in the television atmosphere of the Bell System's Intercity Visual Conferencing Service linking New York and Washington. He was joined in the New York studio by George G. Huntington, TVB executive vice president, for questioning by BROADCASTING editors in both Washington and New York.

Mr. Rice's arrival at TVB both coincided with and resulted from a basic change in the bureau's strategy. The board of directors voted earlier this year to put less emphasis on development of new national business and more on development of regional and local, on the ground that national had been pretty thoroughly mined and regional-local therefore offered greater potential. At the same time the board elected President Norman E. Cash vice chairman and launched a search for a new president to administer the new approach, settling on Mr. Rice, former West Coast vice president of Cox Broadcasting Corp., a month ago (BROADCASTING, Oct. 14). In the meantime, the board had also elevated TVB's sales sights to \$8 billion in television advertising by 1980, a gain of 77% over the 1973 total, and approved an even dozen other policy and procedural directives (BROADCASTING, Oct. 7).

Thus Mr. Rice reached TVB with much of his work already literally cut

out for him. But if he was daunted, he didn't show it. His nickname is "Rog," he pointed out, emphasizing that those letters stand for "reach our goals," and he offered definite notions about how they may be reached, particularly the \$8-million goal for 1980.

One of the chief targets will be advertising that now goes into newspapers, as the TVB board specified when it set the goal. But Mr. Rice and Mr. Huntington were more specific on that point and also cited other target areas that TVB has singled out. Mr. Rice cited "10 large product categories" in particular.

"New cars are a very big category. This could be national spot, regional spot or local, depending on whether it's factory money, zone money or from the local car dealer. Our prime target would be newspapers, where \$138 million is spent right now."

Other major categories in TVB's sights are wearing apparel, currently spending about \$44 million a year in magazines but with a total budget of \$146 million; mail order advertising, representing perhaps \$68 million; insurance companies, with close to \$70 million, and air lines expenditures that total about \$74 million in newspapers and \$18 million in magazines.

"These are just a few of the highlights of the list we're preparing," Mr. Rice said. Other candidates for TVB's Big 10 target categories were said to include department stores, food stores, drug stores and home improvement and lumber companies.

TVB also is developing other lines of approach to the \$8-million objective Mr. Rice noted. He said that, in fact, he had asked TVB researchers to do some probing for potential approaches even before he arrived on the scene. One thing they concluded, he said, was that as a "best guess" the number of "viable" stations on the air in 1980 won't exceed today's total (698 commercial TV's licensed) by more than 21. More to the point of future growth, they began identifying "areas of undersold time on stations," which Mr. Rice thinks holds a great deal of potential.

"You can't put many more [commercials] into early fringe or prime chain breaks," Mr. Rice said, "but what about other dayparts? TVB has come up with research into these areas to provide reasons why these periods should be sold. And there are many ways to look at it—by time of year, for example. April, May, October, November are very peak months. But look at January, the last couple of weeks of December, and July and August—these are areas that should be developed. We feel this is important to reaching that \$8 billion."

The \$8 billion will represent a gain of about \$3 billion from TVB's projection of this year's total, and Mr. Rice and Mr. Huntington estimated that network, spot and local advertising should each grow by about \$1 billion to reach the goal. That, they estimated, would represent an increase of approximately 11% for local, 8% for spot and 8% for network.

For television in the more immediate future Mr. Rice said he also was "very

optimistic," despite the current slump in the economy. He said his talks with station reps and others indicated that spot sales remain strong ("Closed Circuit," Nov. 11), and that TV is equipped to do well even if general economic conditions worsen. "When prices are changing fast," he said, "the manufacturer or retailer has to communicate fast. And when sales are down they have to advertise—fast. And television is a fast medium."

Mr. Huntington observed that in earlier recessions, going back to the 1950's "more money came from other media to TV because advertisers needed the extra emphasis of television to keep their sales going."

Mr. Rice noted that advertiser investments in television had increased in 10 years from 1964's \$2.289 billion to an estimated \$5 billion this year, though as a share of total advertising the gains seemed less striking: from 16.2% in 1964 to 18.5% this year and, assuming total advertising grows as expected and TV reaches its \$8-billion goal, to 20.3% in 1980. But shares, Mr. Huntington asserted, can be misleading.

"For example," he said, "go back a year or so. Of \$25 billion total advertising, \$5 billion was 'miscellaneous,' which is no real sales target for anybody. Then you have \$2.3 billion in newspaper classified ads, which television again can't consider a target. If you throw those out of the total, television's share goes up to about 25%; and if you throw out the cigarette and liquor advertising, that's another \$400 million gone and we're now up to almost a 26% share for television. Our feeling is that broadcasters get paid in dollars, and dollars probably mean more than the share of the total pie."

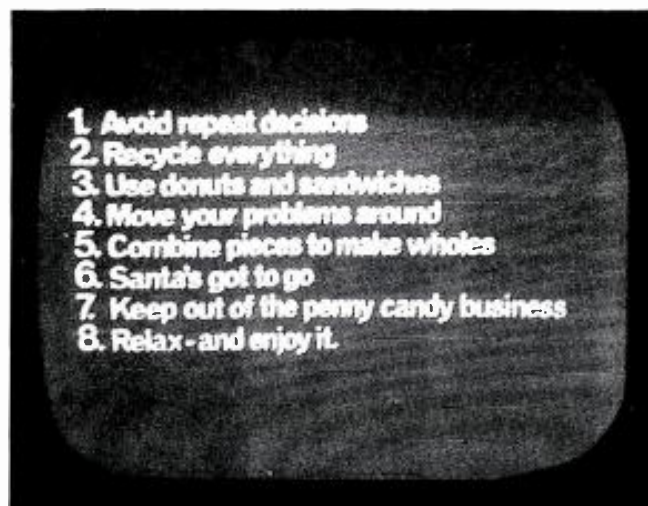
TVB currently operates with a \$1.8-million annual budget, among the lowest of the major media sales bureaus (see story page 33). TVB officials would obviously like to see that increased—say to around \$2.2 million—if membership can be expanded to permit it. Under the board's directives, they do plan a campaign to boost membership, which now includes slightly more than 300 stations in over 200 markets. But for the present Mr. Rice said he expects to wring more mileage out of the budget at hand, not wait for more members to produce more money to work with.

"We are redefining our goals so that we will be more efficient," he said. "The calls we'll be making will be on the largest accounts. And part of it is redirection: We'll be going over the table of organization along the lines set out [by the TVB board in realigning priorities and policies]."

"I would love to see us build membership up so that we can have a budget to do everything we want to do, but what we're going to do is be a lot more efficient on the existing budget till we get that membership up."

Mr. Rice expressed concern about the prediction of Andrew Kershaw, president of Ogilvy & Mather, that TV costs are rising so fast that the 10-second com-

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Among the features of Television Bureau of Advertising's 20th anniversary meeting in Los Angeles this week will be a filmed presentation advising retailers of basic rules for effective use of the medium. These are the salient excerpts.

As retailers, broadcasters and agencies, we all have too much to do . . . too little time to do it . . . and too few dollars to pay for it. Maybe we should slow down to see if we're running in the right direction.

The heart of the retail business is items. But there are just too many . . . of a greater variety than ever . . . in and out of season, up and down in popularity, all over the place in price. Every change demands decision. That takes time . . . and time costs money!

So here are eight ways stores cut down the number of advertising decisions . . . and make those decisions better because they took the time to make them right:

Rule 1—Avoid repeat decisions. Develop commercial habits so you don't have to start from scratch each time you make a commercial. What color should your logo be? How big do prices have to be on the screen to be clear? Who not pick one background for all your commercials . . . or no background? Why must these be different in every commercial? Make your decision and stick with it.

Joshua Doore made a lot of decisions before it produced its \$35,000 commercial. This one commercial had to: work for all store openings, introduce the idea of Joshua Doore (furniture warehouse-show-room) and its man-in-the-box symbol, and add excitement to what could be a dull place. That one commercial's already opened five stores. At what's probably a couple of dozen exposures per opening, the cost-per-showing is down in the low hundreds of dollars. Don't let the initial high cost scare you away from saving money.

Rule 2—Recycle everything. Retailers tend to make great commercials then forget them. Just as your decisions can be re-used, so can your commercial ideas . . . as well as the commercials themselves (in whole or in

part). Pool Mart, St. Louis, doubled swimming pool sales with the help of one commercial made to be many just by changing the copy . . . the single picture never changed. How about the one commercial that becomes three when you change the audio . . . or use just a piece of the original commercial? Look for parts of your commercial that can be recycled.

Rule 3—Use donuts and sandwiches. The donut commercial has the hot item news at the start and finish with the repeat message about the store or service in the middle. The sandwich commercial is just the opposite . . . the hot item is the filling. If people shop you for your items, then the item-first donut commercial is for you. If your store or service brings in customers, then open and close with that . . . the sandwich.

Rule 4—Move your problems around. If your store's too busy some times . . . swing some of your business around to your slow times. Hudson-Belk did. Their commercials told of the value of shopping early for Christmas. Their theme: "Shop in November . . . Relax in December." Eaton's, Canada, took a slow month (January) and used it to start their spring shopping season early. It helped ease the after-Christmas doldrums.

Rule 5—Put pieces together to make wholes—concentrate on building walls, not just the individual bricks. Retailers combine items to make departments . . . departments to make events . . . and events form themes and that's what an advertising agency calls a campaign. Joshua Doore's "You've got an uncle in the furniture business." "If you haven't seen Higbee's." How about Rich's "Person-to-Person" campaign, or the famous "What's the story, Jerry?" that New York's familiar with? They're all campaign themes that tie commercials together. Every individual commercial message builds to make the campaign message. All of these campaigns have one other thing in common: repetition . . . frequency. Running the same message over and over amortizes production costs . . . and decisions.

Rule 6—Santa Claus has got to go. He costs floor space and promotion money and the parents he attracts are tied to kids who can make the shopping part of the trip very short. Hudson-Belk has a great idea: "The Secret House." A promoted house where only kids under four feet tall can buy items from one to three dollars. Parents are freed to shop for a half hour or so while the kids are busy. Instead of the \$1,500 Santa outlay, the store made \$25,000 to \$35,000 in new sales. Most important, they picked up thousands of customers who'd never been to the store before. Define your problem and see if your advertising can help.

Rule 7—Get out of the penny candy business. It seems strange that a retailer . . . accustomed to buying by the gross . . . would buy television time like a kid in a penny candy store: "I'll have one of these, two of those, and three of that one over there!" Item by item, spot by spot, decision by decision, over and over again.

Why not buy your television like you buy everything else? Sensibly. Select your target audience—decide who buys what you sell. Then look for units of television that will reach them efficiently. Look for blocks of time—schedules bought Monday through Friday instead of Monday and Wednesday and Friday. Sit down with your local television station and tell them your goal . . . share with them your objectives . . . make your major decisions. You'll be surprised at the number of small decisions they can now make . . . that you won't have to.

Rule 8—Relax, because television's a lot easier to use than most people think. Audiences are at all time highs and all sorts of people are now more interested in you than ever before. The stations and the agencies are learning more about you and how they can help you. There's great new production equipment around and a lot more people who know how to use it. And, what's most important, the message is easier . . . to send and receive. More businesslike . . . less showbusiness like. More sales success spectaculars . . . less promotion spectaculars.



New arrow for our bow. Another first in *Broadcasting's* own journalistic practice was notched when editors in New York and Washington interviewed Television Bureau of Advertising executives in an hour-long session via AT&T's Intercity Visual Conferencing Service. This picture shows Executive Editor Edwin H. James and Managing Editor Donald West (back to camera) moderating the meeting from Washington, while a picture of TVB's Roger Rice and George Huntington, in New York, appears on a monitor. Also in the New York studio: Rufus Crater, chief correspondent, and Rocco Famighetti, senior editor. AT&T also has a Chicago conferencing center.

mercial will be the standard length in 10 years, by which time there could be—theoretically, at least—as many as 22 commercials in the time that normally separates one network program from another (*BROADCASTING*, Nov. 4).

Certainly, Mr. Rice said, TV costs are going up—as are those of other media and as are the other costs of manufacturers and everyone else. But the TV advertising rate cannot and should not be “used to solve” the advertiser's other cost problems, he asserted.

“One of the things that concerns me,” he continued, “is Mr. Kershaw's feeling that 10 years from now the 10-second spot will be the [standard] length. Having just come off the [National Association of Broadcasters] code board, I'm very concerned about the clutter, and I think that would be very bad for television—that amount of clutter. I just don't think that's in the public interest. I hope it doesn't, but I would say if it happens it would not be because broadcasters originated it, and it would not be because broadcasters want this clutter in the airways.”

But might broadcasters accept it if, say, advertisers insisted on it?

“I really don't know,” he replied. “Every broadcaster is a separate licensee. But I think it would be bad for the

viewer, and not be in the public interest, to have clutter on television.”

On the subject of costs, he was adamant that TV's are the lowest costs-per-thousand and have not been going up. Moreover, he pointed out, TV over the years has increasingly delivered specific target audiences as viewing levels rose in all day-parts and advertisers turned their attention more and more from the general to the specific.

“Ten years ago buyers were looking for gross impressions,” he asserted. “Today they're looking for specific target audiences. They want working women. They want housewives. They want housewives 18-34. Women over 49—specific targets. The sophistication of television has grown considerably since 1964, both in its programing for specific audiences and in the way buyers buy for specific audiences.”

He is counting on that program sophistication—the quality of reflecting contemporary life as distinguished from “trying to lead it”—to help keep TV viewing on the rise. “Television programs are very stimulating today—you see things you never saw on television before, and it's that kind of sophistication, keeping abreast of what people want to see, that is going to keep television growing.”

He foresaw some physical growth as well. TV homes, which numbered 52.6 million or 92.3% of all homes 10 years ago, reached 66.8 million or 96.1% last year, and he thinks they'll continue to grow a little faster than total homes do: “I think we will continue to close in on that 100%. By 1980 today's 96.1% will probably be closer to 98%.” He also expects some growth in homes using television. But the real physical growth in his view will come from increases in the number of multiset homes and in time spent with television.

Between 1964 and last year, he said, average time-spent gained approximately 50 minutes a day—from five hours, 25 minutes per TV home in 1964 to six hours, 15 minutes in 1973. “That's the national average per household,” he added, “and I think it will continue to grow.”

Obviously he thinks television itself will continue to grow as a medium of advertising, and why not? “It's a terrific value,” he summed up. “Basically it still is the most efficient method of communicating—it's sight, sound, motion and emotion. That's been said before, but I say it again because it really defines television's uniqueness.”

The upward spiral. Rising costs in media production for both broadcast and print over the past five years are delineated in a study by Cargill, Wilson & Acree Inc., Charlotte, N.C. Using 1969 as base year, the study shows that media costs in daytime network TV increased 47.2%; evening TV, 46.4%; spot TV, 39.3%; network radio, 19.7% and spot radio, 24.3%. Daily newspaper media expenditures rose from 1969 by 23.4% and consumer magazine costs by 24.7%. The study estimated that TV production costs since 1969 have jumped 38.7%. It noted that a TV commercial produced in 1970 for \$20,000 would cost about \$27,740 today. (The agency stressed that its production figures are typical of costs outside of New York.) The study said that print production costs over the past five years have climbed 48.2%. The agency compiled its media statistics from studies made by various advertising organizations. Its production estimates were obtained from interviews with supplies. Copies of the study are available from the agency at 700 Kenilworth Avenue, Charlotte, N.C. 28204.

BAR verifies accuracy of billings by stations

Morris also answers Ayer study that claimed 15% discrepancy

Robert Morris, president of Broadcast Advertisers Reports, New York asserted last week that the checking of television spot announcements via BAR's audio-monitoring service has shown that station invoices are more than 99% accurate.

Mr. Morris made his claim in a speech Thursday (Nov. 18) before a special symposium on television commercial monitoring sponsored by the Society of Motion Picture and Television Engineers in Toronto. Mr. Morris made the point that electronic monitoring of TV commercials does not make sense at this time because the end results would not justify the cost inasmuch as station invoices already are almost universally accurate.

He pointed to data from separate studies conducted by Ted Bates & Co., Benton & Bowles, J. Walter Thompson Co. and Vitt Media International to buttress his claim of TV station invoice accuracy. Mr. Morris said that almost 23,000 individual spot television announcements were checked by the agencies through BAR against stations' invoices and the results were that “station invoices were 99.4% accurate.”

Mr. Morris also touched on an N. W. Ayer study that claimed that 15.4% of the spots checked by the agency did not run as ordered. Mr. Morris said BAR made a detailed analysis of the Ayer study, and added:

“Industry belief was that 15.4% discrepancy found by N. W. Ayer suggested inaccurate invoicing techniques by stations. But all of the 30,667 discrepancies were found—not by monitoring—but by checking invoices against orders, which means it was all there, originally reported on station invoices. If the buyer does check station invoices against spot schedules, he is verifying performance.”

Mr. Morris pointed out that BAR in the past has evinced interest in electronic monitoring. He noted that BAR had held negotiations with two firms in that activity-IDC and Identimatch—and seven years ago had developed the Videomatic system.

“We haven't shut the door on electronic monitoring—far from it,” Mr. Morris said. “But we continue to look at it as a means and not an end in itself.”

Enter Stage Two of the U-Matic Revolution... Teleproduction!

The Sony U-Matic Videocassette System revolutionized people's thinking about many uses of television. Distribution and playback of videotape became easy, economical, reliable.

And now, another Sony breakthrough. The Sony VO-2850 U-Matic mastering recorder and editor that will change traditional thinking about teleproduction. A mastering and editing machine that is superior in performance to any existing 1" high-quality reel-to-reel unit.

Technically Superior.

Signal to noise ratio of 45db for video and audio. Separate editing capability for video and two audio channels, independently or together. AGC or manual control. Stop-frame. Slow-motion. Feather touch push-button controls. Proven reliability.

And much more.

Precise Electronic Editing.

Achieved through the use of a vertical blanking switcher plus capstan servo system with V-lock coupled to rotary erase heads.

Tape to Tape Editing.

Accomplished by combining two VO-2850 units and the RM-400 automatic editing control unit. This combination provides search (slow speed playback), pause (precise frame location) and automatic tape back spacing for glitch-free edits.

Lower Cost.

The VO-2850 costs substantially less than comparable 1" equipment and affords the continued economy of using 3/4" tape.

The VO-2850 can also edit your field-recorded cassettes made on the VO-3800 portable U-Matic recorder. Your finished master

is ready for duplication and can be played back on any U-Matic unit. And, in addition, you've saved a generation by working within one format.

Evidence of how significant this new development is can be found in the broadcast industry, which has already begun to change its traditional methods of mastering and editing (for electronic news-gathering) to include the VO-2850.

Hard to believe? We'll prove it.

Write today on your letterhead and we'll arrange a demonstration. Once the VO-2850 is in your studio, you'll never let it out.

The address is:

Sony Corporation of America
Video Products Dept. BRM-114201
9 West 57th Street
New York, New York 10019

Sony. The proven one!



Agencies dispute SAG on women in commercials

New York executives say survey underrates female castings

The Screen Actors Guild's road show of a survey claiming that women are underutilized in TV commercials received a cold reception last week from advertising agency representatives in New York.

After listening to SAG officials give a presentation that previously had been delivered in Hollywood (BROADCASTING, Nov. 11), four casting executives from three advertising agencies—two from Grey Advertising and one each from Ogilvy & Mather and Smith/Greenland—attacked the validity of the survey.

They were unanimous in criticizing the basic source of the study, a sampling of 340 submissions to the 1973 Clio awards. These critics said that submissions for Clios are keyed to "creativity" and a wide range of commercials would be unrepresented in the entries. They also said a sizable number of agencies do not enter the Clio competition. And they expressed bewilderment at the findings of the SAG survey, saying the records of their own agencies show that women are used considerably more than the study indicates.

Joan See, a director of SAG, who presided over the session at the Lamb's Club, was taken back momentarily by

the adverse reaction but quickly recovered her stage presence. She suggested that since agencies keep records of appearances by performers in TV commercials, they might consider making them available to SAG. She said that this initial survey was "just a beginning" and that more research is needed to obtain a more accurate picture of employment practices in commercial production.

The rails ride radio

Amtrak has launched a \$500,000, 66-city advertising campaign that for the first time relies chiefly on radio.

The five-week campaign, which began Oct. 21, was put together by Harold Graham, vice-president for marketing, and James Mariner, advertising and sales promotion manager of Amtrak, in conjunction with Ted Bates & Co., New York. It springs from Amtrak's desire to reach potential customers away from the major markets which in the past have carried the bulk of Amtrak advertising. While major-market ads will continue to emphasize new Amtrak facilities and services, the thrust of this smaller-market advertising will be to inform outlying areas of the extensive service Amtrak offers its small-city customers.

An Amtrak demographic study showed that radio stations in cities surveyed "far outpulled the local metropolitan newspapers," particularly outside downtown areas, according to an Amtrak spokes-



'Hoods' selling jewelry. Zale Corp. (Zale's Jewelers), Dallas, is spending an estimated \$1.1 million to sponsor a one-hour variety special, *Zale Presents Anne And The Hoods*, starring Anne Bancroft, as part of Zale's 50th anniversary advertising campaign. Telecast will be on ABC-TV Nov. 27, 10-11 p.m. NYT. In a new 90-second spot (above), a young couple search for an engagement ring while the views of experienced craftsmen on making fine gold and diamond jewelry are interspersed. Developed by the Bloom Agency, Dallas, the advertising campaign focuses on the theme, "Our people make us number one."

man; these results have prompted the railroad's first large-scale venture into radio advertising. The present campaign will expire just before the holiday rush season, traditionally a period of packed trains and light advertising for Amtrak, but if present optimistic predictions for the program's success hold true, it will be reinstituted early in 1975.

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:

WKTO; 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.

Two days for four A's

The future of advertising agency research and the way the second, third or fourth company tackles the competitive leader will be discussed this week at the 1974 eastern annual conference of the American Association of Advertising Agencies.

The meeting will be held on separate days, tomorrow (Nov. 19) and Friday (Nov. 22), at the Hotel Biltmore in New York. In tomorrow's session on taking on the leaders, presentations will be given by Charles Fredericks, executive vice president, Ogilvy & Mather Inc., New York (Aim toothpaste vs. Crest and Colgate), Donald Podjenic, senior vice president and associate creative director, Foote, Cone & Belding, New York (Schick Super II razor blades vs. Gillette Trac II); Richard Mercer, vice president and associate creative director, Young & Rubican International, New York (Dr Pepper vs. Coca-Cola and Pepsi-Cola) and Anthony C. Chevins, president, Cunningham & Walsh, New York (American Motors vs. "The Big Three").

Analyzing the future of agency research will be Paul Foley, chairman and president, The Interpublic Group of Companies, New York; Mary Ayers, executive vice president, SSC&B Inc., New

The farther away the lights are, the less your chances of an accident.

Put yourself at the wheel of a car accidentally veering off the road at 50 miles an hour. In a driving rainstorm. At night.

If there's a light pole close to the shoulder of the road, there's a fairly good chance you'll smack into it.

That's one reason highway accidents in this country have become a national epidemic.

And why some of our people came up with a radical new lighting system that could be part of the cure.

It's called the Interstate Luminaire System. With its highly accurate focus of beam spread, poles can be placed 40 feet back from the road. Where it's highly unlikely a veering car would hit one.

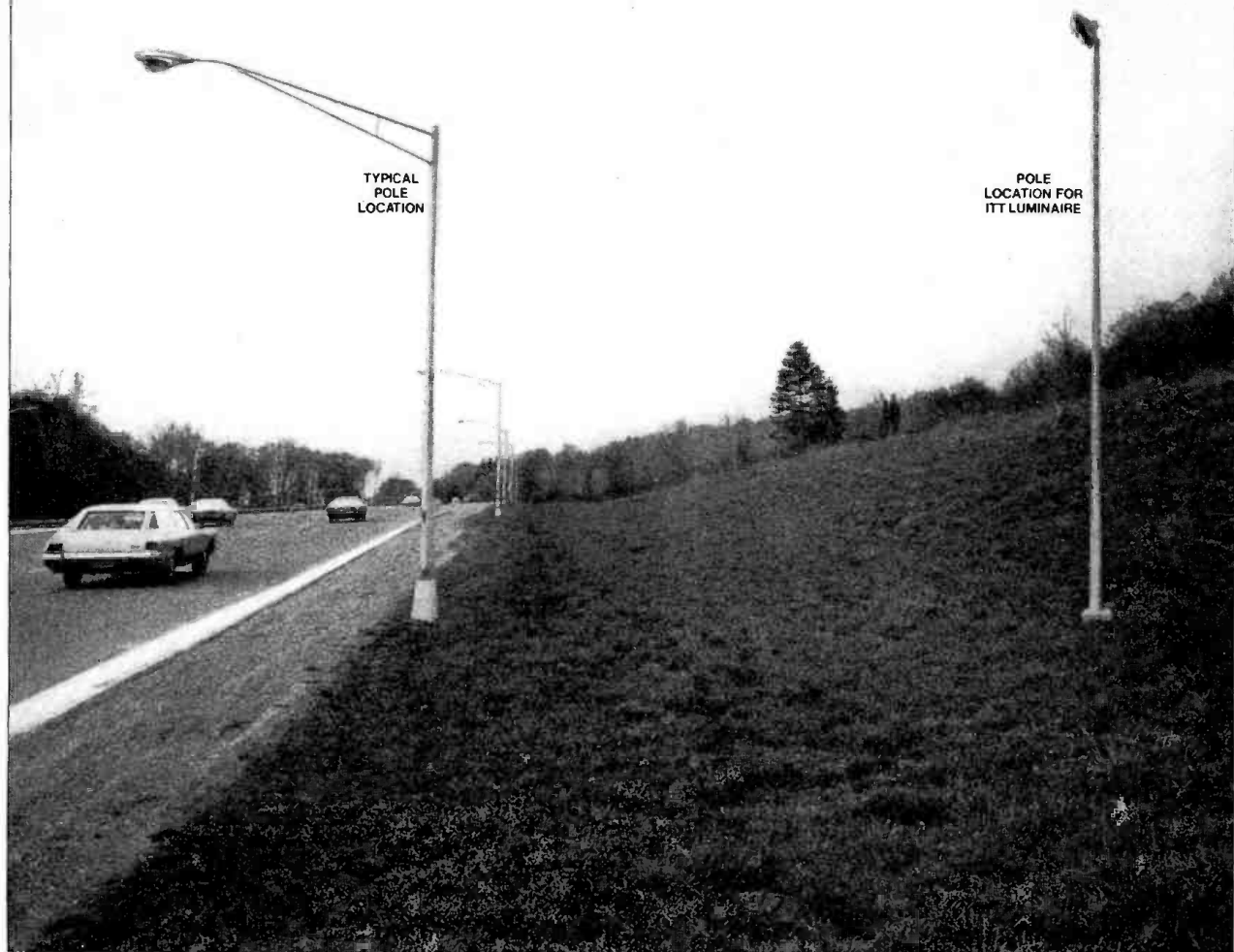
Fewer lights are needed, too, and fewer poles and no mast arms. Which means less energy consumption and less expense to put up and keep up.

Even the light from this new system is different: a more comfortable light because there's a significant reduction in glare. There are no "pools of brightness" and the lights are out of your direct line of sight. All reasons why our Interstate Luminaire System is less tiring to your eyes.

So you're not so likely to run off the road in the first place, making the chance of an accident that much more remote.

**The best ideas are the
ideas that help people. ITT**

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.



**THIS IS THE TUBE-
THE ORIGINAL 1¼ INCH PLUMBICON®
THAT WAS IN THE CAMERA
THAT REVOLUTIONIZED TV BROADCASTING
TEN YEARS AGO...**



**THIS IS THE 2/3 INCH VERSION
OF THAT PLUMBICON TUBE...
IT WILL CHANGE THE ENTIRE COURSE OF,
AND ADD IMPORTANT NEW DIMENSIONS
TO ELECTRONIC JOURNALISM.**



Amperex

TOMORROW'S THINKING IN TODAY'S PRODUCTS

Sold through
North American Philips Electronic Component Corporation

*Trademark of N.V. Philips of The Netherlands



If broadcast journalism is distinguished primarily by its "immediacy," why should your viewers have to wait until color film is processed before they see your news telecasts?

Until now, they've had to wait because there was no TV camera tube made that was small enough for a really portable color camera capable of producing broadcast quality pictures in broadcast quality color.

The new 2/3-inch Plumbicon camera tube is now available for a new generation of portable, hand-held color cameras which will provide the same startlingly realistic color and dynamic resolution that revolutionized color telecasting ten years ago when its big brother was originally introduced.

With the 2/3-inch Plumbicon tube you'll get quality, and you'll get it without the delay and logistical complications of film.

The Amperex 2/3-inch Plumbicon TV camera tube offers:

- Better dynamic resolution than any other TV camera tube in the 2/3-inch category.
- Obviously superior color rendition.
- Excellent highlight-handling capability.
- Essentially zero lag over a wide range of lighting conditions.
- Low (and stable) dark current, combined with high signal-to-noise ratio for sharp, clean, noise-free images.
- Stable operation over a wide temperature range.

For additional information, contact Amperex Electronic Corporation, Electro-Optical Devices Division, Slatersville, Rhode Island 02876. Telephone: 401-762-3800

Amperex

TOMORROW'S THINKING IN TODAY'S PRODUCTS

Sold through
North American and Philips Electronics Corporation

York; F. William Free, chairman and president, F. William Free & Co., New York; William T. Moran, marketing research director, Lever Bros., New York, and John Little, vice president and director of advertising and promotion, Institute of Life Insurance, New York.

New Orleans group hits Southern Airways ads

Truth in Advertising seeks action from FCC, FTC, Justice Department

A complaint against broadcast advertising by Southern Airways was filed last week with the FCC and Federal Trade Commission by Truth in Advertising, an advertising watchdog group based in New Orleans.

Hugh Exnicios, director of the consumer group, submitted the complaints alleging that Southern's depictions of other airlines' service are "unfair and deceptive." Southern based its campaign on the theme that all passengers on its planes receive equal treatment, that there is no division between first and second class seats.

Among the dozen misdeeds in the Southern ads, according to the complaint, are representations that other airlines: have orgies in first-class compartments, allow chickens to run free in rear cabins, take leg room from second-class passengers and give to those in first class, have no seats for second-class passengers and separate passengers into nobility and peasant classes.

Truth in Advertising asked the FCC in its complaint to request that the Justice Department make a finding of fraud on Southern's part. From the FTC, the group asked for a cease-and-desist order to halt the commercials Truth in Advertising finds offensive, followed by an order for corrective advertising in the future.

Traditionally, the FCC turns advertising complaints over to the FTC, which in this case would defer to the Civil Aeronautics Board. Mr. Exnicios said he planned to file a third complaint last week with CAB.

Researchers in spotlight

Developments in television and radio research will be discussed at the 20th annual conference of the Advertising Research Foundation in New York today and tomorrow (Nov. 18-19).

Among the speakers will be Thomas E. Coffin, vice president, research planning, NBC, on media research budgets; Eugene B. Jackson, president, National Black Network, on black marketing and media measurement; James D. Lyons, executive vice president and manager, media research systems, A. C. Nielsen Co., on its storage instantaneous audimeter system; Richard Weinstein, Kenneth A. Wollenberg and Harry Stecker of the American Research Bureau on the company's new Open Data Base Policy; Kel Weber and Harry Bolger of the A. C. Nielsen Co. on black TV viewing in five

major metropolitan areas, and Laurence Roslow and Richard Roslow of The Pulse Inc. on radio listening patterns of co-operators and non-cooperators of a self-administered radio record.

School agrees to FTC order

A complaint alleging that unfair and deceptive means were used to sell courses for vocational schools of the now-bankrupt Career Enterprises Inc. has been settled by the Federal Trade Commission in an order requiring, among other things, that the firm refund up to \$1.25 million to eligible former students. Among the numerous allegations, the complaint said that the firm's advertising (including radio commercials) misrepresented that (1) it knew of specific jobs for graduates, (2) there was an urgent demand for the schools' graduates, (3) all graduates were guaranteed jobs and free placement assistance, (4) the training programs were specifically designed for local businesses and that local businesses were hiring graduates, (5) purchasers of courses would get their money back if they canceled before starting class, (6) the courses were approved for veterans educational assistance benefits. The firm has schools in 38 states and the District of Columbia offering courses such as secretarial, medical and paramedical training.

Business Briefs

Honda shifts. American Honda Motor Co., Gardena, Calif., has appointed Needham, Harper & Steers, Los Angeles, as agency for its auto line, replacing Chiat/Day, Los Angeles, effective Jan. 1, 1975. Account has been billing \$4 million, but is expected to jump to \$8 million (about 85% in broadcast) in 1975.

Eat your vegetables. In its most extensive use of spot TV in recent years, Del Monte, Corp., San Francisco, is investing more than \$2 million in three-

month campaign on 60 stations to promote its vegetables, tomato products and fruits. Agency: McCann-Erickson, San Francisco.

Sweet smell of radio. Helena Rubinstein Inc. will begin five-week spot radio campaign this week to promote its Courant Perfume, scheduling commercials on 60 stations in top 50 markets. Agency is Kenyon & Eckhardt, New York.

Maiden effort. Chuo Senko Advertising Inc., New York, launched its first television advertising campaign last week since its formation last May as partner agency of Benton & Bowles, New York and Chuo Senko Advertising Co. Ltd., Tokyo (handling only Japanese clients in U.S.). On behalf of Magnetic Tape Division of TDK Electronics Corp., Tokyo, Chuo Senko is scheduling TV commercials in New York, Chicago, Los Angeles and San Francisco and radio commercials on FM stations in the same markets.

New address. H-R/Stone Inc., New York, has moved to 575 Lexington Avenue, New York 10022. Telephone number: (212) 758-2323.

Rep appointments. KSDO(AM) San Diego, Calif.: CBS Radio Spot Sales, New York ■ Sterling Broadcast Group (eight stations in Washington, Oregon and California): Globetrotter Communications, Los Angeles ■ WWEZ(FM) Cincinnati: Bolton/Burchill International, New York ■ Georgia Network: Buckley Radio Sales, New York ■ WNGN(AM) Providence-Pawtucket, R.I.: Santo Crumpler, 1400 Statler Office Building, Boston (regional).

Bull's-eye view. Security Industry Association, New York, was to begin new TV campaign last Saturday (Nov. 16) on various network sports programs advising viewers to take advantage of values to be found in securities markets. Benton & Bowles Inc., New York, created campaign that will continue through end of year.

NAEB gets chance to reconnoiter in Las Vegas

New mission of association, strained CPB-PBS relations, and ever-present money problems are high on convention agenda

The National Association of Educational Broadcasters came into being half a century ago. But in its present form, the association is less than two years old. In 1973, when public broadcasting stations—until then its major constituency—went elsewhere for representation in the face of a power struggle with the Nixon administration, NAEB underwent a facelifting that is still in progress.

This week the "new" NAEB, which bears few similarities to the old, assembles for its 50th annual convention. In Las Vegas, a city of high expectations and high risk, NAEB should feel right at home.

The convention is expected to draw about 4,000, and it will be a strange mix. NAEB's constituency no longer begins and ends with public broadcasting. It now calls itself "the society for professionals in telecommunications." Translated, that means that there will be plenty of educators, students, video freaks, cultural types and assembled hangers-on to complement the body of station executives who still regard the NAEB convention as their own.

Last year, when NAEB's new mission as an association for individuals rather than stations was only a few months old, the convention (in New Orleans) still seemed very much a public broadcasting affair. The speakers were unfamiliar to many delegates, and some workshops seemed cultist in nature, but there was plenty to occupy the station people.

There will still be plenty for them in Las Vegas. The four prominent public broadcasting agencies—the Public Broadcasting Service, the Corporation for Public Broadcasting, National Public Radio and the Association for Public Radio Stations—will all have separate sessions in which to examine their particular problems.

Not the least of these is the sudden deterioration of relations between PBS and CPB over the question of future funding allocations to the TV stations (BROADCASTING, Nov. 11). The issue is still very much undecided, with PBS maintaining that it will need as much as three-fourths of CPB's federal allocation in order to run the PTV station program cooperative, and CPB wondering whether the television people want too big a slice of the funding pie. The pending long-range funding bill, similarly, will be a controversial subject at the convention. There also is the question of how much CPB will get in the current fiscal year; a continuing resolution

BAR reports television-network sales as of Nov. 3

ABC \$550,766,800 (30.3%), CBS \$653,826,600 (36.1%), NBC \$610,082,900 (33.6%)

Day parts	Total minutes week ended Nov. 3	Total dollars week ended Nov. 3	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	102	\$ 608,700	3,039	\$ 20,407,400	\$ 20,933,000
Monday-Friday					
10 a.m.-6 p.m.	1,012	10,484,100	43,638	383,110,200	329,317,200
Saturday-Sunday					
Sign-on-6 p.m.	296	6,526,300	12,418	184,805,100	178,531,700
Monday-Saturday					
6 p.m.-7:30 p.m.	98	2,635,500	4,308	92,495,200	83,185,300
Sunday					
6 p.m.-7:30 p.m.	12	361,600	593	14,118,700	14,427,700
Monday-Sunday					
7:30 p.m.-11 p.m.	406	28,814,900	17,281	990,919,500	911,403,400
Monday-Sunday					
11 p.m.-Sign-off	174	3,317,000	7,598	128,820,200	110,831,600
Total	2,100	\$52,748,100	88,875	\$1,814,676,300	\$1,648,629,900

Source: Broadcast Advertisers Reports

6 PM NEWS AND 10 PM NEWS

In the audience estimate survey* taken during MAY, 1974 by the A. C. NIELSEN CO., TV-8 was first in —

TV HOUSEHOLDS
TOTAL PERSONS
TOTAL ADULTS
TOTAL WOMEN
WOMEN, 18-49
WOMEN, 18-34
WOMEN, 25-49
WOMEN, 50+
TOTAL MEN
MEN, 18-49
MEN, 18-34
MEN, 25-49
METRO RATING
DESIGNATED MKT.
AREA RATING

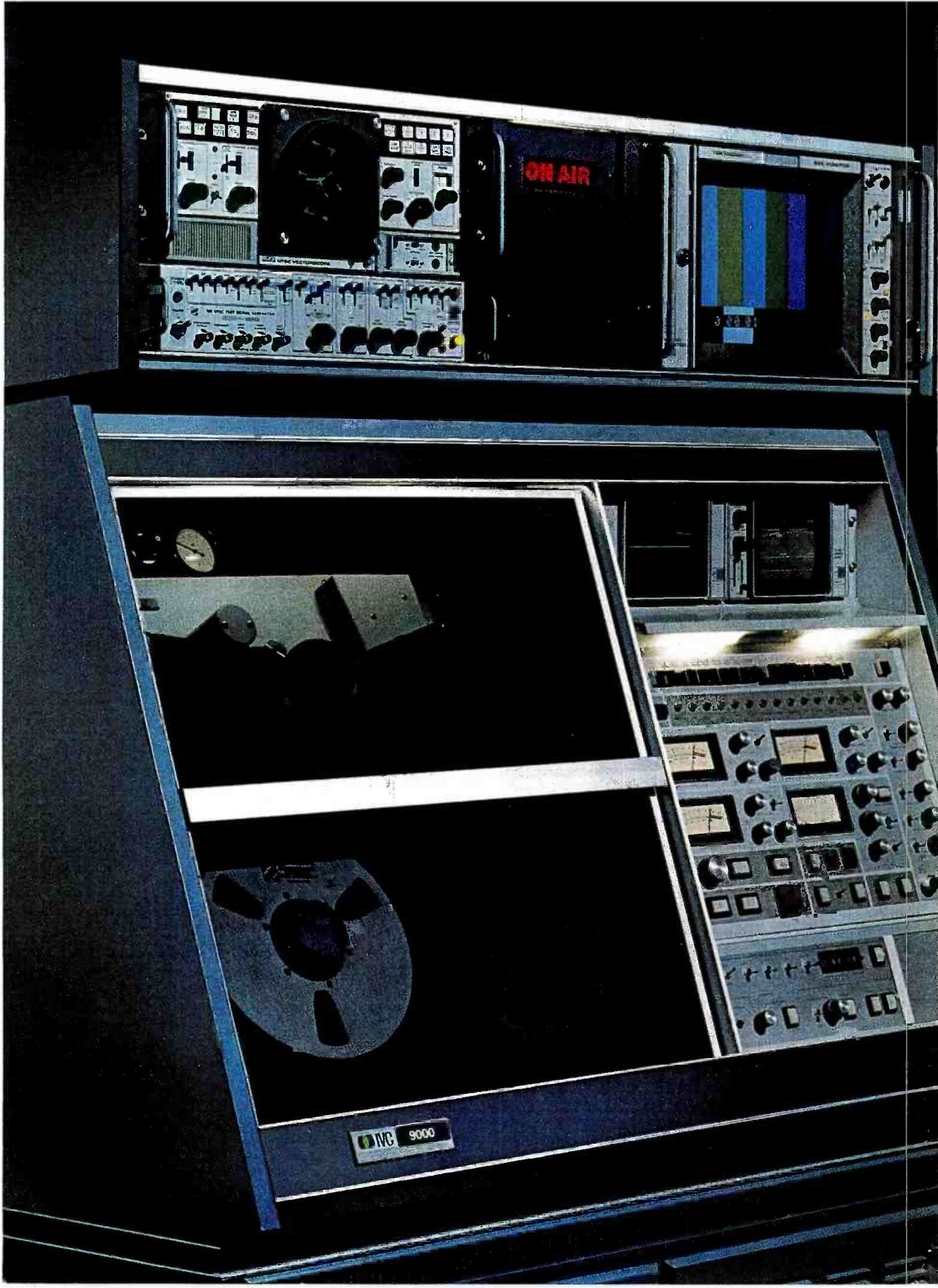
*6 P.M. News: Mon.-Sat.
10 P.M. News: Sun.-Sat.



KCCI-TV • DES MOINES

A Broadcast Division of
Cowles Communications, Inc.

MAY 1974
NIELSEN RATING



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

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

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

That's what we mean by "the new economics." Let us help you break with tradition.



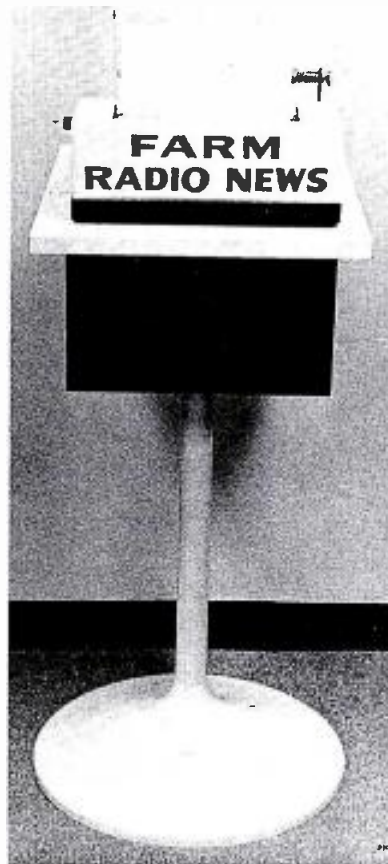
Changing the
Picture in
Broadcast
Television



commodity news services, inc.
INTRODUCES

frn

farm radio news



**agricultural market
news specifically for
farm radio broadcasting**

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WITHOUT ANY EDITING
OR REWRITING**

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Kansas City, Missouri 64112
816-753-2020

Firm _____
Address _____
City _____
State _____ Zip _____
Contact _____
Phone _____

now allocates \$47.75 million to the corporation, which is seeking \$65 million.

But there will also be more ethereal subjects at the various Las Vegas sessions like "Telecommunications: Tradeoff—Myth or Reality?" and "Cable and Community Services," and major speakers like philosopher R. Buckminster Fuller.

Clearly, NAEB is trying to satisfy everyone. But in the process it has ruffled some feathers. Officially, public broadcasting has endorsed the association with formal resolutions and kind testimonials. Quietly, some officials are getting restless. Nobody is going so far as to suggest a split, but at the same time there is general agreement that more spots on the official convention program geared specifically to the medium's problems would have been welcomed.

William Harley, NAEB's president, acknowledged some problems. He noted that the "traditional image" of the convention as a forum for public broadcasting issues primarily "has bothered some people" outside of the field. But "on the other hand," Mr. Harley said, "I think it would be only fair to say that public broadcasting stations will tend to

be our natural base for some years to come. That's the way it is and that's the way we got started."

Nevertheless, Mr. Harley makes no bones about NAEB's aspiration to gradually encompass more of the general communications field. He speaks of satellites, cable and video cassettes, to name a few target areas.

"There will be a gradual transition," Mr. Harley said. But "I think it will be evolutionary." A case in point: There is a serious move afoot within the organization for a name change. The National Association of Educational Broadcasters, Mr. Harley said, "tends to be misleading." NAEB "considered for some time [changing the name to] the Public Telecommunications Association, but there was an obvious problem with the initials," Mr. Harley noted. He admits that the group has been "fudging it" on this issue. "I think after this 50th year is over we must turn our attentions to that."

As for now, Mr. Harley said, "I think we're on the right course. . . . But it will take a while to get all geared up and go."

There is reason for optimism. NAEB's

On the schedule for NAEB's five days in Vegas

Monday session on long-range funding of public broadcasting high spot on this week's convention agenda

The 50th annual convention of the National Association of Educational Broadcasters began over the weekend at the Las Vegas Hilton (H) and convention center (CC), and runs through Wednesday (Nov. 20). These are the highlights:

Saturday, Nov. 16

9 a.m.-12 noon—National Public Radio board meeting; room 8 (H).

4-7:30 p.m.—NAEB executive committee meeting; suite 2932 (H).

Sunday, Nov. 17

9 a.m.-4 p.m.—NAEB board meeting, luncheon; room 11 (H).

9 a.m.-12 noon, 2-4 p.m.—NPR board meeting; room 8 (H).

5-6 p.m.—Newcomers' briefing; section D (H).

8-9 p.m.—Opening reception; section C (H).

Monday, Nov. 18

8-9 a.m.—Exhibit briefing; room 4 (CC).

9-10:15 a.m.—General session: Remarks, NAEB President William Harley; report, NAEB Chairman Jack McBride; presentation of 1974 NAEB Distinguished Service Award to Ford Foundation, accepted by its president, McGeorge Bundy; remarks, Mr. Bundy; Rotunda (CC).

10:30 a.m.-12:15 p.m.—"Innovations in Broadcast Education," with Dr. Thomas Olson, Dr. Phyllis Waggoner and Dr. David Terwische, all of Southern Illinois University; room 1 (CC).

2-5:30 p.m.—Association of Public Radio Stations informational meeting; room 1 (CC).

2-3:45 p.m.—Public Broadcasting Service board of managers, open meeting; Gold Room (CC).

2-5:30 p.m.—Engineering sessions; room 2 (CC).

2-5:30 p.m.—Producers' sessions; room 4 (CC).

4-5:30 p.m.—Long range financing of public broadcasting—an update with Chalmers Marquis and Presley Holmes (PBS), Henry Loomis and George Linn (CPB), Matthew Coffey (APRS).

Tuesday, Nov. 19

8-9 a.m.—NAEB panel on freedom of expression, chaired by Robert Woods, NAEB counsel; room 11 (H).

8-9 a.m.—Educational broadcasting facilities program, report from Dr. John Cameron and Stuart Hallock, U.S. Office of Education; room 1 (H).

9 a.m.-12 noon—NPR general session; room 1 (CC). 10:45 a.m.-12 noon—CPB and television, with CPB's Calvin Watson and Douglas Bodwell; room 23 (CC).

12-1 p.m.—General session: Georgia Hall (Virginia Public Telecommunications Council), presiding; speaker: R. Buckminster Fuller; Rotunda (CC).

1:15-2:30 p.m.—Special satellite demonstration; includes transmission from ATS-6 communications satellite; room 22 (CC).

2:30-3:45 p.m.—CPB and radio; with CPB's Thomas Warnock and Douglas Bodwell; room 19 (CC).

4-5:30 p.m.—"Ascertainment of Community Problems," report on CPB study with Daniel Toohey, Washington attorney, and Dr. Thomas Baldwin, Michigan State University; room 18 (CC).

7-11:30 p.m.—NAEB 50th anniversary celebration; section E (H).

Wednesday, Nov. 20

8-9 a.m.—"How Public Broadcasting Can Deal Effectively With Public Access," with Frank Lloyd, Citizens Communication Center, Washington; room 11 (H).

8-9 a.m.—"Promoting Visibility for UHF," with George Strimel Jr., WVIA-TV Scranton, Pa.; room 1 (H).

9:15-10:30 a.m.—NAEB business meeting; Gold Room (CC).

10:45 a.m.-12 noon—PBS programming rap session, with John Montgomery, PBS; room 18 (CC).

12 noon-1 p.m.—NAEB debate: "Does the Fairness Doctrine Violate the Constitution?" Moderator: Frankie Freeman, St. Louis attorney; Yes—Richard Jencks, CBS, Washington; No—Dr. Robert Lewis Shayon, Annenberg School of Communications.

4-5:30 p.m.—"Increasing State Funding for Public Broadcasting," with Roland Fenz and Chalmers Marquis (PBS), Fred Reblman (WJCT Jacksonville, Fla.) and David Leonard (Pennsylvania Public Television).

5:30 p.m.—Adjournment.

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Low noise at a new low price.**



With the new Mark IV Image Enhancer in your system you'll have an unbeatable signal-to-noise ratio working for you. Better than 55 dB. That means quiet enhancement like you've never seen!

Best of all, better enhancement now costs you less. We've just reduced prices!

So whether you're buying a new live camera or telecine, or updating your present system, don't settle for less. It just doesn't pay to fool around with imitation units. Specify Image Enhancers from CBS Laboratories, the people who created image enhancement. Available for NTSC, PAL or SECAM installations.

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CBS LABORATORIES

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227 High Ridge Road, Stamford, Connecticut 06905

constituency has continued to grow, it now has some 3,000 members—an increase of about 600 from last year. And very few public broadcasters have failed to renew their memberships. The new people coming in, however, are students and educators—more esthetic than operational minded. Mr. Harley sees a prospective membership of about 8,000, and he wants them all.

Meanwhile, there are other problems for NAEB. With the departure of the stations as constituents to PBS (for television) and APRS (for radio), NAEB has seen its budget shrink roughly in half, to under \$500,000. The former staff of 42 is down to 24.

The major problem is money. The transition, Mr. Harley noted, "obviously comes at a time of economic recession, and that makes it difficult." For one thing, there has been a drop in the number of noncommercial stations offering "modest" economic support to NAEB through dues as nonvoting "institutional" members. It's not that they don't want to help, Mr. Harley maintained, it's just that the bucks aren't there right now. Another factor is the shortage of foundation money.

Foundations, Mr. Harley noted, are having economic problems too. The Ford Foundation—long the most benevolent toward public broadcasting—has cut its prospective grants by 50%, and others are following suit. Last year, Ford gave the association \$150,000 to help foster the transition. But NAEB had been seeking a larger grant spread out over three years. "Frankly," the NAEB president observed, "not having that help makes this particular year, in terms of making a fast transition, a little difficult."

NAEB, however, is not unappreciative of Ford's past assistance. Ford will receive NAEB's Distinguished Service Award this year. The foundation's president, McGeorge Bundy, will be in Las Vegas to accept.

NAEB recognizes the importance of continued underwriting. That need recently prompted a staff reorganization in which James Fellows, formerly a program officer, was named to the new position of executive director, giving Mr. Harley more time to stump for contributions.

NAEB, in shifting its directions, faces the need for additional funds. On a day-to-day basis, it is attempting to strengthen its individual-oriented services such as job placement, management training and an extensive publications program. It also is seeking a revival of its international studies (in the past NAEB has undertaken communications projects in the Sudan, American Samoa, Trinidad and several other countries), and is establishing a data bank to catalogue all existing public television programs.

NAEB also has two major industry conferences planned. One, scheduled for Racine, Wis., in February, will attempt to create the mechanism for a comprehensive study of public broadcasting audience research, which Mr. Harley views as a significant present void in public broadcasting. NAEB also wants

a major colloquy, some time this spring, on the various sources of public broadcasting funding. A planning session for this conference will be held in Las Vegas.

"Our role," Mr. Harley says, "has always been uncovering a need, looking around to see if it's being satisfied by anyone else, and if it is not, undertaking that operation on our own until such time as there may be a more appropriate agency to take it over."

On the Hill: long agenda, short calendar

**That is outlook for final session
of 93d Congress that still has lots
of broadcast-related bills pending**

Congress reconvenes today (Nov. 18) to polish off whatever legislation it can before the next Congress takes over. Included in the pending bills are several broadcast-related measures with varying chances for enactment by a lame-duck Congress faced with much to do and little time to do it. But some action is promised during the next weeks on matters of interest to broadcasters, as reflected in the following status reports:

■ Broadcast license renewal (H.R. 12993): There was no word last week about when the license renewal bill would be taken up by a House-Senate conference to resolve the two houses' differing versions (BROADCASTING, Oct. 14). Some observers have said that House Commerce Committee Chairman Harley Staggers (D-W. Va.), who has yet to select the House's conferees, is dragging his feet (BROADCASTING, Oct. 21). But others, who have spoken with the congressman, say he is disclaiming any reluctance to proceed with the bill and will select the conferees shortly. Reached at his home in West Virginia last week, Representative Staggers refused to make any statement regarding the bill before returning to Washington this week.

■ AM-FM radio (H.R. 8266): The all-channel radio bill is expected to be taken up Tuesday (Nov. 19) by the House Rules Committee, which will set the bounds for floor debate on the measure, then by the whole House Thursday or Friday. As it emerged from the House Commerce Committee the bill provides that all motor vehicle radios be equipped with FM as well as AM bands (BROADCASTING, Aug. 26).

Some of the bill's proponents with high hopes for its passage were sobered by a recent report that auto industry officials in Kokomo, Ind., home of Delco Electronics Inc., the firm that makes radios for GM cars, are saying enactment of the AM-FM bill could cause a multimillion dollar decline in Kokomo's economy. Requiring auto radios to be equipped with FM and AM bands will raise the price and decrease demand for factory-installed radios, they indicated, which ultimately could force Delco to lay off an "indeterminate" number of workers in

Kokomo.

Matthew Coffey, president of the Association of Public Radio Associations, called the auto industry officials' announcement "economic blackmail."

The AM-FM bill has already passed the Senate, although the Senate's version (S. 585) would apply to all radios costing more than \$15, not just those in automobiles. When and if the House acts, a conference to settle differences may be necessary.

■ Freedom of Information Act amendments (H.R. 12471): Senator Edward Kennedy (D-Mass.), this bill's primary sponsor, has announced his intention to attempt overriding President Ford's veto of the bill (BROADCASTING, Oct. 21). The last week in October, President Ford sent to Congress some changes aimed at softening the bill, which is designed to make it easier and less costly to gain access to government files and documents. One of the President's objections was that a provision of the bill enabling federal courts to review classified documents to see if they were justifiably classified endangers national security. Mr. Ford suggested instead that courts be permitted to review the documents themselves only if there appears to be no evidence for classifying them.

President Ford suggested changing another provision, of particular interest to journalists subject to regular deadlines, to lengthen to 30 days the amount of time an agency has to respond to a request for information. That compares to the 10-day deadline called for in Congress's bill. The President also proposed that the party making requests for large volumes of documents share more of the financial burden for finding and reviewing them than Congress's bill would require.

Finally the President advocated a change to ease the burden on law enforcement agencies of complying with the amendments and make it more difficult to obtain files containing criminal investigations.

Over the signatures of eight senators, including Senators Kennedy, Charles Mathias (R-Md.), Clifford Case (R-N.J.), Edmund Muskie (D-Me.), Jacob Javits (R-N.Y.), Philip Hart (D-Mich.), Howard Baker (R-Tenn.) and Sam Ervin (D-N.C.), a letter was circulated in the Senate Oct. 31 asking support for overriding the President's veto. In the letter, the senators rejected Mr. Ford's suggestion, saying Congress had heard them time and again over the past year and a half from agency officials, and had debated and rejected them "during the legislative process."

Meanwhile, several media groups are urging Congress to override the veto, including the National Newspaper Association, which found in a recent survey of congressmen, released Nov. 1, that 137 members of the House and 39 senators have committed themselves to vote to override, with six more senators "leaning" in that direction.

The House is expected to act on the veto this week.

■ National Commission on Regulatory Reform (S.J. Res. 253 and S. 4145): S.J.



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XEROX

Res. 253 is a joint resolution introduced in early October by Senator Hart and Senator Warren Magnuson (D-Wash.), chairman of the Commerce Committee, in response to President Ford's economic message to Congress (BROADCASTING, Oct. 14). In that speech the President asked Congress to establish a commission to undertake a total re-examination of the independent regulatory agencies, of which the FCC and the Federal Trade Commission are two, to identify regulations that protect inefficient companies and legitimize "anticompetitive trade practices" that hit the consumer right in the pocketbook.

The bill provides for a 12-member commission, which after one year of operation would report to Congress and the President its findings outlining, for example, the economic cost and inflationary impact of regulations on regulated goods and services; the noneconomic costs and benefits of regulation, accounting for such things as protection of the environment and protection of middle-income consumers; evaluating whether continuing regulation would be better than discontinuing it; considering ways to cut down on regulation at a minimum cost to the government and the consumer.

After two years, the commission would have to report again, this time offering specific proposals for improving the regulatory agencies, proposals for altering agency structures, for example, or merging them, reducing the number of mem-

bers or commissioners or suggesting ways to make them work faster and more efficiently.

The Senate Commerce Committee will hold hearings on S.J. Res. 253 Tuesday through Thursday of this week (Nov. 19-21) and on Wednesday plans a panel discussion involving FCC Chairman Richard Wiley, FTC Chairman Lewis Engman and other agency heads.

Also scheduled for this week are hearings on S. 4145 before the Senate Government Operations Committee, headed by Senator Ervin.

Introduced a week after S.J. Res. 253 by Senator Lee Metcalf (D-Mont.) and Senator Ervin, S. 4145 is much like the former in that it provides for establishment of a 12-member National Commission on Regulatory Reform, although the make-up of the membership is numerically different and only one report to the President and Congress is called for. The objective of S. 4145 is similar in that it seeks to find ways to cut administrative costs and make the regulatory agencies more efficient, but no specific reference is made in the legislation of studying the inflationary impact of regulation on the regulated industries. In that respect S. 4145 on its face appears more concerned with cost to the citizen as taxpayer than to the citizen as consumer.

The Government Operations Committee hearings are scheduled for Nov. 21-22 and 25-26.

■ Lottery reform (S. 544, 547, 1186

and 3524): The Senate Subcommittee on Criminal Laws and Procedures will hold hearings Wednesday and Thursday (Nov. 20 and 21) on these four bills, the basic ingredient of all of them being that the U.S. Criminal Code would be amended to permit broadcasting of advertising and information about authorized state lotteries. The bills are in response to Attorney General William Saxbe's threat to close down any of the 13 operating lotteries now engaged in these practices, currently forbidden by the code (BROADCASTING, Sept. 9).

■ Fiscal 1975 appropriation for the Corporation for Public Broadcasting. Before the election recess, Congress passed and President Ford signed a continuing resolution that gave CPB \$47.5 million in federal funds for 1975. But there is a chance that CPB's fiscal 1975 appropriation may rise above that figure. The Senate passed a \$65 million appropriation for CPB and the House passed \$60 million. A conference committee will meet, probably this week, to resolve that difference.

The long-range funding bill for CPB, having cleared the Senate Commerce Committee, still awaits action by the Senate Appropriations Committee and the House Communications Subcommittee. According to one House staffer, it is most unlikely the Communications Subcommittee will even undertake hearings on the measure in the short time left this year.

Changing Hands

Announced

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

■ WKYE(AM) Bristol, Tenn.: Sold by Highland Development Corp. of Bristol to Kampen International Inc. for \$157,000 plus assumption of notes. Sellers are William J. Tilley Jr. (50%) and James K. Daniel (50%), who are leaving broadcasting. Principals in buyer are Charles J. McGuire (80.6%), Harry S. Sheerer Jr. (12.9%) and Freda S. Blackford (6.5%). Mr. McGuire has moving and storage business in Kingsport, Tenn. Mr. Sheerer and Miss Blackford are employees of WKYE. (WKYE-FM has been sold to Bristol Broadcasting Co. for \$100,000 pending FCC approval [BROADCASTING, Sept. 9]. WKYE is daytimer on 1550 khz with 1 kw.

■ KEWP(AM) North Little Rock, Ark.: Sold by Moses Broadcasting Inc. to Dixie Broadcasting Inc. for \$150,000. Sellers are James A. Moses (90%) and his son, James Alfred Moses (10%). Principals in buyer are Harvey Fritts (50%) and Kenneth W. Powers (50%). Mr. Fritts owns memorial properties business and Mr. Powers is program director at KGMR-AM-FM Jacksonville, Ark. KEWP is daytimer on 1380 khz with 1 kw.

■ WKAK(FM) Kankakee, Ill.: Sold by WKAK Inc. (Claude P. Baker and Luella M. Feller) to Harry C. Fitzgerald (50.42%), Howard S. Dybedock (20.42%) and Benedict G. Cerven Sr.

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(29.16%) for \$132,315. Mr. Fitzgerald has interest in land development and grain dealing companies. Mr. Dybedock is WKAK general manager, and Mr. Cerven is employed by U.S. Steel Co. WKAK-FM is on 99.9 mhz with 6.6 kw and antenna 210 feet above average terrain.

Approved

The following transfer of station ownership was approved by the FCC:

■ KTRM-AM-FM Beaumont, Tex.: Sold by Dynamic Broadcasting Corp. to Central Broadcasting Corp. for \$800,000. Principals in seller are C. Ronald Rogers, Neal Spelce, R. Miller Hicks and J. Sam Winters, each of whom has 25% interest in KIKN(AM) Sinton, Tex., and KJOE(AM) Shreveport, La. Mr. Hicks also owns KIXL(AM) and KRMH(FM) Austin, Tex. Buyer, of which Lester G. Spence is president, owns WKBV-AM-FM Richmond, WBAT(AM) Marion and WBIW(AM) Bedford, all Indiana. KTRM(AM) is daytimer on 990 khz with 1 kw; KTRM-FM is on 95.1 mhz with 3.1 kw and antenna 220 feet above average terrain.

■ Other station sales approved by the FCC last week include: KXEM(AM) McFarland, Calif.; WTYS(AM) Mariana, Fla.; KIKI(AM) Honolulu; KBRV(AM) Soda Springs, Idaho; KKIM(AM) Albuquerque, N.M.; WGHT(AM)-WEKT(FM) Bath, N.Y.; WLNO(FM) London, Ohio; KRMG(AM) Midwest City, Okla.; WBLG(AM) Lenoir City, Tenn.; KBFM(FM) Edinburg and KGAF-AM-FM Gainesville, both Texas; and KROE(AM) Sheridan, Wyo. See pages 72-73 for details.

Florida TV fined

In an initial decision by FCC Administrative Law Judge Lenore Ehrig, Panhandle Broadcasting Co., Panama City, Fla., has been ordered to forfeit \$10,000 for repeated misrepresentations of the company's ownership. Panhandle, an applicant for a TV station in Panama City, is currently operating ch. 13 WDTB-TV there under a special dispensation from the commission.

The fine involves a listing of L. Charles Hilton, rather than Small Business Assistance Corp. of Panama City, as 25% stockholder. Judge Ehrig concluded that Panhandle had erroneously reported Mr. Hilton as a shareholder over a two-year span, though Mr. Hilton had never paid for stock nor considered himself an owner. Mr. Hilton was president of SBAC at the time. Despite Panhandle's later knowledge of the ownership discrepancy, the judge said, it waited six months to report the facts to the FCC, while meantime filing an ownership report that perpetuated the error.

The commission originally had granted a construction permit to Panhandle in April 1972. Later, FCC received information of the ownership error and designated the application for hearing. At the same time the commission granted Panhandle's request to start operation of WDTB-TV, explaining it was "balancing the public's need for proposed service against the necessity for resolution of Panhandle's qualifications."

Civil Rights Commission hits FCC's EEO policies

Enforcement mechanisms come in for particular criticism; agency official claims it is moving fast to upgrade efforts

The FCC may be the only federal regulatory agency to have adopted rules barring discrimination in employment on the basis of race, creed or sex. But along with four other independent agencies last week, it found itself criticized by the U.S. Commission on Civil Rights for allegedly failing to protect the civil rights of minority and female workers in the industries they regulate.

An FCC official conceded that the criticism of the commission's program was merited. But he also said that work is moving ahead at the commission on an industry equal-employment opportunity program that contains a number of proposals similar to those the Civil Rights Commission says the FCC should adopt.

The Civil Rights Commission, in a 250-page report—"The Federal Civil Rights Enforcement Effort—1974"—criticized the Interstate Commerce Commission, the Civil Aeronautics Board, the

Federal Power Commission and the Securities and Exchange Commission for not even acknowledging their responsibility for eliminating discrimination in employment in companies under their jurisdiction.

And it criticized the FCC for its "highly inadequate" program for enforcing the antidiscrimination rules that have been on its books since 1970. It said that the job categories used in the annual employment reports required of licensees are "too broadly defined" and are not based on actual positions in the industry, that the guidelines for licensees' equal employment opportunity programs "lack specificity and are not result oriented," that the handling of discrimination complaints "receives a low priority" and that the criteria the FCC uses to identify stations with "severe underutilization of women and minorities . . . are overly restrictive" and "tend to focus on small stations."

The Civil Rights Commission, in a letter accompanying the report, which went to the President and to the Senate and House of Representatives, made another charge. It said the FCC and the ICC continue "to severely restrict minority involvement in the ownership of the industries they regulate through their licensing restrictions."

The report, however, is not completely negative in discussing the FCC. It notes the "innovative and useful program" of holding meetings to allow women and minority-group members to present their

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views on problems—including those involving employment—in broadcasting.

The Civil Rights Commission's only power to secure compliance with what it feels is the agencies' responsibility in the civil rights field is in exhortation and persistent prodding. At the news conference the commission called on Monday to release the report, Arthur S. Flemming, chairman of the commission, issued a statement designed to exhort:

"The commission believes that there is a wide gap between what these [five] regulatory agencies are capable of doing to make civil rights a reality in the lives of those who are associated with the industries they regulate and what they are actually doing. It believes that the members of the bodies can and should recognize that it is their moral and legal responsibility to close this gap promptly. Further delays will contribute to a growing feeling of cynicism in our governmental institutions by those who are the victims of delay."

The FCC in December 1973 established an industry EEO office whose mission was to aid the commission in strengthening and coordinating its efforts to prevent discrimination in employment by those it regulates. Its chief, Lionel Monagas, was named in May 1973 (BROADCASTING, May 14, 1973); since then, one other professional, Clarence McKee, was appointed.

Mr. Monagas, who attended the Civil Rights Commission news conference last week, said he thought the criticism of the FCC's program was "accurate" and "fair." But he also said his unit last week completed its work on a draft of extensive new guidelines aimed at tightening up the commission's procedures for assuring EEO compliance by those it regulates. The draft is now under review by the general counsel's office, where it could be revised before being sent on to the commission for its consideration.

And, Mr. Monagas said, the proposals "parallel" in several cases the recommendations the Civil Rights Commission said in its report the FCC should adopt. One to which he referred called on the commission to require its licensees to conduct a "utilization analysis" to determine whether minority-group or women workers are "underutilized" and, if they are, to specify actions to rectify the employment problems, and to establish goals and timetables for overcoming the underutilization. The EEO unit also suggests, as the Civil Rights Commission did, that the commission develop enforcement mechanisms, such as compliance reports and a system of periodic compliance reviews.

Several other recommendations were also apparently anticipated in the staff document. One calls for a more active and responsive system for processing civil rights complaints, and for new priority selection standards to be used in isolating stations whose employment practices reflect a pattern of underemployment of women and minorities. (The commission at present checks further when it comes across a station with no minority-group or women employees or whose number

of workers in those categories has decreased over the past year.)

Mr. Monagas said the FCC staff document also contains a great many other proposals as well. He declined to discuss them. But they do not include at least two other recommendations of the Civil Rights Commission. He said they dealt with matters outside his authority.

One is that the commission amend its licensing procedures in recognition of the U.S. Court of Appeals decision asserting that the commission, in a comparative hearing involving a frequency in a community with a significant minority-group population, accord some weight to an applicant whose principals include members of the group. (The U.S. Supreme Court last month let that decision stand [BROADCASTING, Nov. 4].) The other recommendation that has no counterpart in the proposals under consideration at the commission is that the commission provide free legal counsel to those who want to participate in agency proceedings and who lack the financial means to do so, but whose position presents important public interest, legal or policy issues.

The Civil Rights Commission's report, the fourth follow-up to a study published in October 1970, is part of a six-volume study. The remaining volumes, dealing with civil rights efforts in housing, education, employment, federally assisted programs and policymaking, will be released over the next several months.

Religious-hiring edict untouched

Supreme Court bypasses FCC ruling in Edmonds, Wash., case

The FCC rule prohibiting discrimination in employment on the basis of religion—except in cases where an individual is being hired to espouse a religious broadcaster's views—survived an appeal to the Supreme Court last week. The high court let stand a ruling of the U.S. Court of Appeals in Washington affirming a commission decision that a religious broadcaster in Edmonds, Wash., had violated the antidiscrimination rule (BROADCASTING, May 13).

The commission had acted on a complaint filed against KGDN(AM)-KBIQ-FM Edmonds, licensed to King's Garden Inc., a religious organization with a number of ministries whose basic goal is to "share Christ worldwide." A job applicant at one of the stations complained he had been asked such questions as "Are you a Christian?" "Is your spouse a Christian?"

King's Garden, in its appeal, cited Title VII of the Civil Rights Act, as amended in 1972, in support of its position that such questions are permissible. The act would allow a religious organization to discriminate on religious grounds in all of its activities.

However, the appeals court, in a unanimous opinion, said that the exemption excluding the activities of religious organizations was of "doubtful constitutionality" and that Congress had not indi-

cated it wanted to impose the exemption on the commission. Accordingly, it said, the commission was justified in holding that the exemption does not override its "public interest mandate under the Communications Act."

The court also said the commission's exemption permitting discrimination in connection with the espousal of the licensee's views protects a sectarian licensee's rights under the Communications Act and the First Amendment.

Legal tangles taken into account in sale of Carter properties

The completed deal for the purchase of Carter Publication Inc.'s Fort Worth broadcast and newspaper properties by LIN Broadcasting and Capital Cities Communications Corp. (BROADCASTING, Nov. 11), provides for the broadcast monies to be held in escrow until the court appeal filed by Civic Telecasting Corp., aimed at blocking the station sales (BROADCASTING, Oct. 28), is resolved, it was reported last week.

Regardless of the outcome of Civic's attempt to block the license renewals and transfers of ownership, the newspaper end of the deal, involving the purchase of the *Fort Worth Star Telegram* and two suburban newspapers for \$64.5 million by Capcities is "sold forever," according to Carter's attorney.

The purchase price for WBAP-TV by LIN was set at \$35 million, with \$12.5 million cash, borrowed from banks at an interest rate of prime plus 1.5%, held in escrow until FCC approval is final. The balance of \$22.5 million is in notes secured by the stock and assets of the station. Five million dollars of the notes are payable in equal quarterly installments over five years commencing in 1976 and bear interest at the prime rate plus 1.5%; the remaining \$17.5 million is payable quarterly beginning Dec. 31, 1981, at 6% interest. The station's call has been changed to KXAS-TV.

Capcities will put up \$35 million in cash for the purchase of WBAP(AM) and KSCS(FM) (\$10 million together) and for the newspaper properties, which are tagged at \$64.5 million. The balance will be paid beginning Nov. 1, 1975, on a quarterly basis at \$6,150,000 annually, bearing an interest rate of 6%, until \$10 million is left on the notes. At that time, if the Civic appeal is still not resolved, the \$10 million goes in escrow. Otherwise the payments continue with the last payment in 1982 for \$3,600,000.

Now it's Summit

Triangle Broadcasting Corp., Winston-Salem, N.C. last week announced that it is changing its name to Summit Communications Inc. And the company's cable TV subsidiary will henceforth be known as Summit Cable Services.

The company, owned by Gordon Gray and his family, said the change took place "to more accurately reflect the corporation's business interests." Both Triangle

and the cable division, formerly known as Tele-Cable, have been subject to confusion in the industry—the broadcast business sometimes being mistaken for Triangle Publications Inc. and the cable business for Telecable Corp., a Portsmouth, Va., multiple system operator.

Summit Communications operates WSJS(AM)-WTQR(FM) Winston-Salem, WCOA(AM)-WJLQ(FM) Pensacola, Fla., and WREC-AM-FM Memphis. The cable subsidiary holds franchises in five North Carolina cities.

Tropical fails to impress

A request by Tropical Florida Broadcasting Co., competing applicant for Miami channel 10, to add hearing issues against incumbent WPLG-TV there has been denied by FCC Review Board.

Tropical had requested inquiries into WPLG-TV's business dealings with advertising customers and had questioned the character qualifications of Katharine Graham, chairman of WPLG-TV licensee, Post-Newsweek Stations Inc.

The board found allegations concerning WPLG-TV's advertising rates too general and would not consent to allowing Tropical access to WPLG-TV's records in order to specify charges. Regarding Mrs. Graham, the board failed to see how an earlier broadcast of her opinion on Tropical's intentions was meant to influence FCC processes.

Cablecasting

Copyright bill, re-regulation dominate NCTA board meeting

Slight shift in association position on S. 1361 may be in offing

The National Cable Television Association's future posture on several key issues will be deliberated, and likely defined, this week when its board of directors meets for two days (Nov. 19-20) in Washington.

Uppermost on the cablemen's minds is the question of what course NCTA will take on the pending copyright legislation (S. 1361). Copyright has been the object of a major confrontation the past few months between NCTA and the insurgent Community Antenna Television Association. And following claims from attorney Sol Schildhouse and others that S. 1361 contains provisions that could damage the industry, NCTA officials have acknowledged that some rethinking on the issue may be in order.

Association staffers, however, are warning not to look for any substantive changes in NCTA's approach to the copyright problem at this week's board meeting. They note that the Senate passage

this year of S. 1361—absent the controversial sports blackout provision and with cable fees trimmed by half—constituted a major lobbying victory for the association. The message is implicit: For NCTA to abandon its support of the bill at this point would be counterproductive in that it would erase substantial cable inroads in Congress. What can be expected, rather, is a broad directive to the staff to push for some fine tuning in the bill's existing language as it moves next year through the House and, in yet another round, through the Senate.

The indications are that the board will endorse an effort to push for a longer waiting period before the proposed copyright tribunal will be able to alter the statutory cable fees. Presently, S. 1361 calls for only a six-month grace period and many cablemen feel that's too short a time. There is also some concern over the bill's penalty provisions which, according to Mr. Schildhouse's interpretation, could enable broadcasters to sue cable operators who do not provide them with required nonduplication protection. NCTA sources expect the board to call for a clarification in the bill that would guard against "undue harassment" of cable operators in this regard. But they expect little attention to be paid to another Schildhouse claim—that S. 1361 entails possible criminal penalties for operators who "willfully" violate the exclusivity rules.

Nevertheless, the board will have no shortage of diversified opinion on the

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copyright issue. Mr. Schildhouse will be there to restate his views. So will a representative of CATA. Jim Davidson, an Arkansas cable operator who served as the first chairman of NCTA's Independent Operators Board, has also asked for time.

Also on the board's agenda for Tuesday (Nov. 19) is a presentation by Kaiser Broadcasting President Donald Curran, who will speak of the prospects for joint ventures between cablemen and independent UHF broadcasters. House Majority Leader Thomas (Tip) O'Neil (D-Mass.) will address the board at a Tuesday luncheon. A reception on Capitol Hill Tuesday evening will honor members of the House Commerce and Judiciary Committees.

The issue of FCC cable re-regulation will occupy most of the board's time the following day. The issue, rapidly becoming NCTA's major concern, will be probed by the chairmen of two association committees examining the subject—John Gwin (Cox Cable Communications), head of the re-regulation group, and Daniel Aaron (Comcast Corp.) head of the "Project '77" committee (which has been studying the ramifications of the March 1977 deadline for full compliance with the commission's cable rules).

Pole attachments will also be explored, although it is asserted by cable officials that little more can be done on the matter prior to an intervention by the FCC (BROADCASTING, Nov. 11). The major prospect for an outside settlement between NCTA negotiators and telephone interests apparently died last week when AT&T officials turned down an NCTA proposal for future joint cable-telco pole ownership (see page 56). Amos Hostetter, chairman of NCTA's negotiating committee, will report to the board on the current status.

FCC Commissioner James Quello will be the luncheon guest on Wednesday.

There is also a possibility that the board will be asked to ratify the contract that, reportedly, has been all but finalized with NCTA President David Foster. Terms of the agreement have not been officially disclosed. But they are understood to involve a two-year arrangement calling for a \$5,000 salary increase (to \$80,000) in 1975 and another \$5,000 in 1976 ("Closed Circuit," Oct. 28). NCTA's executive committee is scheduled to meet Monday evening (Nov. 18), at which time it may vote to offer the proposed pact for board approval.

Also on the board's Wednesday agenda is a presentation on pay cable by Ralph Baruch (Viacom) and staff briefings on such issues as the FCC-proposed sports blackout rulemaking, the FCC fee case, engineering and the status of federal-state-local regulatory authority.

A different theme this time

FCC Commissioner Benjamin Hooks and Baseball Commissioner Bowie Kuhn will be the featured speakers at the Mid-America CATV Expo this week (Nov. 21-22) at the Muehlebach hotel in Kansas City, Mo.

Contrary to the first two cable expos,

in Philadelphia and Cleveland, at which the subject of FCC de-regulation was the primary thrust, the Kansas City gathering will concentrate on less heated topics such as political cablecasting and "cablecasting—ETV and public access." De-regulation and the FCC's 1977 deadline for compliance with its cable rules will be examined as part of a general session on the state of the industry. In addition to Commissioner Hooks, the FCC will send Cable Bureau staffer Fritz Attaway to participate in a "breakfast with the experts" panel.

Mr. Kuhn, who has been lobbying for the since-deposed sports black-out provision of the pending copyright bill (S. 1361), will also be a panelist at a legislative/regulatory session. His appearance is the first by a major sports-interest representative at a cable gathering in some time.

David Foster, president of the National Cable Television Association—which will sponsor the Kansas City expo along with four state associations—will be the featured speaker at the Nov. 21 luncheon.

The meeting also will attract exhibits from 36 equipment manufacturers and program suppliers.

Rhode Island drops both its cable shoes

State is franchised and regulated
in one package released last week

After months of delay, the Rhode Island Public Utilities Commission last week finally issued the order by which cable television will be franchised and regulated in that state. The action, which included an announcement of nine franchise recipients covering most of the state, constituted the largest single exercise in cable franchising ever.

The action will make cable accessible to 274,000 potential subscribers in a state that presently has only one operating system. It will call for an investment of some \$32.6 million for cable construction, involving 3,026 miles of plant.

PUC Chairman Archie Smith, who wrote the order and made the franchise selection virtually single-handedly, acknowledged that cable will have a tough time developing in Rhode Island. There is a question whether some of the winners will be able to find financing. "I tried to pick those who would be able to stand up after the people had paid their installation fees, and not go out of business," Mr. Smith said.

In the process, he turned thumbs down on more than a dozen applicants—several of them prominent cable multiple system operators.

The franchising order broke the state down into nine districts, all of which are to operate separately by different parties. Portions of the sparsely populated western half of the state were not franchised due to Mr. Smith's skepticism over their potential viability for cable.

The most potentially lucrative grant—

YOU HAVEN'T DONE ALL YOU CAN FOR YOUR FILM UNTIL YOU GIVE IT TO US. WE'LL IMPROVE IT. FREE.



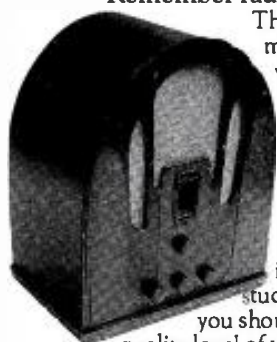
Now, you probably think we're going out on a limb with an offer like that. You may think nothing in this world can improve the quality of your film.

However, we beg to differ.

You see, no matter what you do in the film lab to keep the color you worked so hard to achieve in the camera, it's likely to lose something in translation to the television tube. You can reduce this possibility by doing post production on videotape and sending one tape to each station in place of the required two 16MM prints.

Something that TAV has proved over and over again.

Remember radio.



The point we're making is that you never wrap up the production of a radio spot before you've heard it over the small speaker in the sound studio. After all, you should hear the

quality level of your spot as it will actually be heard over an ordinary radio.

Television should be approached with the same reasoning in mind.

It's an electronic medium with the best reception achieved through the transmission of electronic software. That is, videotape. Which is why most film today is transferred to videotape before transmission. In any case, your film will be seen on a TV set, not on a screen. And even a great film may lose something when it's aired. But TV stations can't be expected to spend time improving your commercial for you.

TAV, on the other hand, enhances film quality on tape everytime. And we're going to prove it to you. For free.

Emmy-winning engineers.

Send us your filmed commercial, or a 60 second clip of any film, and the Emmy Award winning engineers at TAV will improve the original look of your film by electronically color correcting every scene if necessary.

We can even do it right before your very eyes.

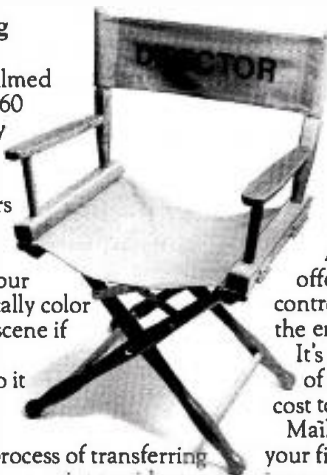
In fact, in the process of transferring your 16mm or 35mm print to videotape, our automated systems can improve the quality of the original by "sweetening" on tape those scenes that sour on the TV screen.

What's more, you can see the result with a side-by-side demonstration on a before-and-after basis.

You're the boss.

From a creative stand point, we'll give you exactly what you want. Thanks to our electronic color corrector.

You see, the electronic color corrector is our slave. It simply executes creative decisions, faster than you can say "magenta."



What's more, post production that would take weeks on film can be done on tape in a matter of hours with the TAV computers.

Think of it. Trans-American Video provides you with the most up-to-date independent videotape complex in the world.

A \$10 million creative tool that offers the highest standard of quality control in videotape reproduction in the entire industry.

It's all here for you to take advantage of now. And for this one time, at no cost to you.

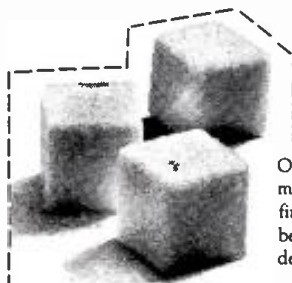
Mail us the coupon below along with your film and we'll get it back to you, improved on videotape for free.

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Title _____

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Address _____

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This free offer expires January 15, 1975.

and that which will command the greatest expenditure—encompasses Providence, North Providence and Pawtucket, with a combined total of well over 100,000 potential subscribers. If fully developed, it could become the largest cable system in the country. The award went to a local group—Rhode Island Cable Television Corp.—which is controlled by Rhode Island businessman Michael Gamino, attorney Dennis Roberts II, and Time Inc. executive Richard Galkin.

The other franchise areas and their respective grantees are as follows:

- Woonsocket, Central Falls, Lincoln, Cumberland, Smithfield and North Smithfield—Rollins Cablevision, a subsidiary of Rollins Broadcasting Co.

- Cranston and Johnston—ComCable Inc., a joint venture of Cox Cable Communications Corp. and businessman Philip DeSano.

- East Providence—Providence Broadcasting Co., a subsidiary of Susquehanna Broadcasting Co. and licensee of WICE-AM Providence.

- Barrington, Warren and Bristol—Full Channel Television Inc., a new company owned by John E. Donofrio and Henry C. Hart Jr., both of whom have past broadcast experience.

- Warwick, West Warwick, East Greenwich and the eastern portion of Coventry—Communications Properties Inc.

- Newport, Middletown, Portsmouth, Tiverton and Little Compton—Coastal Cable TV Corp., owned by Newport businessmen Hickman Price Jr., J. Harold McCormick, Jerald Connell and Joseph G. Nevins Jr.

- Narragansett, South Kingstown and North Kingstown—Narragansett Cablevision Corp., which is owned by local entrepreneurs Lewis Jackvony Jr. and Edmond J. Carlone, and First Communication Co. of Bethesda, Md.

- Westerly and Hopkinton—Westerly CATV Inc., a subsidiary of Colony Communications Inc. (affiliated with the *Providence Journal*). The firm already has a cable operation in Westerly and was authorized to continue and expand that service.

The systems, while facing an uphill climb economically, will have a reasonably easy time from a state regulatory standpoint. Rhode Island has placed comparatively few restrictions on cable, and will impose no gross receipts tax at the outset, at least (BROADCASTING, Nov. 4).

The choice of several of the franchise recipients bothered some observers, who expressed doubts that some of the smaller interests will be able to finance cable ventures. Mr. Smith said he took that into consideration when he did the choosing and weeded out some firms he thought incapable of building. One of these was Teleprompter Corp. "They're spread too thin," Mr. Smith asserted. Teleprompter had applied to wire the entire state.

Perhaps the most controversial rejection was that of the influential *Providence Journal*. Although the Colony application for the Westerly area was approved, a more ambitious bid by the parent firm was turned down. Mr. Smith noted that the firm already owns the

state's major newspaper as well as WEAN-AM-WPJB(FM) Providence. "I figured that was enough," he said.

On a national scale, the rejection of American Television & Communications Corp.—or at least the reason for which it was turned down—was even more controversial. While conceding that ATC is one of the best financed and profitable cable entities, Mr. Smith questioned the relationship between it and Textron Corp., ATC's largest stockholder. As one of the largest employers in Rhode Island, Mr. Smith claimed, Textron "exerts tremendous influence" over the population.

The Rhode Island franchise recipients have 30 days to accept or reject the offer. After that, Mr. Smith noted, those who elect to go forward will be virtually locked into the venture. The trading of franchises prior to their full development—or anything resembling trafficking—will be strictly prohibited. "Once they're in," warned Mr. Smith, "they'll find it very difficult to get out."

Another retreat in pole-rate dealing

AT&T officials have turned down a National Cable Television Association proposal that would have established the mechanism for future joint cable-telco ownership of utility poles.

The development was another setback to the possible settlement of the dispute over CATV pole attachments. AT&T officials had been looking forward to the NCTA proposal—which was promised at a meeting between representatives of the two last month (BROADCASTING, Oct. 28)—as a possible stepping stone to a settlement on the question of future CATV pole rental fees.

An NCTA spokesman declined to divulge the nature of the ownership proposal, but stated that there now "appears to be no possibility" of internal agreement on that issue. An AT&T source, while declining to discuss the NCTA proposal itself, noted that no arrangement could be agreed on which would enable cablemen to afford a purchase of joint interest in existing pole fixtures. He added, however, that AT&T still harbors some hope for an outside settlement of the rental issue, and indicated that a new AT&T proposal may be forthcoming. But for the moment, he acknowledged, "we are still at ground zero."

NCTA back again on fees

The National Cable Television Association has again petitioned the FCC for a refund of all annual CATV fees collected under the commission's now-deposed 1970 fee schedule, but this time NCTA wants interest paid as well.

NCTA termed the eight-month delay since it first requested a refund (BROADCASTING, March 25) "unconscionable," particularly at a time when cable capital is scarce. Accordingly, it said, interest payments on the monies collected to date were appropriate. NCTA did not offer

any suggestion as to how the interest could be computed, but said any specific rate should be left to the discretion of the comptroller general's office.

NCTA cited precedents of other government agencies (General Accounting Office and Defense Department) which returned fees with interest from the same accounts that the Justice Department has indicated the FCC refunds should come from.

The cable association's request for a rebate of the FCC fees stems from a March Supreme Court decision in which the commission's 1970 schedule was ruled illegal.

Cable Briefs

Financed. Becker Communications Associates, Indianapolis, says it has closed senior secured loan Citizens Cable of Allen County Inc. in amount of \$1.6 million. Funds, with repayment due 1984, will be used to construct and operate cable systems in St. Joseph, Adams and New Haven, all Indiana. Area has population of about 50,000. Transaction puts Becker's financing of cable ventures above \$24 million mark since firm's inception last year.

Back again. Televised debates between broadcast and cable interests over pay cablecasting are back. Latest installment took place Nov. 15 on CBS-owned WCAU-TV Philadelphia, and pitted National Association of Broadcasters President Vincent Wasilewski against National Cable Television Association General Counsel Stuart Feldstein. Two citizen representatives were also on hand for equal measure; from broadcasters' camp came Jack Waller, member of International Association of Fire Fighters. Cable supporter was Kujaatele Kweli, National Urban League.

Sharpened pencil. Cable KorCommunications Corp.'s plan for expansion of existing systems in San Luis Obispo and Tulare counties in California is expected to serve about 15,000 subscribers, not 50,000 as reported earlier (BROADCASTING, Nov. 4).

New date for Teleprompter

FCC has rescheduled for Jan. 14 an oral argument in Washington on whether Teleprompter Corp. is disqualified from operating cable systems in Trenton, N.J., and Johnstown, Pa. The argument, originally scheduled for Sept. 24, grows out of involvement of Teleprompter and several of its former officers in the bribery of Trenton and Johnstown officials for franchises. The commission last week said parties participating in the argument should address the question of commission's jurisdiction over cable television, and whether the Communications Act supports the commission order directing Teleprompter to halt its cable operations in Johnstown. Teleprompter has not operated in Trenton, and the state has refused to issue an authorization for the company to operate there. However, the Trenton aspect of the commission case has not been mooted.

Black group does a Johnson on FCC news figures

NBMC analyzes network V's in top-50 markets; WCVB-TV is top station, Post and ABC are top groups; Columbia, Avco, Taft, Newhouse are lowest groups

The FCC report issued last month (BROADCASTING, Oct. 14) on the news, public affairs and other programming done by the nation's television stations provides a wealth of data for anyone wishing to dig into it. The National Black Media Conference, a consumer group that frequently participates in commission proceedings, indicated one use to which the material could be put by doing its own tabulation of the VHF network-affiliated stations in the top-50 markets that have done the most and the least in terms of local news, local public affairs and total local programming.

The report, similar to but not as extensive as one done by then-Commissioner Nicholas Johnson last year (BROADCASTING, July 9, 1973) indicates that WCVB-TV Boston is the top station in composite rankings as well as in the category of local public affairs, with 7% of its time devoted to that area of programming. Other leaders in individual categories were KABC-TV Los Angeles, in local news (10.1%), and WWL-TV New Orleans, in total local programming (40.5%).

On the other hand, WDBO-TV Orlando, Fla., appeared at the bottom of the composite listing as well as at the bottom of the ranking for total local programming (5.2%). KTVI-TV St. Louis ranked lowest in terms of local news (2.3%) and WVUE-TV New Orleans, lowest in terms of local public affairs (0.2%).

The tabulations do not include every station. They are limited to the top 10 and bottom 10 in each category, and the top five and bottom five in composite rankings. And they do not include information on the stations' nonlocal programming included in the FCC report.

The report on which the rankings are based deals with 1972-73 programming. With stations now required to file programming data each year, annual reports from the commission can be expected.

NBMC makes the point that the rankings do not represent "best" or "worst"; it notes that quantity, not quality, is being measured and that market size, competition and profitability affect the data.

But it also says the rankings provide an indication of whether a station is serving the public interest, and it has asked the commission to look into the reason for the "unconscionably poor performance" of some major-market stations. In a letter to Chairman Richard E. Wiley, the coalition has suggested that the commission investigate the financial

performance of each station ranked in the bottom 10 in any of the categories and then hold license-renewal hearings "where appropriate to remedy those situations for which no reason apparently exists, short of station negligence, for poor performance."

The NBMC study provides some anomalous situations. For instance, Buffalo is represented by stations ranking in both the top and bottom five on a composite basis. WBEN-TV is second among the top five, and WGR-TV is fifth from the bottom of the lowest-ranking stations.

The study does nothing to advance the argument—sometimes heard in opposition to Justice Department efforts to break up newspaper-television combinations—that newspaper-owned stations are apt to devote more time to news and public affairs than their competitors. For while the Washington Post Co.'s Post-Newsweek Stations is among the top two group owners as a result of the performance of its WPLG-TV Miami (third in composite rank, fifth in local news, eighth in total local programming) and WTOP-TV Washington (second in public affairs), another newspaper-owning licensee, Newhouse, is among the bottom-four groups as a result of the performance of KTVI-TV St. Louis (three-way tie for fourth lowest over-all, lowest in local news, 10th lowest in local public affairs), WAPI-TV Birmingham, Ala. (sixth in local public affairs, seventh in local programming), and KOIM-TV Portland, Ore. (no high or low rankings).

The other group owner ranked at the top of that category with Post-News-

week was ABC. Its stations and their rankings—KABC-TV Los Angeles (first in local news), KGO-TV San Francisco (fourth in local news), WABC-TV New York (eighth in local news), WLS-TV Chicago (composite rank fifth), and WXYZ-TV Detroit (no high or low rankings). For ABC, this was a marked improvement over the performance recorded in the Johnson study, where four ABC stations were ranked in the bottom 50% of the list.

And the groups ranked at the bottom with Newhouse were Columbia Pictures Industries, Avco and Taft. CPI's stations are KCPX-TV Salt Lake City (ninth lowest in local news) and WVUE-TV New Orleans (three-way tie for fourth lowest over-all, lowest in local public affairs, fourth lowest in total local programming). Avco's stations are WLWC-TV Columbus, Ohio (ninth lowest in local news, 10th lowest in local public affairs and ninth lowest in local programming), WLVI-TV Indianapolis (fourth lowest in local news, third lowest in local public affairs), WLWT-TV Cincinnati (ninth lowest in local news, ninth lowest in local public affairs, but fifth highest in local programming), WLWD-TV Dayton (no high or low rankings) and WOAI-TV San Antonio (no high or low rankings). Taft stations are WDAF-TV Kansas City (three-way tie for fourth lowest over-all, sixth lowest in local news, 10th lowest in local public affairs, and sixth lowest in local programming), WGR-TV Buffalo (fifth over-all, 10th lowest in local news, eighth lowest in local public affairs, fifth lowest in local programming), WKRC-TV Cincinnati (seventh lowest in local news), WBRC-TV Birmingham (no high or low rankings),

NBMC's most and least. The National Black Media Conference has studied the data in the FCC's report on television programming for 1972-73, and produced its lists of top-50 market VHF-affiliates doing the "most" and the "least" programming in the areas of local news, local public affairs and total local programming. Shown below are the top five and bottom five stations in terms of over-all ranking. In each grouping, there were ties—for third in the top five; for fourth in the bottom five. Ranking totals in the top five represent positive votes, those in the bottom, negative; therefore a low total in the first group indicates maximum performance, while a low total in the second indicates minimum performance.

Top five stations

Rank	Station	City	Market Rank	Ranks for:			
				News	Public Affairs	Local	Total
1.	WCVB-TV	Boston	5	15	1	6	22
2.	WBEN-TV	Buffalo, N.Y.	28	16	10	2	28
3.	WPLG-TV	Miami	15	5	16	8	29
3.	WFAA-TV	Dallas	11	2	8	19	29
4.	WNAC-TV	Boston	5	14	3	15	32
5.	WLS-TV	Chicago	3	14	17	13	44

Bottom five stations (programming ranks are in reverse order—first ranked station has least programming, second next best, etc.)

Rank	Station	City	Market Rank	Ranks for:			
				News	Public Affairs	Local	Total
1.	WDBO-TV	Orlando, Fla.	47	9	3	1	13
2.	WZZM-TV	Grand Rapids, Mich.	38	2	12	2	16
3.	WAST-TV	Albany, N.Y.	42	8	5	5	18
4.	KTVI-TV	St. Louis	12	1	10	11	22
4.	WDAF-TV	Kansas City, Mo.	22	6	10	6	22
4.	WVUE-TV	New Orleans	35	17	1	4	22
5.	WGR-TV	Buffalo, N.Y.	28	10	8	5	23

and WTVN-TV Columbus, Ohio (no high or low rankings).

It is the performance of these group owners that seem to disturb NBMC the most. The pattern emerging from an analysis of the programming data that cannot be ignored, it says, is seen in the "consistently low performance" of the four group owners. The level of performance, it adds, is "evidently" a matter of corporate policy rather than local management responsiveness to local needs. "We cannot believe, for example, that Kansas City, Buffalo and Cincinnati (in the case of Taft) haven't urban problems as serious as those of any city. . . . We can't believe the revenue potential of these cities is all that bad."

WFMY-TV in the clear

A \$7.5 million libel suit against WFMY-TV Greensboro, N.C., and one of its reporters, Bob Kaplitz, has been dropped.

The suit, filed Sept. 19 by the High Point, N.C., police chief, Laurie Pritchett, had charged the station and Mr. Kaplitz with defamation in connection with an investigation of alleged protection of local gambling activities by Mr. Pritchett. He announced his retirement for health reasons simultaneously with his withdrawal of the suit.

Mr. Kaplitz is a past recipient of the "best investigative reporter" award of the Radio-TV News Directors Association of the Carolinas.



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Remodeling continues at Nessen house

Staff shuffling goes on
in White House press office

More reshuffling at the White House press office took place last week, including confirmation of a new assignment for Nixon holdover Gerald Warren. Mr. Warren will continue to serve as deputy press secretary (BROADCASTING, Nov. 11) and will gain the task of serving as a liaison with other government public information officers and newspaper editors and broadcasters outside of Washington.

Tom Decair, who also served under Mr. Nixon, will continue to work as an assistant to Presidential Press Secretary Ron Nessen. John Hushen will remain as President Ford's deputy in the press office and Paul Miltich, press secretary to Mr. Ford when he was Vice President, will become a special assistant to the President. Another of Mr. Ford's vice presidential spokesmen, Bill Roberts, was named assistant press secretary with responsibility for the broadcast media.

Other changes include the promotion of Larry Speaks from staff assistant to assistant press secretary, working under Mr. Warren's direction. Former Pentagon spokesman, Louis Thompson, will be an assistant press secretary in charge of administration.

Andrew Falkiewicz, currently a deputy press secretary, will return to the Foreign Service and be replaced by Edward Savage, another Foreign Service officer.

Slimmed-down TVN says it's alive and well

Spokesman talks of expansion
despite personnel reductions

The two-year-old Television News Inc. has become known for sweeping employee turnovers during the past three months, but TVN sources insist that the TV news film service is in no danger of disintegrating. Resigning early this month were John Gilbert, who had been TVN's first president and later executive sales vice-president (BROADCASTING, Nov. 11), and Jeffrey St. John, political commentator who had been TVN's national features and foreign news editor. Two weeks earlier, TVN's news editor, Tom Turley, was "terminated." In September, 10 news personnel were "terminated" in reported efforts to "streamline" the company.

What TVN has been doing, a source says, is "culling out the dead wood." Five of the 10 positions cleaned out Sept. 13 have been re-filled, and another, in Washington, will be shortly. Mr. Gilbert, Mr. Turley and Mr. St. John have been replaced, the first by John Vrba, TVN's national sales manager; the second by Roger Ailes, New York-based independent newfilm producer and former campaign aide to Richard Nixon, and the last by Jeremy Lamprecht, up-graded from TVN assignment editor.

TVN is "far from falling apart," a



TV scoop. Senator Edward M. Kennedy (D-Mass.) answered questions about the Chappaquiddick incident publicly for the first time in almost five years in an exclusive TV interview carried on WBZ-TV Boston on Nov. 2 at 8-9 p.m. He again took responsibility for the 1969 accident, which claimed the life of Mary Jo Kopechne, but said the judge at the inquest erred in several conclusions and failed to take one "very important factor into account: the character and virtue of Miss Kopechne. As for his own actions that evening, he said, "I think certainly I would have done everything differently." Senator Kennedy is shown above with WBZ-TV newsman Steve Nevas at taping of interview in his Washington office on Oct. 31.

spokesman asserted. TVN expects to enlarge its sales staff, sign up an unnamed network O&O as a subscriber, and step up its regular use of satellite services. (TVN fed five international stories via satellite the week of Nov. 1.) The TVN Chicago bureau, which lost its film editor in the employee reshuffling, has moved in with WGN Continental Broadcasting, 2501 Bradley Place, Chicago, with guest privileges. WGN's broadcast facilities—including 24-hour newsroom, helicopter, two color mobile units, and Midwest feeds—will be at TVN's disposal, beginning today (Nov. 18), TVN reported.

One of the first signs of employee turnover came Aug. 9 with the departure of Hyman Kurzner as director of international news, headquartered in London. Mr. Kurzner is suing TVN and its president, Jack Wilson, for \$4,001,308.42. The complaint charges TVN with libel. On Aug. 27, a notice appeared on TVN-New York's "must read" bulletin board announcing that the London bureau would be closed and mentioning a disappearance of company funds.

In the Aug. 27 notice, Mr. Wilson stated TVN had been "refused an adequate accounting" of what was later said to be \$4,172.13 of "advanced expense money." Mr. Kurzner claims that TVN owed him \$5,480.55 in compensatory payments (for 57 compensatory work days) and that he applied the advance expense money against what he says TVN owed him.

Cox in court over rape story

Cox Broadcasting Corp. is involved in a Supreme Court case involving the question of the constitutionality of a Georgia law—similar to one in three other states

—barring the publication of a rape victim's name. At issue also is the liability of the company for damages for invasion of privacy as the result of a truthful story.

The case, which was argued last week in the Supreme Court, arose out of the airing by Cox's WSB-TV Atlanta of a news account of the guilty plea of a defendant in a rape-murder case. The reporter, who had based his account on a copy of the indictment, used the victim's name.

The accuracy of the report was not questioned, and the state did not bring criminal charges. But the victim's parents sued the station for \$1 million, claiming invasion of privacy.

Breach-of-contract suit filed against WDAF-TV

Fired anchorman charges station acted illegally

A former anchorman who claims Taft Broadcasting's WDAF-TV Kansas City, Mo., violated a binding contract by dismissing him last month is seeking \$119,653 in damages.

In a suit filed with a Kansas City circuit court, John Masterman, who was fired Oct. 18 from his position of anchorman and managing editor for WDAF-TV's 5 and 10 p.m. newscasts, claims that the termination runs afoul of a contract insuring his employment by the station until May 7, 1975.

Mr. Masterman, a former NBC News correspondent, claims that his dismissal will deter his ability "to obtain employment as a television newscaster and to further his career" in that his reputation has been blemished by the action. He claims no pertinent reason was given for his dismissal, which followed a management changeover at WDAF-TV.

Ro Grignon, WDAF-TV's station manager, took issue with Mr. Masterman's allegations. He claimed that the anchorman's dismissal was in response to general ratings stagnation. The ratings increase, he said, "was marginal in the fall" but there was "no increase from that moment . . . We were dead last."

Mr. Grignon denied that the station had violated the terms of Mr. Masterman's contract. He claimed that a one-year renewal option was required to be exercised by the station in writing and had not been—although Mr. Masterman remained employed at WDAF-TV a full five months after the agreement's first year had expired.

AP, UPI to cost more

News services announce rate hikes to take place after first of year

Broadcasters are going to pay more for Associated Press and UPI in 1975.

The Associated Press announced a 7.4% across-the-board general assessment increase in letters to subscribers Nov. 1. The new assessments, for broadcast and print subscribers and for cable memberships, goes into effect Jan. 12, 1975, and was reported in a letter signed by AP Board Chairman Paul Miller.

Decided at AP's October board meeting, the increase is in response to inflationary production costs. An AP source said "a few" subscribers had filed complaints, but that none were "serious."

UPI will increase its weekly subscriber rates by 15% for all services to broadcasters (including UPI Audio subscribers) and newspapers—without market differential—in a move attributed to rising costs. The hike, effective Jan. 5, was announced at UPI's annual meeting in San Francisco, and conveyed to each subscriber in a Nov. 5 letter from UPI President Roderick Beaton.

"Inflation hit UPI hard in 1974," the letter read, "and it's coming on strong for 1975." Although the news service has revealed plans to replace much of its equipment—and some of its manpower—by automated computerized editing systems, such as video screens, the savings from more efficient equipment will not be realized until 1976, Mr. Beaton's letter indicated. UPI, which serves some 3,500 broadcast stations domestically, "has not made a profit for several years," the letter stated, and said UPI expects expenses to climb approximately \$3 million in 1975, \$500,000 of which is to go for cost-of-living editorial salary increases.

William F. O'Shaughnessy, president of wvox(AM) New Rochelle, N.Y., has already complained. In a Nov. 8 reply to Mr. Beaton's announcement, Mr. O'Shaughnessy predicted that "a flat 15% across the board increase could have a devastating effect on the smaller local and regional and community stations" in the New York/New Jersey area.

"Undoubtedly," wrote Mr. O'Shaughnessy, "many stations in this region and elsewhere are cranking out huge and even record profits but I can assure you that a lot of fine local and rural radio stations in New York and New Jersey are having a tough time of it as a result of the softness in the economy which began last year." He urged UPI to reconsider the 15% jump.

Although the wvox president indicated he believed "an equitable pricing structure" was being considered for UPI subscriber services, a UPI spokesman said that there was "absolutely" no doubt that the 15% increase would go into effect across the board Jan. 5.

Journalism Briefs

Help for motorists. Collection of short tips on safe driving and fuel conservation is offered radio traffic reporters and drive-time announcers by Highway Users Federation. Mailings will be made periodically on request. *Media relations department, Highway Users Federation, 1776 Massachusetts Avenue, N.W., Washington 20036. (202) 833-5882.*

The way it was. AP announced its broadcast department's *The World in Sound—1974* is now available to radio stations on tape and on LP's. More than 900 stations leased last year's version of program. Series, which records news and feature events of previous 12 months, is now in its 10th consecutive year.

Gates name dropped

Change in line with Harris Corp. move for better self-identification

Gates, for decades a familiar trademark on broadcast studio equipment, will gradually vanish from the marketplace. The equipment will still be there, but the name won't be.

Harris Corp., of which the Gates line has been a division for some time, last week announced that, effective immediately, it is putting its own name on the equipment previously bearing the Gates name. Also, the Gates division is now the Broadcast Equipment Division of Harris Corp., Quincy, Ill.

Last May the parent firm shortened its own name from Harris-Intertype Corp. to Harris Corp. Since then, its various divisions have undergone name transformations to more clearly identify them with Harris itself.

A company spokesman said the Gates transformation should be completed by June 1975.

Technical Briefs

Sold. Multronics Inc., Rockville, Md., and E.F. Johnson Co., Waseca, Minn., approved purchase by Multronics of inductor, coil, counter and bowl assembly business of E. F. Johnson (BROADCASTING, Oct. 7). Purchase price of \$200,000 is subject to adjustment dependent on certain inventory values. Multronics manufactures components and phasing systems for broadcast industry. E. F. Johnson makes two-way radio equipment and electronic components.

Precision timing.—Intersil Inc. has come out with split-second digital stopwatch,



Cronus 2, with measuring range of 59 minutes, 59.99 seconds, as compared with Cronus 1's 24-hour range. New watch uses AA penlite batteries and features quartz crystal accuracy, instant digital readout,

solid-state design and ability to time events in either of four modes: standard start/stop; split; Taylor sequential; and event/time-out. Retail price: \$125. *10900 North Tantau Avenue, Cupertino, Calif. 95014.*

RCA's new switchers. RCA Broadcast Systems, Camden, N.J., is introducing new line of video switchers with from four to 20 inputs and up to eight output buses. Prices range from \$6,050 to \$33,000. First shipments are scheduled for January 1975.

New console. Audio Designs Manufacturing Inc. has introduced TV 32 broadcast production console. Unit is modular with multi-product (up to 32) by four submaster, TV studio and production center units. Featured are plug-in com-

ponents, 20 low-level inputs or 104 high-level sources for flexibility, four submaster busses with selection to two master busses, echo send on all inputs and submaster, each return on all submasters and masters, selective group mic muting, 14-band reciprocal equalizers and cue and selective foldback on all inputs. Price: \$37,260. *Audio Designs, 16005 Sturgeon, Roseville, Mich. 84066.*

Goldmark named. Goldmark Communications Corp., Stamford, Conn., named communications consultant to New York City Convention & Exhibition Center Corp. Agreement includes initial development phase for \$108,000 to design basic telecommunications systems for such services as TV broadcasting, security and safety and audio-visual displays.

BEI's new cart. Broadcast Electronics Inc., Silver Spring, Md., has introduced Spotmaster series 2000 tape cartridge machines priced from \$465-\$675. Units have low power consumption and run cool to protect tapes, with noise figure exceeding 57dB and start/stop time under 80 milliseconds. Standard features are balanced transformer output, 1000 Hz cue, 150 Hz cue and provision for remote control and telephone interface. Separate front panel plug-in modules are used for record and audition functions. Table top units accept A, B and C size cartridges and dual rack mount configuration accepts A and B cartridges.

Headed north. Gates Broadcast Equipment Division of Harris Corp., has re-

ceived \$400,000 order from Baton Broadcasting Co., Canadian group owner, for BTB-36H VHF high band color television transmitter and related switching gear. Thirty-six kilowatt, totally redundant transmitter will be installed in CN Tower, scheduled to be world's tallest free-standing structure, for station CFTO-TV Toronto. On-air target date for new transmitter is Sept. 1, 1975.

VTR logger. GBC Closed Circuit TV Corp., New York, is marketing video-audio logging system model TVR 321-24, designed to provide 24 hours of TV programming on one reel of video tape. List price: \$2,733.50. *GBC, 74 Fifth Avenue, New York 10011.*

Worldwide allocations: Lee is disillusioned by present system

Show of third-world force at Geneva conference last June may signal much bigger problems

Ever since returning last June from the International Telecommunications Union conference in Geneva on allocation of maritime frequencies, FCC Commissioner Robert E. Lee has been brooding about the outcome and what it augurs for the major telecommunications users, such as the U.S. For he felt third-world countries had in effect ganged up on the rest of the world and forced the adoption of an allocation plan that major telecommunications users regarded as administratively unsound.

Last week, in a speech to the International Radio and Television Society, in New York, Commissioner Lee discussed his feelings publicly, and suggested that the ITU's day as a nonpolitical, coordinating body may be over.

Commissioner Lee, who said he was speaking only for himself, said the U.S. should look beyond the ITU "for agreements on matters of substance relating to telecommunications." Specifically, he said C.E.P.T., which coordinates European telecommunications, would provide an "excellent forum for negotiation." He also suggested that the U.S. include telecommunications matters in its growing dealings with the Soviet Union.

What troubled the U.S. and other industrialized nations at Geneva, where Mr. Lee headed the U.S. delegation, was the action of third-world countries in organizing a caucus of some 40 members from the Arab states, Africa and South America and, "with little or no engineering support," Commissioner Lee said, successfully pressing for a new allotment table and a new allotment procedure for the coastal radiotelephone band.

The U.S., for the first time in the 109-year history of the ITU, and seven other countries took an "exception" to the action—indicating they would not necessarily be bound by it. However, Commissioner Lee indicated that is not the kind of course the U.S. should count on to protect its interests in the future.

An ITU general radio conference is scheduled for 1979.

Programming

ABC-TV moves now to shore up its second season

Four more shows canceled, four moved as CBS, NBC hang back on changes

In an attempt to pull itself out of a distant third-place position in the season-to-date national Nielsens, ABC-TV has announced one of its biggest second-season shake-ups ever.

When the dust settled, the network had canceled four shows, had shifted time slots on four remaining programs, and had added three new situation comedies, two new police shows and a refurbished *Toma* (with a new leading man). The only nights left untouched in the upheaval are Tuesday and Wednesday.

The canceled shows are *The New Land*, *Nakia*, *The Sonny Comedy Review* and *Paper Moon*. (Last month, ABC canceled *The Texas Wheelers* and *Kodiak*.)

The returning shows that will be put in new time periods are *The Odd Couple* (from Thursday at 8 to Sunday at 8), *The Night Stalker* (moving up two hours on Friday, from 10 to 8), *Kung Fu* (from Friday at 8 to Saturday at 8), and the two-hour theatrical-movie series that usually replaces NFL football on Mondays, which will instead become *ABC Saturday Night at the Movies* beginning Jan. 11.

When the NFL games go off early in February, ABC will introduce two new police series: *S.W.A.T.T.* (9-10 p.m., beginning Feb. 17) and *Caribe* (10-11 p.m., beginning Feb. 10). "These are male-oriented action shows," said James E. Duffy, the president of ABC-TV. "They should hold the football audience, and be good counterprogramming to CBS's *Maude* and *Rhoda* and *Medical Center*, which are geared to the women."

S.W.A.T.T. is a spin-off from the successful *The Rookies* (Monday, 8-9 p.m. on ABC) and will be produced by the same company, Spelling-Goldberg. The initials stand for Special Weapons And Tactical Team, which ABC describes as "an elite law-enforcement unit that uses unique equipment and highly developed skills to cope with extreme emergency situations."

Caribe is being turned out by Quinn Martin Productions (*Cannon*, *Streets of San Francisco*). It stars Stacy Keach as a detective lieutenant who heads "the Caribbean Force, a highly mobile law-enforcement agency attached to the Miami Police Department."

Thursday nights will see the debut of two of ABC's new situation comedies, *The Hot l Baltimore* (8-8:30 p.m.) and *Karen* (8:30-9 p.m.). *The Hot l Baltimore* (a literal title for a sign with the "e" missing in the word "hotel") is under the aegis of Norman Lear (*All in the Family*, *Sanford and Son*) and is based on a hit off-Broadway play by Lanford Wilson. It's about the "vitality and humor" of the permanent residents of a

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run-down rooming house. *Karen*, out of 20th Century-Fox Television, stars Karen Valentine as a government employee in Washington whose two female roommates are an FBI agent and a lawyer-turned-bartender. The executive producers are Gene Reynolds and Larry Gelbart (*M*A*S*H*).

Toma was getting survival ratings in its Friday (10-11 p.m.) time-slot last winter but ABC canceled it when the star, Tony Musante, refused to return for another season of the weekly grind. But on Jan. 17, the network will bring *Toma* back in the same time period with movie actor Robert Blake ("In Cold Blood") in the title role. "The show will have a lighter touch with Blake in it," said Mr. Duffy. As before, Roy Huggins will be executive producer for Universal.

Finally, ABC has unearthed a funny captain of detectives in New York for its lead-off show on Sunday (7:30-8 p.m.). Called *Barney Miller*, the sitcom stars Hal Linden and will be produced by Danny Arnold.

Over-all, "we're playing to our strength, which is contemporary, youth-oriented programing," said Mr. Duffy. He added that ABC is particularly deep in theatrical movies for the first part of 1975, and he rattled off titles like "Oliver!", the musical version of Dickens's "Oliver Twist"; "Walking Tall," the urban Western about a Tennessee sheriff, Buford Pusser; "Crazy Joe," about New York's Mafia wars of the 1970's (particularly the ones involving Joey Gallo's family); Elaine May's sardonic comedy, "The Heartbreak Kid"; Julie Andrews and Rock Hudson in "Darling Lili"; and Alfred Hitchcock's "Frenzy."

Meanwhile, NBC sources said the cancellation of Universal's *Ironside* (Thursday, 9-10 p.m.) in favor of Paramount's new private-eye series, *Archer* (starring Brian Keith as Lew Archer, the protagonist of a number of novels by Ross Macdonald), may be the only other change NBC will make this year. That would mean that *Lucas Tanner* and *Petrocelli*—shows thought almost certain to be scrubbed from the schedule by January—have been given reprieves.

CBS executives were still considering one or two other second-season changes last week (*Planet of the Apes* is the most likely casualty), but a network spokesman said no announcements would be forthcoming until later this month.

Yablans steps aside

Paramount president moves out as ex-ABC programmer Diller moves in

Frank Yablans, president of Paramount Pictures Corp. and its television subsidiary, Paramount Television, resigned, as expected, last week.

Mr. Yablans's resignation, effective Jan. 5, came seven weeks after the surprise move of Barry Diller, then ABC vice president for prime-time programing, to Paramount as chairman and chief executive officer (BROADCASTING, Oct. 7).

Mr. Yablans is given credit for helping

put Paramount back into the black with such feature movie blockbusters as "The Godfather," "Paper Moon," "Serpico," "Chinatown," "Longest Yard," and "Death Wish." He also was involved in the studio's financially not-so-great "The Great Gatsby." He is said to have been intimately involved in the studio's sale of "The Godfather" to NBC for a one-time showing. (The film is to be shown in two parts Nov. 16 and Nov. 18.) After executive positions with Buena Vista (Disney) and Warner Bros., Mr. Yablans joined Paramount in 1969 as assistant general sales manager, went up the ladder becoming president and chief executive in 1971. There was no announcement of his plans at week's end.

Mr. Diller, who joined ABC in 1966, was, during his association with the network, in charge of movies of the week as well as feature film broadcasts, before being named executive in charge of all prime-time programing last year. At one time he also was in charge of ABC's Circle Films, the network's feature film producing company that since has been dissolved.

Will networks take the pledge against sex and violence?

Wiley to offer them salvation in return for self-regulation that will ease pressure from Hill

Before moving to Washington as general counsel of the FCC in 1970, Richard E. Wiley was something of a lay preacher in the Chicago suburb where he lived. Traces of evangelical fervor have been evident since his elevation to the FCC chairmanship and will probably be in view again next Friday when he meets with the presidents of ABC, CBS and NBC in an effort to persuade them to see to it that their networks act with "taste, discretion and decency" when presenting material that is "sensitive" or "controversial."

Chairman Wiley has asked Elton Rule of ABC, Arthur Taylor of CBS and Herbert Schlosser of NBC to meet with him in his office in the hope that he can win from them a commitment for voluntary action that will obviate the need for government action to deal with the broadcast of sex and violence, particularly as they affect children.

The demands for such commission action have been growing. The commission hears them from the public—as at a regional meeting in Chicago last month—and, more to the point, from Congress. The commission has been directed by the House and Senate Appropriations Committees to report by Dec. 31 on steps it has taken or has planned to "protect children from excessive programing of violence and obscenity."

The pressures from public and Congress constitute one horn of a dilemma for Chairman Wiley. The other is his dis-

taste, on legal and moral grounds, for governmental intrusion into programing.

In a similar situation involving children's television he fell back on jawboning. And it worked—at least to the extent of convincing the industry of the wisdom of adopting, for itself, the kind of commercial time standards for children's programing he thought appropriate.

The chairman's leverage is not as great on sex and violence. Where there was little question as to the commission's authority to adopt rules governing commercial time standards, there are serious questions as to the kind of rules the commission could adopt for programing.

In any event, there is no reason to believe that the chairman has changed his mind about the kind of regulator he saw himself in the speech he delivered at the National Association of Broadcasters convention, in Houston, on March 19, shortly after he became chairman. "I neither seek nor even countenance the role of the national arbiter of media truth or objectivity, or of the keeper of the nation's morals, or of the protector of its youth," he said. But he added that if broadcasters "won't serve as public trustees, if they attempt to evade and avoid their fiduciary responsibilities . . . then inevitably the call will be for government action and government redress," (BROADCASTING, March 25).

The chairman, in a speech to the Illinois Broadcasters Association, last month, suggested a number of actions the networks could take voluntarily to present "sensitive or controversial" programing with "taste, discretion and decency." He talked of "intelligent scheduling, appropriate warnings and, perhaps, even some kind of industry-administered rating program"—similar to that employed by the motion picture industry—which would afford protection to those members of the public "who may need it," particularly children (BROADCASTING, Oct. 14).

Chairman Wiley discussed these and, reportedly, other suggestions for voluntary action in his meeting two weeks ago with the three networks' Washington vice presidents—Eugene Cowan of ABC, Richard Jencks of CBS and Peter Kenney of NBC ("Closed Circuit," Nov. 11). The proposals were to be relayed to the networks' principals, so that they would be able to discuss them—along with any they might propose—in their meeting with the chairman this week.

The chairman is said to have been generally pleased by the reaction of the networks' Washington vice presidents to his proposals, although the degree of warmth the three generated was not, reportedly, uniform. But the chairman has more than the network chiefs' goodwill to count on in his effort to persuade them to take some meaningful action.

There is, first, the matter of public and congressional opinion. In the report requested by the Senate and House committees, the chairman can be expected to relate not only his effort to secure the networks' cooperation, but the result of that effort. If the response is negative, the networks' life in Washington will not be eased.

Furthermore, there is the possibility of

some regulatory action. The commission could issue a policy statement, as it did in the case of children's television programming, or a notice of inquiry and proposed rulemaking that would embody the kind of proposals the chairman discussed in his Illinois speech.

A commission task force assembled to prepare the report for Congress is drafting such a notice under the supervision of Paul Putney, the Broadcast Bureau's assistant chief for law. He says the draft may propose rules barring the scheduling of violent programs at a time children might be expected to watch them and requiring a more elaborate system of warnings than is now in effect. (Stations might be required to issue audio and video warnings that certain material is unsuitable for children, carry such warnings in newspaper listings, and possibly even insert a symbol in the picture to serve as a warning to persons tuning in while the program is in progress.)

Another idea under consideration is to require broadcasters to provide detailed information in their logs of every violent episode they carry. Such logging, presumably, would be so onerous as to discourage broadcasters from carrying such material.

Mr. Putney also said the draft would probably include some reference to a rating system. The commission would presumably ask for comment on how the industry could operate such a system; government operation would not be considered.

The commission has not yet discussed whether it should issue such a notice. Chairman Wiley last week indicated that decision would be very much influenced by the results of his meeting with the network chiefs this week.

Networks look fore and aft on programing

Ahead, they see more problems with prime-time rule, rising costs: Starger cites lessons learned from this season's cancellations; White justifies 'Godfather' price

The cost crunch, the upsurge in comedies and the return of variety shows to television were the principal topics of the three network programming chiefs last week at the Hollywood Radio and Television Society meeting, but it was a comment by CBS's Fred Silverman that jolted the audience.

Mr. Silverman, commenting on the prime-time access rule, said he did not know what the FCC was going to do about the rule, and added: "But the worst thing that could happen to us would be to get an hour back daily next year." Mr. Silverman later explained that it would take at least two years to prepare programing for the eight extra half-hours that would become available if the FCC rescinded its prime-time access rule completely. But, Mr. Silverman cau-

Thinking it over. Motions to dismiss the antitrust lawsuit filed in 1972 by the Department of Justice against the three networks were taken under advisement last week by U.S. District Judge Robert Kelleher in Los Angeles after lawyers for the networks and the Justice Department discussed the networks' petition for access to President Nixon's tapes. The networks allege that the Nixon administration originated the suit as a political move against the networks and that the tapes would prove this. The government has denied the charge; in fact the special Watergate prosecutor's office concluded there is no basis for the allegation that the antitrust suit was entered in retaliation for alleged anti-Nixon bias in news reporting (*Broadcasting*, Nov. 11). Some of Judge Kelleher's comments at the oral argument last week led lawyers to fear that Judge Kelleher might dismiss the lawsuit without prejudice, meaning that it could be refiled by the Department of Justice without suspicion of taint of political renovation. Judge Kelleher did not indicate when he might issue his decision. The government seeks to bar the networks from producing their own TV programs.

tioned, CBS is planning programing for at least one additional hour weekly for the 1975-76 season—an inference on how that network feels the commission will decide when it does.

The bulk of the comments and answers to questions by ABC's Martin Starger and NBC's Larry White, as well as Mr. Silverman, related to costs and forms. As to the former, the producers in the audience (about half the audience of a record 700 attending the luncheon) were told in no uncertain terms that they will have to learn ways of cutting costs, without degrading quality. This was much the same viewpoint that was expressed by NBC-TV President Robert T. Howard last month (*BROADCASTING*, Oct. 21). There was evidence, however, that the networks were considering increasing their payments to producers to some degree.

All three programming chiefs agreed that there will be more half-hour shows in the coming seasons. Mr. White noted that comedy was needed today to take people's mind off the current economic situation. The form generally is 30 minutes, he added. Mr. Silverman, agreeing with Mr. White's assessment, added that he saw more hour-long shows as well as variety shows, "perhaps eight to 10 hours weekly in the 1975-76 season." He also foresaw a rise in two-hour and perhaps two-and-a-half hour shows, with a corresponding decline in 90-minute formats. However, Mr. Starger emphasized that ABC is not planning to reduce its 90-minute programs; the challenge, he said, is to make them attractive. He also announced that ABC had just signed with Universal for 12 hours of Irwin Shaw's

"Rich Man, Poor Man." But, he added, the format has not yet been decided.

Questions, screened and read by HRTS President Paul J. Flaherty (Technicolor Inc.), skirted the season's programming fiascos, but the subject arose tangentially from time to time, to the extent that Mr. Starger, whose network was hardest hit, especially in its Friday and Saturday programing, commented that there is an admonition there for programmers: Don't be gun-shy about the concepts that didn't make it. The fact that such programs as *The New Land* and *Texas Wheelers* didn't make it should not reflect adversely on the ideas, he said. "The most dangerous thing," he observed, "is to fail to try again with the same good concepts."

It was Mr. Starger who called for more planning for programing. He was asked why orders for episodes had fallen so drastically—from 26 plus 13 some years ago to 13 plus nine today. Mr. Starger used the question to comment: "We know that there are going to be so many new shows that are needed for the season's start in September and again in January. We know we are going to need a supply of programing for those periods. We must begin to plan regularly for September and for January."

Mr. White, asked about NBC's paying a reported \$10 million for a single broadcast of "The Godfather," with only \$6 million in time sold, emphasized that the programming executive's function is to bring the best material to television. "I think," he said, "that in the long run, whatever the cost comparisons are, it may be worth it to bring the best to TV—[in this case] a picture that may become a classic for all times—as soon after its theatrical release as we can."

Program Briefs

Cigar included. Home International Television, Los Angeles, announces TV syndication rights to *Churchill The Man*, one-hour special with commentary by Douglas Fairbanks Jr. and featuring Sarah Churchill, that is being released to coincide with centenary of Sir Winston's birth. Program already has been sold to ABC-owned stations in New York, Los Angeles and San Francisco, and to NBC-owned WRC-TV Washington.

Williams for UT. Tennessee Williams, two-time Pulitzer Prize winning playwright, has been signed by Universal Television to create his first drama for TV, to be produced by Jules Irving, producer of current New York revival of Mr. Williams's "A Streetcar Named Desire."

Benji and Waldo's encore. Lutheran Television, St. Louis, has produced *The City That Christmas Forgot*, half-hour animated color special for holiday showing. Offering is follow-up to Lutheran Television's *Easter Is* and again features Benji and Waldo, animated shaggy boy and dog characters, with voices of Sebastian Cabot, Charles Nelson Reilly and Louis Nye. Dr. Martin Neeb, executive producer, LTV, 500 North Broadway, St. Louis 63102.

Some friends. Twenty First Century Communications, New York, announced that Mary Travers, formerly of Peter, Paul and Mary, will preside over new 60-minute weekly music and talk radio show. Called *Mary Travers and Friends*, show will feature interviews with guests (already taped) such as Bob Dylan, Richie Havens and Renaissance. It will be available for barter syndication in January 1975. Company, which also syndicates *National Lampoon Radio Hour*, says stations in 17 of top 25 markets have already agreed to take it, including KNX-FM Los Angeles, WSDM(FM) Chicago and WQIV(FM) New York. Company is now trying to line up national sponsors. There will be four national minutes and four local minutes.

In Tokyo. John T. Reynolds, president-TV division, Golden West Broadcasters, is chairman of U.S. delegation attending Second United States-Japan Television Program Festival Nov. 11-18 in Tokyo. Among 15-member delegation are John B. Poor, RKO General; Donald Quayl, Corporation for Public Broadcasting, and Reid L. Shaw, General Electric Broadcasting Corp.

Diamond Head game. Columbia Pictures Television announces sale of new game show, *Diamond Head*, to NBC-owned WNBC-TV New York, KNBC(TV) Los Angeles and WRC-TV Washington. Program is being produced in Hawaii by Fishman-Freer Productions (creators of CPT's "Dealer's Choice," originating in Las Vegas and now sold in 60 markets). New show will originate from Kuilima hotel, Oahu, with taping scheduled to begin late this month for Jan. 6, 1975 broadcast. Game will have international flavor, involving words, travel and observation with object to reach and climb replica of Diamond Head landmark of Hawaii. Winner has opportunity to win \$50,000 in cash and prizes.

Distaff sports. Mission Argyle Productions Co., Los Angeles, announces start of production on hour-long TV special *Billie Jean King Show* on new era of women in sports for broadcast early in 1975. Jim Packer, president of Mission Argyle, is executive producer.

Some Emmy facelifting

Trustees of the National Academy of Television Arts and Sciences have decided to discontinue their "Winner of the Year" or "Super Emmy" award. In a series of meetings held in London earlier this month, the trustees also adopted these other changes:

- Performers seeking Emmys "must submit themselves or be submitted by producers" rather than by academy members, as in the past.

- Academy members will now "vote in entertainment-program categories" through a special registration card that will be mailed to them.

- Supporting-role categories will be expanded from six to 10.

- A new category honoring the best classical-music program has been created.

Pop's past is present

Carole King, Neil Diamond, Andy Kim, Bobby Vinton, Frankie Valli, Paul Anka, The Righteous Brothers and others return to the charts

A look at the BROADCASTING "Playlist" for the last few weeks indicates that recording artists, like athletes, are quite capable of comebacks. A number of records by such comeback artists are now near the top of the chart, with several more having experienced some success in the recent past, and still more just beginning to break onto the list.

The most successful of these artists combine their top-40 orientation with an appeal to older audiences—which has proved to be most useful, as crossovers from MOR to pop lists have been the key to their singles' success.

Currently prominent among these comebacks is that of Carole King, whose *Jazzman* (Ode Records) was top-ranked last week on the "Playlist," and whose album, *Wraparound Joy*, is one of the nation's best sellers. Ms. King still enjoys steady sales on her *Tapestry* LP, the best-selling album in record industry history, but she has gone for several years without a top-charted single (her *Corazon* made some inroads in 1973). *Jazzman* was at the top of national MOR charts several weeks ago, and top 40 success followed immediately.

In the fifth position on the "Playlist" is Neil Diamond's *Longfellow Serenade*, his first national hit in several years. Mr. Diamond has not been absent from the charts all that time (his *Skybird* spent several weeks on the "Playlist" in the spring of this year), but a sharp cutback in personal appearances and a lack of top-selling singles seemed to belie his superstar status until the release of his new *Serenade* album, his second for Columbia, from which the latest single was taken.

An unlikely comeback hit for a long-established performer—*My Melody of Love* (ABC/Dunhill) by Bobby Vinton—is charted at eight this week. Mr.

Tracking the 'Playlist.' Mobility characterizes this week's "Playlist," as those singles that have dominated national airplay for September and October are rapidly being replaced by newer releases keyed for the holiday buying season. Bachman-Turner Overdrive's *You Ain't Seen Nothin'* Yet moves into the top spot after two weeks at the number-two spot, replacing Carole King's *Jazzman*, which slips to second. Four singles still gaining steadily occupy the next four positions: John Lennon, America, Neil Diamond, and Carl Carlton move up within the top 10 this week. John Denver's *Back Home Again* makes its first appearance in the top 10 as well. Songs in the second 10 which appear likely to move farther up are the Three Degrees' *When Will I See You Again*, Harry Chapin's *Cats in the Hat* (bolted at 13), Billy Swan's *I Can Help* (near the top of national country charts), Carl Douglas's *Kung Fu Fighting* (bolted at 18), and Helen Reddy's *Angie Baby*. In the middle range of the "Playlist," strong gains are being made by Kiki Dee, Prelude, Barry White, Paul McCartney, Nell Sedaka, the Pointer Sisters, Jethro Tull and the Rolling Stones. Mr. McCartney's *Junior's Farm* (bolted at 32) is receiving competition from its flip, entitled *Sally G*, which is being played in some markets. The Rolling Stones' remake of *Ain't Too Proud to Beg* continues to rise and is bolted at 49. Of the new additions to the chart, Ringo Starr's *Only You*, from his new *Goodnight Vienna* LP, makes the strongest "Playlist" debut in several months, entering at 37.

Vinton, who hasn't had a hit since the sixties, had done no recording at all for two years and was pursuing an acting career when he decided to record what has turned out to be the first top-40 hit with Polish lyrics. *My Melody of Love*, according to Mr. Vinton, who is of Polish descent, was designed to please Polish-American radio listeners, but its top ranking on MOR and now on top-40 charts indicates that its appeal has been much wider.

For some artists, as for some athletes, continues on page 65

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The Broadcasting Playlist™ Nov 18

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Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1	1	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	2	1	1	1
1	2	2	Jazzman (3:43) Carole King—Ode	1	2	2	2
5	3	3	Tin Man (3:25) America—Warner Brothers	3	4	4	6
7	4	4	Whatever Gets You Thru the Night (3:20) John Lennon—Apple	7	7	3	3
10	5	5	Longfellow Serenade (3:30) Neil Diamond—Columbia	6	3	7	4
9	6	6	Everlasting Love (2:20) Carl Carlton—Back Beat	4	8	6	9
4	7	7	Can't Get Enough (3:20) Bad Company—Atlantic	10	10	5	5
8	8	8	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	5	6	8	12
12	9	9	Back Home Again (4:42) John Denver—RCA	8	5	9	8
6	10	10	The Bitch Is Back (3:50) Elton John—MCA	13	9	10	7
3	11	11	I Honestly Love You (3:35) Olivia Newton-John—MCA	9	11	13	10
17	12	12	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	11	12	11	11
23	13	13	Cats in the Cradle (3:29) Harry Chapin—Elektra	15	15	12	13
14	14	14	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	14	13	14	15
20	15	15	I Can Help (2:57) Billy Swan—Monument	12	14	15	16
11	16	16	You Haven't Done Nothin' (3:20) Stevie Wonder—Tamla	16	16	17	19
13	17	17	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	18	18	18	17
36	18	18	Kung Fu Fighting (3:18) Carl Douglas—20th Century	23	21	16	14
19	19	19	Beach Baby (3:02) First Class—U. K. Records	17	17	21	22
25	20	20	Angie Baby (3:29) Helen Reddy—Capitol	21	22	19	18
16	21	21	Love Me for a Reason (3:45) Osmonds—MGM	20	19	20	20
27	22	22	Wishing You Were Here (2:54) Chicago—Columbia	22	23	22	21
24	23	23	Carefree Highway (3:45) Gordon Lightfoot—Reprise	19	20	23	25
34	24	24	I've Got the Music in Me (3:40) Kiki Dee—MCA	24	24	24	23
15	25	25	Nothing from Nothing (2:40) Billy Preston—A&M	25	29	25	28
33	26	26	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	31	26	29	24
35	27	27	After the Goldrush (2:04) Pretende—Island	26	25	27	30
30	28	28	The Need to Be (3:53) Jim Weatherly—Buddah	28	27	28	29
39	29	29	You're the First, the Last, My Everything (3:25) Barry White—20th Century	30	28	26	27
26	30	30	Do It Baby (2:55) Miracles—Tamla	32	32	30	26
31	31	31	Another Saturday Night (2:28) Cat Stevens—A&M	29	30	31	33
45	32	32	Junior's Farm (4:20) Paul McCartney & Wings—Apple	35	31	34	35
18	33	33	Can't Get Enough of Your Love Babe (3:15) Barry White—20th Century	34	35	33	31
21	34	34	Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	27	40	32	39
44	35	35	Laughter in the Rain (2:50) Neil Sedaka—MCA	33	33	37	41
22	36	36	Sweet Home Alabama (3:20) Lynyrd Skynyrd—MCA	38	38	35	34
—	37	37	Only You (3:16) Ringo Starr—Apple	36	37	38	40
40	38	38	(You're) Having My Baby (2:32) Paul Anka—United Artists	46	34	45	32
48	39	39	Fairy Tale (3:11) Pointer Sisters—Blue Thumb	37	41	41	46
47	40	40	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	41	39	42	47
46	41	41	Overnight Sensation (3:38) Raspberries—Capitol	44	45	39	42

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
43	42	42	People Gotta Move (3:18) Gino Vanelli—A&M	43	43	40	45
38	43	43	Rock Me Gently (3:28) Andy Kim—Capitol	51	36	53	37
41	44	44	You Little Trustmaker (2:49) Tymes—RCA	39	46	49	43
29	45	45	Skin Tight (2:05) Ohio Players—Mercury	53	48	44	38
53	46	46	Ride 'em Cowboy (3:52) Paul Davis—Bang	52	44	50	48
37	47	47	Clap for the Wolfman (3:29) Guess Who—RCA	81	71	36	36
54	48	48	You Got the Love (2:54) Rufus—ABC/Dunhill	55	56	43	44
68	49	49	Ain't Too Proud to Beg (3:29) Rolling Stones—Rolling Stones	47	50	46	49
51	50	50	So You Are a Star (3:45) Hudson Brothers—Casablanca	45	47	47	51
58	51	51	You Can Have Her (3:00) Sam Neely—A&M	42	42	54	63
32	52	52	Stop & Smell the Roses (2:55) Mac Davis—Columbia	40	54	48	57
56	53	53	Play Something Sweet (3:32) Three Dog Night—ABC/Dunhill	49	51	51	55
65	54	54	La La Peace Song (3:24) Al Wilson—Rocky Road	48	52	52	62
64	55	55	Fire Baby I'm on Fire (3:25) Andy Kim—Capitol	57	53	55	58
42	56	56	Steppin' Out (Gonna Boogie Tonight) (2:51) Tony Orlando & Dawn—Bell	50	62	56	65
52	57	57	I Feel a Song (In My Heart) (2:48) Gladys Knight & the Pips—Buddah	54	63	58	56
—	58	58	Must of Got Lost (2:53) J. Geils Band—Atlantic	60	58	59	52
57	59	59	Rockin' Soul (2:59) Hues Corp.—RCA	59	57	57	59
60	60	60	Promised Land (2:50) Elvis Presley—RCA	56	55	60	64
49	61	61	I Shot the Sheriff (3:19) Eric Clapton—Atlantic	58	67	61	71
63	62	62	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	62	59	63	74
28	63	63	Hang On in There Baby (3:23) Johnnie Bristol—MGM	61	73	62	60
66	64	64	Touch Me (2:45) Fancy—Big Tree	63	64	66	69
69	65	65	Nobody (3:27) Doobie Brothers—Warner Brothers	65	61	69	70
73	66	66	Early Morning Love (2:44) Sammy Johns—GRC	66	60	71	67
61	67	67	Doraville (3:15) Atlanta Rhythm Section—Polydor	73	66	64	61
—	68	68	Boogie on Reggae Woman (4:05) Stevie Wonder—Tamla	64	65	70	68
74	69	69	Willie & the Hand Jive (3:10) Eric Clapton—RSO	67	68	68	73
62	70	70	Earache My Eye (5:17) Cheech & Chong—A&M	69	70	75	50
67	71	71	Evil Boll-Weevil (2:30) Grand Canyon—Bang	71	*	65	66
72	72	72	Woman to Woman (3:54) Shirley Brown—Truth	*	*	67	54
55	73	73	Let's Straighten It Out (3:14) Latimore—Glades	70	69	73	72
50	74	74	Who Do You Think You Are (2:59) Bo Donaldson & the Heywoods—ABC/Dunhill	*	49	*	53
—	75	75	If (3:06) Telly Savalas—MCA	68	*	*	*

Alphabetical list (with this week's over-all rank): After the Goldrush (27), Ain't Too Proud to Beg (49), Angie Baby (20), Another Saturday Night (31), Back Home Again (9), Beach Baby (19), The Bitch Is Back (10), Boogie on Reggae Woman (68), Bungle in the Jungle (40), Can't Get Enough (7), Can't Get Enough of Your Love Babe (33), Carefree Highway (23), Cats in the Cradle (13), Clap for the Wolfman (47), Do It Baby (30), Do It Till You're Satisfied (17), Doraville (67), Earache My Eye (70), Early Morning Love (66), Everlasting Love (6), Evil Boll-Weevil (71), Fairy Tale (39), Fire Baby I'm on Fire (55), Hang On in There Baby (63), (You're) Having My Baby (38), I Can Help (15), I Feel a Song (In My Heart) (57), I Honestly Love You (11), I Shot the Sheriff (61), If (75), I've Got the Music in Me (24), Jazzman (2), Junior's Farm (32), Kung Fu Fighting (18), La La Peace Song (54), Laughter in the Rain (35), Let's Straighten It Out (73), Life Is a Rock (But the Radio Rolled Me) (14), Longfellow Serenade (5), Love Me for a Reason (21), Must of Got Lost (58), My Melody of Love (8), The Need to Be (28), Nobody (65), Nothing from Nothing (25), One Man Woman, One Woman Man (62), Only You (37), Overnight Sensation (41), People Gotta Move (42), Play Something Sweet (53), Promised Land (60), Ride 'em Cowboy (46), Rock Me Gently (43), Rockin' Soul (59), Sha-La-La (Make Me Happy) (26), Skin Tight (45), So You Are a Star (50), Steppin' Out (Gonna Boogie Tonight) (56), Stop & Smell the Roses (52), Sweet Home Alabama (36), Then Came You (34), Tin Man (3), Touch Me (64), Whatever Gets You Thru the Night (4), When Will I See You Again (12), Who Do You Think You Are (74), Willie & the Hand Jive (69), Wishing You Were Here (22), Woman to Woman (72), You Ain't Seen Nothin' Yet (1), You Can Have Her (51), You Got the Love (48), You Haven't Done Nothin' (16), You Little Trustmaker (44), You're the First, the Last, My Everything (29).

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a change of label (or team, as it were) is linked to comeback success. A case in point is that of Andy Kim, whose move to a new label (Capitol) preceded his return to popularity after a prolonged absence. His *Rock Me Gently*, one of the most heavily played singles of 1974, is still on the "Playlist" at 43, and his new release, *Fire Baby I'm on Fire*, has moved rapidly to 55 after three weeks on the chart.

Paul Anka's releases since his move to the United Artists label have met with similar success. His (*You're*) *Having My Baby* outraged some women's groups, but it enjoyed national airplay that placed it among the top singles of the year, surpassing the success of Mr. Anka's hits of the fifties and early sixties. He had continued his performing career through those years, but devoted much of his time to writing and producing songs for other artists (most notably Frank Sinatra's *My Way*). Following the success pattern (and general theme) of his last hit, Mr. Anka's *One Man Woman*, *One Woman Man* is at 62 in its third week on the "Playlist."

Two artists who had most of their success a decade or more ago are also gaining with new releases. MCA's Neil Sedaka (*Calendar Girl*, *Breaking Up is Hard to Do*) is at 35 this week with *Laughter in the Rain*. Mr. Sedaka has had a number of hits in England in recent years, but this new single marks his return to American charts. Frankie

Valli, while remaining lead singer for the Four Seasons, has recorded his first solo record in over three years; *My Eyes Adored You* (Private Stock Records) has already appeared on MOR charts and is just entering the pop ranks.

The Righteous Brothers, who as discoveries of Phil Spector in 1964 were among the originators of the "Philadelphia" sound in R&B, have successfully rejoined forces. The duo had split several years ago with Bill Medley pursuing a solo career and Bobby Hatfield attempting to find a replacement for Mr. Medley, then also recording on his own. Their *Rock and Roll Heaven* (Haven Records) was a top-40 hit this summer, and their new release, *Dream On*, is making progress on MOR and pop charts.

Two rock groups with past successes have also recently re-formed: The Electric Flag—whose *Every Now and Then* (Atlantic) is beginning to pick up airplay—is back together after a six-year separation, and Steppenwolf has a new label (Columbia), a successful album (*Slow Flux*), and is about to release a follow-up single to *Straight Shootin' Woman*, which spent several weeks on the "Playlist" in September and October.

The airplay which these artists on the comeback trail are receiving testifies to the fluid state of the present "Playlist," as many new releases move rapidly up the chart. And with the peak holiday buying season at hand, these artists (and their companies) couldn't have picked a more opportune time for their success.

Breaking In

Mandy—Barry Manilow (Bell) ■ Bette Midler's former music director and orchestra leader is receiving his first national airplay on this lush ballad. Mr. Manilow released his first album a year ago and got some attention; this new single, with a second LP on the way, should establish him in pop and MOR ranks (the single is already appearing on MOR lists nationally). Among the stations adding *Mandy* last week were WHYY(AM) Montgomery, Ala.; WBGN(AM) Bowling Green, Ky.; KSJO(FM) San Jose, Calif., and WFLB(AM) Fayetteville, N.C.

Dark Horse—George Harrison (Apple) ■ For the first time since the breakup of the Beatles in 1970, it seems likely that solo efforts from each of the four group members will be charted simultaneously. John Lennon and Paul McCartney are joined on this week's "Playlist" by the new release from Ringo Starr. And Mr. Harrison's latest single, named after the personal record label he has founded with A&M records, received instant attention in two major markets on its release last week. KHJ(AM) Los Angeles and WCFL(AM) Chicago have added the single, and with the first nationwide Harrison tour about to begin, prospects for increased airplay are good.

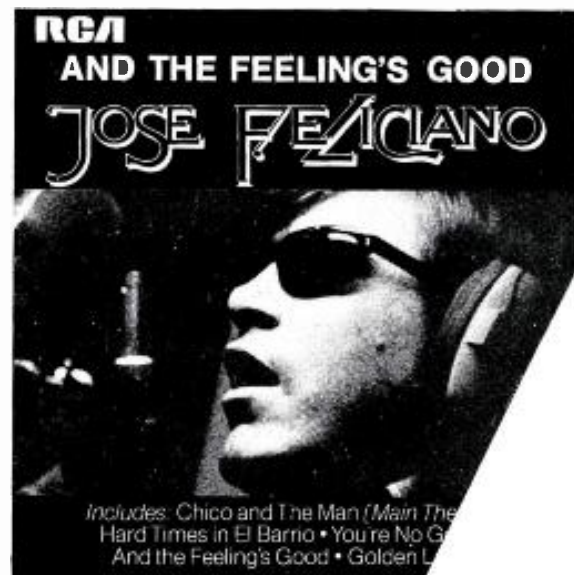
Mine for Me—Rod Stewart (Mercury) ■ It has been two years since the last solo offering from Mr. Stewart (though his

José sings "Chico and The Man" and the whole country's listening.

"Chico and The Man" is the top rated TV show in the country and José wrote and sings the title song, on his new album "And The Feeling's Good."

It also contains his latest single,

"Golden Lady." (PB-10094)



CPLI

As and Tapes

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performances and recordings with the Faces have continued through that period) and with nationwide airplay on *Smiler*, his new album, increasing reaction to this single pulled from the LP was quick and positive. KLUG(AM) Las Vegas and KEYN-FM Wichita, Kan., were among the stations adding *Mine for Me* last week.

Black Lassie—Cheech & Chong (Ode)

■ The comedy duo continues to find its musical ventures successful: the glittering put-on, *Earache My Eye*, enjoyed good regional airplay, and its *Wedding Album* is near the top of national sales charts. *Black Lassie* combines the orchestration of the theme from *Shaft* and like instrumentals with the distinctive vocal style of Johnny Cash (called Stash in the song). It lampoons black crime-action films with the tale of a "ghetto dog" half Afghan and half rat. The song's length (4:43) may hinder airplay, though WBAB(AM) Babylon, N.Y., is among the stations already featuring the single.

Margarita—Tom Jans (A&M) ■ Mr. Jans is one of a group of solo folk-oriented performers (Dave Loggins is another)

now beginning to make incursions on top-40 airwaves. Formerly part of a vocal duo with Mimi Farina, Tom Jans's solo career is being given a boost by this lush love ballad. In its first two weeks, it has been added by KTKX(AM) Tucson, Ariz., and WAIL(AM) Baton Rouge, among others.

Music Briefs

Clive's reprise. Former CBS Records president Clive Davis, currently directing Bell Records as its new chief, will have his first book published this week by William Morrow & Co., New York. Entitled *Clive: Inside the Record Business*, it looks at his (often stormy) relationships with recording giants from Simon & Garfunkel and Bob Dylan to Barbara Streisand and Leonard Bernstein.

Jazz specials. Vidistrib Inc., Los Angeles, announces worldwide syndication of three jazz specials produced by Entertainment Creators Inc., Santa Barbara, Calif., from live concert in Oakland, Calif., last January. First, available in 60 or 90-minute version, is entitled *Jazz-boree*.

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).
- CHANGES, David Bowie (RCA).
- DON'T CALL US WE'LL CALL YOU, Sugarloaf (Claridge).
- DREAM ON, Righteous Brothers (Haven).
- FREE BIRD, Lynyrd Skynyrd (MCA).
- HEAVY FALLIN' OUT, Stylistics (Avco).
- I'LL BE YOUR EVERYTHING, Percy Sledge (Capricorn).
- LOVE DON'T LOVE NOBODY, Spinners (Atlantic).
- MANDY, Barry Manilow (Bell).
- SEXY IDA (Part 1), Ike & Tina Turner (United Artists).
- SUNSHINE ROSES, Gene Cotton (Myrrh).
- THREE RING CIRCUS, Blue Magic (Atco).
- WHATEVER YOU GOT, I WANT, Jackson Five (Motown).
- WRITE ME A LETTER, DeFranco Family (20th Century).

Finance

P&S president sues to break up merger with CCC

But Eller, as head of surviving firm, denies stockholders were misled

The merger of Pacific & Southern Broadcasting Co. into Combined Communications Corp., which was consummated last August after much delay (BROADCASTING, Aug. 19 et seq.), has been challenged in a federal suit by P&S stockholders who dissented to the transaction.

The suit, filed in federal district court in Delaware, seeks the cancellation of the merger and damages totaling \$6-

hundreds of dollars. Plaintiffs are DeSales Harrison, president of P&S, his five children and Keogh. They charge

that certain P&S and CCC board members conspired to mislead P&S stockholders as to the status of the merger.

The plaintiffs, who held 174,211 P&S shares (135,576 of which belonged to Mr. Harrison) or about 10% of the firm's shares outstanding, are seeking damages equaling \$24 for each share held. The figure is well in excess of the going price for P&S shares (about \$5.50 each) at the time of the merger. The transaction was executed at the exchange of one CCC share for every .6924 P&S share held.

The P&S-CCC merger was originally approved at a Nov. 8, 1973, joint meeting of the stockholders of both firms. Soon thereafter, however, P&S attorneys raised questions regarding a possible fall-off in the business of CCC's outdoor advertising subsidiary because of the energy crisis. The FCC approved the merger last Jan. 9, but it was not until last Aug. 12 that CCC shareholders renewed their approval. The P&S board,

by a vote of four-to-three, gave its formal approval Aug. 27. Paulette B. Fownes, former wife of Mr. Harrison and member of the P&S board, cast a last-minute swing vote for the merger.

The Harrison suit charges that the P&S board should have terminated the merger and that it was only through an alleged intercompany conspiracy—in which the impression that the deal was off was purportedly conveyed—that the merger was kept alive.

That assumption, said Karl Eller, CCC president, in a prepared statement, is "totally erroneous."

Mr. Eller said CCC is continuing efforts to purchase the shares of the dissenting P&S stockholders. The company reportedly offered the Harrison group \$4.25 per share for their holdings but was rejected. CCC has asked the Delaware chancery court to determine the value of the dissenters' stock. CCC, company sources said, will abide by the court's ruling.

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
C. Crel.									
Disney	9 mo. 9/30	96,949,000	+ 4.1%	15,346,000	+ 8.8%	1.99	93,080,000	14,092,000	1.83
Filmways	9 mo. 9/30	5,786,000	+ 19.6%	2,389,000	+ 89.8%	.60	4,840,000	1,258,000	.32
Gross Tele.	6 mo. 6/30	4,845,000	+ 10.3%	157,000	+ 15.4%	.15	4,392,000	136,000	.13
Jefferson-Pil.	year 9/30	429,889,000	+ 11.6%	48,328,000	+ 1.2%	1.66	385,065,000	47,768,000	1.64
Kingstip Inc.	year 8/31	70,794,000	+ 29.3%	1,483,000	+ 34.0%	.72	54,756,000	1,106,000	.50
LIN	9 mo. 9/30	4,578,195	+ 8.0%	739,926	- 9.3%	.93	4,238,587	815,466	1.02
Ogilvy & Mather	9 mo. 9/30	333,893,440	+ 10.7%	42,378,990	+ 14.8%	1.75	301,558,196	36,897,489	1.53
Sonderling Broadcast.	year 9/30	28,253,656	+ 19.1%	376,755	- 71.9%	.33	23,712,447	1,340,158	1.16
J. Walter Thompson	9 mo. 9/30	16,496,949	+ 0.5%	1,614,914	- 21.8%	.62	16,412,123	2,065,763	.77
Times Mirror Co.	9 mo. 9/30	365,965,000	+ 8.9%	3,220,182	+ 13.1%	1.78	335,869,000	2,848,783	1.57
Turner Communications	9 mo. 9/30	17,261,000	- 5.5%	965,000	- 47.3%	1.20	18,480,000	1,833,000	1.85
	9 mo. 9/30	589,400,000	- 2.3%	490,000	- 83.4%	—	603,200,000	2,942,000	1.10
	40 wks. 10/6	565,787,693	+ 7.8%	46,346,096	+ 12.4%	1.37	524,742,729	41,225,454	1.22
	9 mo. 9/30	9,792,000	- 3.5%	640,000	- 50.8%	.52	10,145,000	1,301,000	.87

Broadcasting's index of 138 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Nov. 13	Closing Wed. Nov. 6	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
Broadcasting													
ABC	ABC	N	16	15 7/8	+	1/8	+	.78	28 3/8	14 5/8	5	16,582	265,312
CAPITAL CITIES	CCB	N	24 1/8	23 5/8	+	1/2	+	2.11	39 1/4	19 1/2	9	7,164	172,831
CBS	CBS	N	30 3/4	32 1/4	-	1 1/2	-	4.65	.40	25	9	28,092	863,829
CONCERT NETWORK***	O		1/4	1/4				.00	7/8	1/4		2,200	550
COX	COX	N	10 1/8	10 1/2	-	3/8	-	3.57	19 3/8	9 1/2	5	5,831	59,038
GROSS TELECASTING	GGG	A	7 3/4	7 5/8	+	1/8	+	1.63	13 5/8	6 1/2	5	5,837	45,236
LIN	LINB	O	3 1/8	2 7/8	+	1/4	+	8.69	6 3/4	2	3	2,297	7,178
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	5 1/4	3 1/8	1	1,750	8,312
RAHALL	RAHL	O	2 1/4	2	+	1/4	+	12.50	6	2	5	1,297	2,918
SCRIPPS-HOWARD	SCRIP	O	14 1/2	14 1/2				.00	17 1/2	13 1/2	7	2,589	37,540
STARR	SBG	M	3 7/8	3 1/2	+	3/8	+	10.71	9	3 1/4	3	1,069	4,142
STORER	SBK	N	12 1/8	12 1/2	-	3/8	-	3.00	17 3/8	11 1/4	5	4,751	57,605
TAFT	TFB	N	13 1/4	13	+	1/4	+	1.92	23 3/8	12 1/4	5	4,011	53,145
WOODS COMM.*	O		1/2	1/2				.00	1	1/4	4	292	146
TOTAL										84,147	1,578,503		
Broadcasting with other major interests													
ADAMS-RUSSELL	AAR	A	1	3/4	+	1/4	+	33.33	2 1/2	3/4	4	1,259	1,259
AVCO	AV	N	2 7/8	2 7/8				.00	8 7/8	2 7/8	8	11,481	33,007
BARTLELL MEDIA	BMC	A	1	1 1/8	-	1/8	-	11.11	2 3/8	5/8	2	2,257	2,257
JOHN BLAIR	BJ	N	3 1/2	3 7/8	-	3/8	-	9.67	7 1/2	3 1/2	3	2,403	8,410
CAMPDOWN INDUSTRIES*	O		1/8	1/8				.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	1 3/4	1 3/4				.00	4 1/4	1 5/8	7	4,162	7,283
COMBINED COMM.	CCA	A	5 1/2	6	-	1/2	-	8.33	13	5 1/2	4	3,280	18,040
COWLES	CWL	N	4 3/4	4 7/8	-	1/8	-	2.56	7 1/8	4	9	3,969	18,852
DUN & BRADSTREET	DNB	N	18 3/8	20 1/8	-	1 3/4	-	8.69	36	17 5/8	12	26,555	487,948
FAIRCHILD IND.	FEN	N	4 1/4	4 3/4	-	1/2	-	10.52	6 3/4	4 1/8	6	4,550	19,337
FUQUA	FQA	N	4 1/2	4 3/4	-	1/4	-	5.26	10 3/4	4 1/2	2	7,273	32,728
GANNETT CO.	GCI	N	23 1/2	22	+	1 1/2	+	6.81	38 1/4	21 1/2	15	21,080	495,380
GENERAL TIRE	GY	N	12 3/8	12 7/8	-	1/2	-	3.88	18 1/4	12	3	21,515	266,248
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	6				.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N	8	8 1/4	-	1/4	-	3.03	14 1/4	7 1/8	6	4,340	34,720
JEFFERSON-PILOT	JP	N	29	29 1/2	-	1/2	-	1.69	38 1/4	20 1/2	13	24,195	701,655
KAISER INDUSTRIES*	KI	A	5 1/2	5 1/2				.00	8 1/2	4 3/4	3	27,487	151,178
KANSAS STATE NET.*	KSN	D	3 1/8	3 1/8				.00	3 7/8	3 1/8	5	1,741	5,440
KINGSTIP	KTP	A	2	2 1/2	-	1/2	-	20.00	6 3/4	2	3	1,154	2,308
LAMB COMMUN.***	P		1 1/4	1 1/4				.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	13	12	+	1	+	8.33	16 1/4	10 3/4	8	3,352	43,576
LIBERTY	LC	N	9 1/4	9	+	1/4	+	2.77	15 5/8	8 1/4	4	6,632	61,346
MCGRAW-HILL	MHP	N	6	6 1/8	-	1/8	-	2.04	9	6	5	23,426	140,556
MEDIA GENERAL	MEG	A	17 1/8	17 1/8				.00	26 1/2	17	7	3,552	60,828
MEREDITH	MDP	N	9 3/8	9 3/4	-	3/8	-	3.84	11 3/8	8 1/4	4	2,966	27,806
METROMEDIA	MET	N	5 1/2	5 3/4	-	1/4	-	4.34	10 5/8	4 1/2	5	6,447	35,458
MULTIMEDIA	MMED	O	9 1/4	9 1/2	-	1/4	-	2.63	14 1/4	8 3/4	6	4,388	40,589
NEW YORK TIMES CO.	NYKA	A	9	9 5/8	-	5/8	-	6.49	13 3/4	8	5	10,231	92,079
OUTLET CO.	OTU	N	7 7/8	7 3/4	+	1/8	+	1.61	9 3/4	7	3	1,379	10,859
POST CORP.	POST	O	5 3/4	5 1/2	+	1/4	+	4.54	16 1/2	4 3/4	4	882	5,071
PSA	PSA	N	4 7/8	5	-	1/8	-	2.50	10	4 1/2	6	3,181	15,507
REEVES TELECOM	R8T	A	1 1/8	1 1/8				.00	1 3/4	1	13	2,376	2,673
RIDDER PUBLICATIONS	RPI	N	12	10 1/2	+	1 1/2	+	14.28	16 5/8	9 1/4	8	8,305	99,660
ROLLINS	ROL	N	12 3/4	11 1/2	+	1 1/4	+	10.86	19 3/4	6 1/2	10	13,341	170,097
RUST CRAFT	RUS	A	5 3/4	6	-	1/4	-	4.16	10 1/4	5 5/8	4	2,366	13,604
SAN JUAN RACING	SJR	N	9 1/8	8 3/4	+	3/8	+	4.28	13 3/8	8	6	2,191	19,997
SCHERING-PLOUGH	SGP	N	57 1/2	57 1/4	+	1/4	+	.43	74 3/8	44 3/4	27	53,823	3,094,877
SONDERLING	SDB	A	4 7/8	4 5/8	+	1/4	+	5.40	10	4 1/8	3	788	3,877
TECHNICAL OPERATIONS	TO	A	3 1/2	3 3/4	-	1/4	-	6.66	6 3/4	3	3	1,344	4,779
TIMES MIRROR CO.	TMC	N	12 1/8	12	+	1/8	+	1.04	17 5/8	9 1/4	7	31,385	380
TURNER COMM.***	O		3 3/8	3 3/8				.00	4	3	6	1,373	1,373
WASHINGTON POST CO.	WPO	A	19 1/4	20 1/4	-	1	-	4.93	24 3/8	14 3/4	7	4,749	4,749
WOMETCO	WOM	N	7	7 5/8	-	5/8	-	8.19	10 1/4	6 1/4	5	6,034	6,034
TOTAL										368,031	6		
Cablecasting													
AMECO**	ACO	O	5/8	5/8				.00	1 7/8	1/8		1,200	1,200
AMER. ELECT. LABS	AELBA	O	1	1				.00	2 1/8	3/4	3	1,677	1,677
AMERICAN TV & COMM.	AMTV	O	8 1/4	8 1/4				.00	19 1/4	5 3/4	18	3,371	3,371
ATHENA COMM.**	O		1/4	1/4				.00	3/4	1/4		2,341	2,341
BURNUP & SIMS	BSIM	O	3 1/8	3 5/8	-	1/2	-	13.79	24 1/8	3	4	7,575	7,575
CABLECOM-GENERAL	CCG	A	2	1 3/4	+	1/4	+	14.28	4 1/2	1 3/4	11	15,575	15,575
CABLE FUNDING*	CFUN	O	5 1/4	5 3/8	-	1/8	-	2.32	7 3/8	3 7/8	24	48,537	48,537
CABLE INFO.**	O		1/4	1/4				.00	3/4	1/4	1	750	750
CITIZENS FIN.**	CPN	A	1 1/2	1 3/8	+	1/8	+	9.09	4 1/4	1 3/8	2	5,043	5,043
COMCAST*	O		1 1/2	1 3/4	-	1/4	-	14.28	2 1/2	1 1/2	6		
COMMUNICATIONS PROP.	COMU	O	1 1/2	1 3/8	+	1/8	+	9.09	3 3/8	1	30		
COX CABLE	CXC	A	4 3/8	4 3/4	-	3/8	-	7.89	15 1/4	3 3/4	8		
ENTRON*	ENT	O	3/8	1/2	-	1/8	-	25.00	7/8	3/8	3		
GENERAL INSTRUMENT	GRL	N	6 7/8	6 1/2	+	3/8	+	5.76	17 1/8	5 7/8	1		
GENERAL TV*	O		3/4	1/2	+	1/4	+	50.00	1 1/2	1/2	1		
SCIENTIFIC-ATLANTA	SFA	A	5 1/2	5 1/4	+	1/4	+	4.76	9 1/2	4 5/8			

	Stock symbol	Exch.	Closing Wed. Nov. 13	Closing Wed. Nov. 6	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
TELE-COMMUNICATION	TCOM	O	1 3/8	1 5/8	-	1/4	5 3/4	1	1	5,181	7,123
TELEPROMPTER	TP	N	2	2 1/8	-	1/8	8 1/4	1 7/8	1	16,013	32,026
TIME INC.	TL	N	31	31 1/4	-	1/4	40 1/4	29 1/2	6	9,986	309,566
TOCOM*	TOCM	O	2 3/4	2 7/8	-	1/8	4 7/8	2 1/2	7	634	1,743
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 3/4	1 7/8	-	1/8	4 5/8	1/4	9	1,879	3,288
VIACOM	VIA	N	3	3 1/4	-	1/4	7 1/2	2 7/8	4	3,850	11,550
VIKOA**	VIK	A	1 1/8	1 1/8	-	.00	4	7/8	1	2,534	2,850
TOTAL										85,645	526,138

Programing

COLUMBIA PICTURES	CPS	N	2 1/4	2	+	1/4	4 3/4	1 5/8	7	6,748	15,183
DISNEY	DIS	N	24 7/8	25	-	1/8	54 1/2	21 5/8	16	29,155	725,230
FILMWAYS	FWY	A	2 1/4	2 1/8	+	1/8	6	2 1/8	3	1,791	4,029
FOUR STAR			1/4	1/8	+	1/8	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	23 1/2	22 1/4	+	1 1/4	29 1/8	18 3/8	4	14,088	331,068
MCA	MCA	N	26 1/4	25 3/8	+	7/8	26 1/2	19 1/4	6	8,401	220,526
MGM	MGM	N	16 1/4	16 1/8	+	1/8	16 3/8	9 1/4	5	5,918	96,167
TELE-TAPE**		O	1/8	1/8	-	.00	3/4	1/8		2,190	273
TELETRONICS INTL.*		O	1 3/8	1 1/2	-	1/8	4 1/8	1 3/8	3	943	1,296
TRANSAMERICA	TA	N	6 1/2	6 1/8	+	3/8	10 3/8	5 1/2	6	65,115	423,247
20TH CENTURY-FOX	TF	N	5 1/4	5 3/8	-	1/8	2 3/2	9 1/8	8	8,240	43,260
WALTER READE**	WALT	O	1/4	1/4	-	.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	8 7/8	8 7/8	-	.00	18 1/2	6 7/8	3	16,317	144,813
WRATHER	WCO	A	1 7/8	1 7/8	-	.00	8 1/8	1 7/8	188	2,229	4,179
TOTAL										166,268	2,010,553

Service

8800 INC.		O	11 1/2	11 3/4	-	1/4	14 1/4	10	5	2,513	28,899
COMSAT	CO	N	28 1/2	30	-	1 1/2	40 3/8	23 3/4	7	10,000	285,000
CREATIVE MANAGEMENT	CMA	A	5 3/8	7 1/4	-	1 7/8	7 1/4	3	7	1,016	5,461
DOYLE DANE BERNBACH	DOYL	O	6 1/2	6 1/4	+	1/4	11 1/2	5 3/4	4	1,796	11,674
ELKINS INSTITUTE****	ELKN	O	3/8	3/8	-	.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCB	N	6 7/8	6 7/8	-	.00	11 1/4	6	4	2,065	14,196
GREY ADVERTISING	GREY	O	6	6 1/2	-	1/2	7 6/8	5 3/4	3	1,255	7,530
INTERPUBLIC GROUP	IPG	N	9	9	-	.00	13	8 1/2	4	2,319	20,871
MARVIN JOSEPHSON*	MRVN	O	4 1/4	4 1/4	-	.00	8 1/2	3 1/4	3	802	3,408
MCI COMMUNICATIONS	MCIC	O	2 1/8	1 1/2	+	5/8	6 1/2	1		12,912	27,438
MOVIELAB	MOV	A	5/8	5/8	-	.00	1 5/8	1/2	4	1,407	879
MPO VIDEOTRONICS	MPO	A	1 1/4	1 3/8	-	1/8	2 5/8	1 1/8		539	673
NEEDHAM, HARPER	NDHMA	O	4	4 1/4	-	1/4	7 1/2	4	2	918	3,672
A. C. NIELSEN	NIELB	O	9 7/8	11 1/2	-	1 5/8	28	8 5/8	9	10,598	104,655
OGILVY & MATHER	OGIL	O	11 1/2	12	-	1/2	17 1/4	10 1/2	4	1,807	20,780
PKL CO.***	PKL	O	1	1	-	.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	6 7/8	6 1/8	+	3/4	12 2/4	6	16	2,624	18,040
UNIVERSAL COMM.*		O	5/8	5/8	-	.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	9	8 7/8	+	1/8	9 5/8	5 1/2	4	1,632	14,688
TOTAL										57,633	569,839

Electronics

AMPEX	APX	N	3 1/4	3 1/8	+	1/8	+	4.00	4 7/8	2 7/8	3	10,883	35,369
ELECTRONICS***	CCAE	O	3/4	3/4				.00	1 1/8	5/8	1	881	660
	CEC	A	1 1/4	1 1/8	+	1/8	+	11.11	2 1/8	1 1/8	6	2,333	2,916
	COH	A	1 3/4	1 7/8	-	1/8	-	6.66	3 7/8	1 3/4	5	1,542	2,698
	CAX	N	13 7/8	12 3/4	+	1 1/8	+	8.82	21	10	6	1,261	17,496
	GE	N	37	38 1/2	-	1 1/2	-	3.89	65	30	11	182,048	6,735,776
	HRS	N	15 1/2	16 1/2	-	1	-	6.06	33 1/2	13 1/8	5	6,224	96,472
	IVCP	O	1 7/8	2 1/4	-	3/8	-	16.66	7 1/2	1 7/8	6	2,728	5,115
	MAG	N	6 7/8	7 1/8	-	1/4	-	3.50	9 7/8	4	38	17,799	122,368
	MMM	N	57	60	-	3	-	5.00	80 1/2	48 5/8	21	113,729	6,482,553
	MOT	N	45 3/8	46 7/8	-	1 1/2	-	3.20	61 7/8	35 1/2	15	27,968	1,269,048
	OEN	N	6 3/4	7	-	1/4	-	3.57	12 7/8	6 3/4	2	1,639	11,063
	RCA	N	11 1/2	11 1/8	+	3/8	+	3.37	21 1/2	10 5/8	5	74,661	858,601
	ROK	N	18 5/8	19	-	3/8	-	1.97	28 3/8	18 5/8	4	30,356	565,380
	RSC	A	1	1				.00	2 1/8	1	5	3,458	3,458
	SNE	N	5 1/4	4 3/4	+	1/2	+	10.52	29 7/8	4 3/4	10	165,625	869,531
	TEK	N	22 7/8	22 7/8				.00	47 3/4	22 3/8	9	8,651	197,891
	TINT	O	1 1/4	1 1/4				.00	2 3/4	1 1/4	7	1,050	1,312
		O	5	5				.00	8	2 1/2	31	475	2,375
	VAR	N	7 3/8	7 1/8	+	1/4	+	3.50	13 1/4	6 3/8	6	6,617	48,800
	VX	N	9 7/8	9 1/2	+	3/8	+	3.94	26	9	7	87,876	867,775
	E	N	12 5/8	14	-	1 3/8	-	9.82	31 5/8	12 5/8	6	18,797	237,312
TOTAL											766,601	18,433,969	

GRAND TOTAL 1,528,325 29,875,316

Standard & Poor
A-American Stock E.
M-Midwest Stock E.
N-New York Stock E.
O-Over the counter bid p.
P-Pacific Coast Stock E.
††Stock did not trade on Wed.
closing price shown is last tra

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

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

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

Fates & Fortunes®

Media



Innes



Brennan

Robert A. Innes, VP for WGN Continental Sales, New York, named station manager of KWGN-TV Denver, succeeding **Bruce C. Mayer**, who resigned. **John J. Brennan**, VP of WGN Continental Sales in Chicago, as well as acting general sales manager of WGN-TV there, named to new post of director of operations for KWGN-TV. He is succeeded in WGN-TV post by **Richard E. Jungers**, who has been VP for corporate planning and development for parent WGN Continental Broadcasting Co. **John P. Fendley**, sales executive with WGN Continental Sales in Chicago, named national sales manager, WGN-TV.



Gabbard

Ralph W. Gabbard, general sales manager, WKYT-TV Lexington, Ky., named VP-general manager.

Richard Gentilcore, promotion department writer, NBC-TV, New York, named administrator, station promotion, NBC-TV. He is succeeded by **Denise**

Melenack, NBC executive receptionist; **Larry Grey**, NBC-TV promotion department writer, named coordinator, promotion.

Ron Oberman, publicity director, Columbia Records, New York, named director, West Coast, product development for CBS Records, based in Hollywood. **Judy Paynter**, publicity manager, Los Angeles office, Columbia Records, succeeds Mr. Oberman in New York.

Mel J. Kampmann, with WPVI-TV Philadelphia, named general manager, KXJB-TV Fargo, N.D., succeeding **John W. Boler**, who continues as financial officer and chairman, North American Communication Corp., KXJB-TV licensee.

Harold E. Protter, general sales manager, KPLR-TV St. Louis, named general manager.

Jack Seaner, sales manager, WJJZ(AM) Mount Holly, N.J., named station manager.

Scott Graber, general manager, KCFW-TV Kalispell, Mont., elected executive VP.

Jay I. Mitchell, station manager, WBLI-AM-FM Patchogue, N.Y., named VP-station manager, WHCN(FM) Hartford, Conn., retaining corporate duties as program coordinator, Beck-Ross Communications Inc. **Herbert Usenheimer**, VP-station manager, WGLI(AM) Babylon, N.Y., named to additional post, VP-station manager, WBLI-AM-FM Patchogue. All are Beck-Ross Communications properties.

Curtis Block, manager, business and trade publicity, NBC, New York, named manager, program and trade publicity.

Harold Hirte, general manager, KMVT-TV Twin Falls, Idaho, elected executive VP.

Dann C. Loh, chief accountant, broadcasting operations, ABC Inc., Los Angeles, appointed manager, payrolls.

Tom Dykes, program assistant, WSB(AM) Atlanta, named director of publicity and promotion, WSB-AM-FM. He succeeds **Richard Payne**, who joined J. Walter Thompson, Montgomery, Ala., as account executive.

David W. Elmore, audience promotion manager, KYW-TV Philadelphia, joins WPVI-TV, same city, as advertising and promotion manager.

Sharon Marjorie Revels Brown, news and public affairs supervisor, WKBD-TV Detroit, named community affairs director, WXYZ-TV Detroit.

William M. Jackson, on production staff, Bilingual Children's Television Inc., Oakland, Calif., joins Alaska Public Television Inc. as executive director and general manager of its noncommercial KAKM-TV Anchorage, scheduled to go on air in February.

A. William Kelly Jr., public service director and announcer, WARM(AM) Scranton, Pa., named to newly created position of community relations director of non-commercial WVIA-TV Scranton.

Ruth Ross, VP-research, WOR-TV New York, named director of research, WFSB-TV Hartford, Conn.

Broadcast Advertising

Barton A. Cummings, chairman of executive committee, Compton Advertising Inc., New York, elected president of National Advertising Review Council. **Jonah Gitlitz**, executive VP, American Advertising Federation, Washington, elected VP and **John Macy Jr.**, president, Council of Better Business Bureaus, Washington, elected treasurer.

Justin T. Gerstle, senior VP and executive director, media-program department, Ted Bates & Co., New York, named president of TBS division of RDR Associates,

To ARF board. New members elected to board of directors of Advertising Research Foundation, New York, are: **John R. Andrews**, director, marketing research, General Foods Corp., White Plains, N.Y.; **Dr. Seymour Banks**, VP, media and program research manager, Leo Burnett Co., Chicago; **Dr. Leo Bogart**, executive VP and general manager, Newspaper Advertising Bureau Inc., New York; **George S. Fabian**, director, market development and research, Chesebrough-Pond's Inc., Greenwich, Conn.; **Frank J. Gromer Jr.**, senior VP and director of marketing services, Foote, Cone & Belding, New York; **Dr. Herbert E. Krugman**, manager, Public Opinion Research, General Electric Co., Fairfield, Conn.; **A. Edward Miller**, president, Downe Publishing Corp., New York; **A. C. Nielsen Jr.**, president, A. C. Nielsen Co., Northbrook, Ill.; **William S. Rubens**, VP, research and corporate planning, NBC, New York and **Dr. Robert A. Wachsler**, senior VP, management supervisor, BBDO, New York.

New York (media planning, buying and auditing). **Stan Leipzig**, executive VP of RDR division (barter advertising), named president. **Sam Wyman**, president of RDR Associates, named chairman.

E. Freeman Bunn, **Eugene K. O'Brien** and **Gary M. Susnjara**, VP's and account supervisors, Dancer-Fitzgerald-Sample, New York, elected senior VP's. **James H. Weiss**, account supervisor, D-F-S, New York, elected VP.

Lee Rudnick, account executive, Metro TV Sales, New York, named national sales manager, KTTV(TV) Los Angeles, succeeding **Bill Morrison**, appointed local sales manager. Both are Metromedia operations.

James A. Reilly, **Norman K. Carrier** and **James L. Lurie**, VP-account supervisors, N. W. Ayer, Chicago, elected senior VP's and management supervisors.

David Crane, account supervisor; **Rudolph Kluck**, associate creative director; **Joel Kushins**, associate media director, and **Robert Socol**, print-production manager, all Norman, Craig & Kummel, New York, elected VP's.

Robert M. Feldman, VP-corporate sales, RKO General Television, New York, elected VP, Admarketing Inc., New York agency, to head new marketing subsidiary.

Paul Siracuse, account executive, WGR-TV Buffalo, N.Y., joins wis-TV Columbia, S.C., as national-regional sales manager.

Douglas M. Johnston, regional account executive, wxix-TV Cincinnati, joins

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KPLR-TV St. Louis as national sales manager.

Bob Finke, general sales manager, WMAL-TV Washington, joins KHOU-TV Houston in same capacity.

Bruce Dodge Jr., account executive, WAKY(AM) Louisville, Ky., named local sales manager, WVEZ(FM) Louisville.

Mal Kahn, VP-sales and administration, S. Jay Reiner Co., New York, joins WTVJ(TV) Miami as local sales manager.

Richard W. Pohl, former owner of El Dorado Advertising, Sacramento, Calif., named assistant general manager and local sales manager, KMUV-TV that city.

Richard C. Meeker, local sales manager, KJEO-TV Fresno, named national sales manager, KMUV-TV.

Harry Chapman, salesman, WLOK(AM) Memphis, named retail sales manager, WHBQ-AM-FM Memphis.

Luther Thompson Jr., account executive, WVEZ-FM Cincinnati, named sales manager, WELX(AM) - WHMB(FM) Xenia, Ohio.

Michael Cafferata, associate creative director, Leo Burnett, Chicago, and **Elin Jacobson**, copywriter, Vladimir & Evans, Miami, join Needham, Harper & Steers Advertising, Chicago, in same capacities.

Serge Valle, formerly assistant director of research, CBS Television Stations, New York, joins Cunningham & Walsh, New York, as media research analyst. **Barbara Kranish**, spot broadcast buyer, Doyle Dane Bernbach, New York, joins C&W as broadcast negotiator.

Jerry Kiefer, in sales at WGTO(AM) Cypress Gardens, Fla., named sales manager, WRGI(AM) Marco Island, Fla., under construction.

Leonard Ostrow, senior sales representative, Savalli-Gates, New York, named VP-radio, Caballero Spanish Media, New York, Spanish-language radio rep firm.

Raymond V. Dempsey and **John V. Ferrell**, VP's and creative supervisors, Young & Rubicam, New York, named associate creative directors.

Michael F. Brown, formerly art director, KOAT-TV Albuquerque, N.M., named audience promotion assistant in charge of on-air promotion, KOMO-TV Seattle.

Leslie N. Miller, manager, financial control and analysis, CBS Radio Division, New York, named director of planning and administration, CBS TV Stations National Sales.

Charles Roda, formerly account executive with the Meeker Co., New York TV-radio rep firm, named Eastern sales manager, Meeker Radio.

Arthur E. Patterson, account manager, CTV Television Network Ltd., Montreal sales office, named manager.

Lief Erickson, account executive, D'Arcy MacManus & Masius, Bloomfield Hills, Mich., named senior account executive on Pontiac sales promotion.

Bob Irvine, VP-associate media director, Foote, Cone & Belding, Chicago, joins J. Walter Thompson Co., same city, as associate media director.

Programing

Bill Brademan, VP-development, 20th Century-Fox Television, Hollywood, joins Universal Television, Universal City, Calif., as VP.

Edward Koplar, director of sports, KPLR-TV St. Louis, named program manager.

Michael Roszman, production director, Taft Broadcasting's WGR(AM) Buffalo, named to newly created position of director of radio audio services, Taft Broadcasting, Cincinnati.

Charles L. Covey, general manager, Mount Lebanon Cable TV, Pittsburgh, joins WWAY-TV Wilmington, N.C., as production manager.

Tom E. Cohen, head of on-air promotion, KOMO-TV Seattle, named producer-director.

Norman E. Gilbert, engineering staff, KRON-TV San Francisco, named director (not technical director as reported, BROADCASTING, Oct. 21).

Jack Kirkwood, San Francisco on-air personality, named program director, KTIM(AM) San Rafael, Calif.

Richard Caffey, former production manager, Spelling-Goldberg Productions, Los Angeles and producer of "Death Stalk," NBC World Premiere movie, named production manager, MGM-Television there.

Roger Adams, Midwest division manager of syndication, Columbia Pictures Television, Chicago, appointed regional sales manager, West-Midwest, and **David Friedman**, Eastern division manager in New York, appointed regional sales manager, East, and will continue to work out of New York.

Mike Weisman, assistant to producer, NBC Sports, named associate producer, NBC Sports, New York.

Ray Everley, news reporter, KOAM-TV Pittsburgh, Kan., named sports director, KVOA-TV Tucson, Ariz.

Perry Thoele, manager of public relations, Metropolitan Tulsa Transit Authority, formerly executive sports producer, KFI(AM) Los Angeles, named sports director, KXXO(AM) Tulsa, Okla.

George Barimo, manager of daytime programs, NBC-TV New York, named associate producer of network's daytime serial "How to Survive a Marriage."

Broadcast Journalism

Ray Hasson, executive news producer, United Press International Television News, New York, joins WBEN-TV Buffalo, N.Y., as news director.

Chris Harris, anchorman, KXTV(TV) Sacramento, Calif., named news director and anchorman, KMUV-TV same city.

Rick Fetherston, news editor, WISC-TV Madison, Wis., named acting news director to replace **Bill Brown**, who resigned for personal reasons.

Bill Scott, feature reporter, WNEW-TV New York, appointed executive editor, WINS(AM) New York.

Candy Crowley, editor, Associated Press

Radio, Washington, joins Mutual Radio, same city, as newscaster.

Harry K. Smith, regional bureau chief for news, WTVJ(TV) Miami, named VP-program development and sales, Broadcast News, syndicated TV-radio news service, Washington.

Barry Ahrendt, news reporter, WTLB(AM) Utica, N.Y., and **Dave Johnson**, with WBT-AM-FM Charlotte, N.C., named to WBT-AM-FM news staff.

Mike Drexler, news director, WERE(AM) Cleveland, joins WRDW-TV Augusta, Ga., as anchorman.

Jack Gallagher, producer-reporter, KDFW-TV Dallas-Fort Worth, named weekend anchorman.

Roger L. Johnson, news director, WSWW-AM-FM Platteville, Wis., named to same post, noncommercial KUFM(FM) Missoula, Mont.

Cable



Keller

William H. Keller Jr., executive VP, Clearview Cable TV, division of Westinghouse Broadcasting, Dublin, Ga., elected president. Clearview serves seven Florida and Georgia cities and provides microwave service.

Joseph W. Taylor, general manager of

Teleprompter Manhattan CATV Corp., New York, named president, assuming title last held by **Joseph Groth**, who resigned last year.

Equipment & Engineering

John Consolino, assistant director of manufacturing, Belden Corp.'s electronic division, Richmond, Ind., named director of manufacturing.

Merton H. Crowell, director of component and research group, Philips Laboratories, Briarcliff Manor, N.Y., joins Ampere Electronic Corp., Slatersville, R.I., in newly created post of technical assistant to president.

Norman W. Glenn, VP, Universal TV, Los Angeles, named VP-program planning, MCA Disco-Vision, same city.

Jack R. Poppele, president of Tele-Measurements Inc., Clifton, N.J., named recipient of annual David Sarnoff Citation, presented by Radio Club of America, Nov. 15 in New York. Mr. Poppele has been fellow of club for over 30 years, a director for nine and is former director of Voice of America.

Allied Fields

Eugene E. McClure, VP, A. C. Nielsen Co., Chicago, named coordinating VP and product planning manager, Nielsen station index, television research services, Northbrook, Ill. **William S. Hamill**, Eastern regional manager, agency and advertiser sales/service, A. C. Nielsen station

index division, New York, appointed product manager, Nielsen television index, company's network-television rating service in New York.

Howard K. McIntyre, vice president, Plough Inc., Memphis, and president of Plough Advertising Corp., appointed chairman of media policy committee of Association of National Advertisers.

Deaths



Ace

Janet Ace, 74, star of network radio's *Easy Aces*, died Nov. 11 in Doctors hospital, New York. She and her husband, **Goodman Ace**, comedy writer, started their comedy conversation show in Kansas City in late twenties, moved it to CBS in 1931, and in 1932 to NBC, where it ran regularly until 1945. Her forte was malapropisms such as "a horse of a different choler" and "She stoops to Yonkers." She is survived by her husband.

Wilson Edwards, 62, VP and general manager, KOGO(AM) San Diego, died Oct. 26 of heart attack at his home in La Mesa, Calif. Mr. Edwards joined KOGO in 1961, and was named VP and general manager in 1972. Survivors include wife, Betty, and daughter, Mrs. Lona Snead.

For the Record®

As compiled by BROADCASTING, Nov. 4 through Nov. 8 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

Fresno, Calif.—San Joaquin Communications Corp. seeks ch. 24 (530-536 mhz); ERP 828 kw vis., 166 kw aur., HAAT 2360 ft.; ant. height above ground 318 ft. P.O. address: Box 87, Fresno 93707. Estimated construction cost \$2,585,400; first three months operating cost \$1,703,984; revenue \$2,000,000. Legal counsel Pittman, Lovett, Ford and Hennessey, Washington; consulting engineer Jules Cohen & Associates. Principals: Paul E. Diener, George T. Ellithorpe, John M. Garabedian, R. J. Giddings, Jack A. Harris, James K. Herbert, Michael S. Mathiesen, N. Sumner Peck Jr., Charles A. Sorenson (9.95% each), et al, California farmers and businessmen, request facilities of KMJ-TV Fresno, Ann. Nov. 5.

TV action

*Lowry, S.D.—State Board of Directors for Educational Television. Broadcast Bureau granted VHF ch. 11 (198-204 mhz); ERP 316 kw vis., 32 kw aur.;

HAAT 1,060 ft.; ant. height above ground 872 ft. P.O. address: c/o Martin P. Busch, University of South Dakota, Vermillion, S.D. 57069. Estimated construction cost \$500,000; first-year operating cost \$47,500. Geographic coordinates 45°16'34" north; 99°59'3" west. Trans type TT-25-FH. Ant. type TW-18A11-P. Director of Engineering: James Prusha. Principal: Richard W. Cleveland is chairman of state board, which operates KBHE-TV Rapid City. KTDS-TV Pierre and KDSD-TV Eagle Butte, all South Dakota (BPET-490). Action Nov. 4.

AM application

■ Port Gibson, Miss. — South-West Mississippi

Broadcasting Co. seeks 1170 khz, 250 w-D. P.O. address: Box 6567, Jackson, Miss. 39212. Estimated construction cost \$3,815; first-year operating cost \$27,420; revenue \$29,250. Format: diversified. Principals: Robert T. Sanders and Rodger E. Ownby (50% each). Mr. Sanders is engineer at WJTV(TV) Jackson, and Mr. Ownby is treasurer of WJXN(AM) Jackson. Ann. Nov. 8.

AM actions

■ Stanton, Ky.—Rev. Forest Drake. FCC granted 1470 khz, 500 w-D. P.O. address: North Route 11,

NOTE
NEW
ADDRESS

EDWIN TORNBURG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164

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

Box S, Beattyville, Ky. 41311. Estimated construction cost \$32,760; first-year operating cost \$7,815; revenue \$45,000. Format: diversified. Principal: Rev. Drake owns WLJC-FM Beattyville. FCC denied petition by Red River Gorge Broadcasting Co., permittee of WSKV(FM) Stanton, to deny Drake application (BP-19549). Action Nov. 6.

■ Martinsburg, W.Va.—Shenandoah Communications Inc. Broadcast Bureau granted 740 khz, 250 w-D, DA. P.O. address 221 North Maple Avenue. Martinsburg 25401. Estimated construction cost \$10,000 (equipment to be leased); first-year operating cost \$86,172; revenue \$90,000. Principals: Nancy Lee Keatley, Richard S. Wachtel (each 40%) and F. Legarde McBee (20%). Mrs. Keatley is housewife and Messrs. Wachtel and McBee have business interests in Martinsburg (BP-19544). Action Oct. 30.

FM applications

■ Pacific Grove, Calif.—Monarch Broadcasters seeks 104.9 mhz, 740 w., HAAT 550 ft. P.O. address: 17910 Berta Canyon, Salinas, Calif. 93901. Estimated construction cost \$59,238; first-year operating cost \$56,880; revenue \$60,000. Format: MOR. Principals: Edward E. Lowery (51%), automobile dealer; Roger Powers (24.5%), sales manager of KSBW(FM) Salinas; Jack G. Hamilton (24.5%), advertising consultant. Application mutually exclusive with KOCN(FM) Pacific Grove renewal. Ann. Nov. 7.

■ *Glenwood Springs, Colo.—Colorado Mountain College seeks 90.5 mhz, 10 w., HAAT 80 ft. P.O. address: Route 1, Box 56B, Carbondale, Colo. 81623. Estimated construction cost \$1,940; first-year operating cost \$500. Principal: Thad J. Englert, associate professor of physics and radio club sponsor. Ann. Oct. 15.

■ *Grand Rapids, Mich.—Eastown Community Association seeks 89.9 mhz, 300 w., HAAT 202 ft. P.O. address: 410 Ethel S.E., Grand Rapids 49506. Estimated construction cost \$8,750; first-year operating cost \$6,000. Principals: James A. Kanmirt, treasurer and Kenneth M. Zapp, program director. Ann. Nov. 5.

■ Gregory, S.D.—West Central Investment Co. seeks 101.5 mhz, 100 kw., HAAT 640 ft. P.O. address: Box 150, Gregory 57533. Estimated construction cost \$93,079; first-year operating cost \$66,000; revenue \$55,000. Format: variety. Principals: C. E. Bradshaw, Ben Dak Investment Co., real estate company (50% each), et al. Mr. Bradshaw has interest in Hilltop Theaters of Gregory. Ann. Nov. 7.

■ Amarillo, Tex.—Good News Broadcasting Co. seeks 101.9 mhz, 100 kw., HAAT 729 ft. P.O. address: Box 75075, Oklahoma City 73107. Estimated construction cost \$30,200; first-year operating cost \$45,100; revenue \$58,000. Format: relig. Principals: James E. McCustion, owner of Christian management counseling service, and Gary L. Acker, owner of KEGG(AM) Daingerfield, Tex. and stockholder in KLFJ(AM) Springfield, Mo. Ann. Nov. 5.

FM actions

■ Craig, Colo.—Northwestern Colorado Broadcasting Co. Broadcast Bureau granted 93.7 mhz, 100 kw. HAAT 980 ft. P.O. address: Box 65, Craig 81625. Estimated construction cost \$53,000; first-year operating cost \$19,637; revenue \$36,000. Principals: George O. Cory (50%), president, Richard E. Bonderud (40%), vice president, and Larry D. Cory (10%). All own KRAI(AM) Craig; George Cory owns KSLV(AM) Monte Vista, Colo. (BPH-8915). Action Nov. 1.

■ Twin Lakes, Iowa—Twin Lakes Broadcasting. Broadcast Bureau granted 105.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 1223-10th Ave. N., Fort Dodge, Iowa 50579. Estimated construction cost \$73,669; first-year operating cost \$66,021; revenue \$72,000. Format: standard pops/rock. Principals: Francis N. Donnelly (60%) and wife Carol (40%). Mr. Donnelly is sales manager of KVFD(AM) Fort Dodge. (BPH-9154). Action Nov. 1.

■ Mifflensburg, Pa.—Buffalo Valley Broadcasting Co. Broadcast Bureau granted 98.3 mhz, 3 kw. HAAT 52 ft. P.O. address: 2025 Mahaffey Lane, Williamsport, Pa. 17701. Estimated construction cost \$46,331; first-year operating cost \$29,000; revenue not given. Format: MOR/C&W. Principal: Fred R. Sechler (100%) has interest in construction and real estate companies. (BPH-9086). Action Oct. 30.

■ Middlebury, Vt.—Addison Broadcasting. Broadcast Bureau granted 100.9 mhz, 3 kw. HAAT —146 ft. P.O. address: 29 Court, Southeast, Middlebury 05753. Estimated construction cost \$45,848; first-year operating cost \$17,738; revenue \$40,000. Principals: Timothy F. Bushey, Mark T. Brady (both 49%), et al. Mr. Bushey is former manager of WFAD(AM) Middlebury; Mr. Brady is 49% owner. (BPH-8964). Action Oct. 30.

Broadcast Bureau granted following CP modifications to extend completion time to date shown: *WGAO Franklin, Mass.—To April 3, 1975 (BMPED-1170); *WBJB-FM Lincroft, N.J.—To Feb. 1, 1975 (BMPED-1168); *WMCM Paris, Ohio —To April 1, 1975 (BMPED-1174).

FM starts

■ *WKGC-FM Panama City, Fla.—Authorized program operation on 90.7 mhz. Action Oct. 25.

■ KBED Lake Providence, La.—Authorized program operation on 92.7 mhz. Action Oct. 25.

FM licenses

FCC granted following licenses covering new stations:

■ WKNU Brewton, Ala., John E. Shipp Jr. (BLH-6349). Action Nov. 7.

■ KRNA Iowa City, Iowa, Communication Inc. (BLH-6424). Action Nov. 7.

■ WSKV Stanton, Ky., Red River Gorge Broadcasting Co. (BLH-6351). Action Nov. 7.

■ KWRT-FM Buonville, Mo., Big Country of Missouri (BLH-6409). Action Nov. 7.

Ownership changes

Applications

■ KEWP(AM) North Little Rock, Ark. (AM: 1380 khz, 1 kw-D)—Seeks assignment of license from Moses Broadcasting to Dixie Broadcasting for \$150,000. Seller: James A. Moses (90%), record stores owner, and son J. A. Moses (10%). Buyers: Harvey Fritts, bronze manufacturer, and Kenneth W. Powers, program director at KGMR-AM-FM Jacksonville, Ark. (50% each). Ann. Nov. 4.

■ KFIG(FM) Fresno, Calif. (101.1 mhz, 50 kw)—Seeks assignment of license from Universal Broadcasting Co. to Pacific Western Broadcasting Corp. for \$281,000 plus \$219,000 to pay obligations of company. Sellers: B. Floyd Farr (1/3) et al. own KEEN(AM)-KBAY(FM) San Jose, KCVR(AM)-KWIN(FM) Lodi, both California, and KAHU(AM)-KULA(FM) Waipahu, Hawaii. Buyers: John J. Shepard (32.8%), E. A. McCready Jr., Guy E. Decker (both 14.9%) et al. own KVF(AM) San Fernando, Calif. and KBER-AM-FM San Antonio, Tex. Mr. Shepard has interest in WLAV-AM-FM Grand Rapids, Mich., WLVY(AM) Ft. Wayne, Ind. and KITT(FM) San Diego. Mr. McCready owns North States Aviation Inc. and Mr. Decker owns Decker Steel Co., both in Grand Rapids. Ann. Nov. 8.

■ WTLV(TV) (ch. 12) Jacksonville, Fla.—Seeks transfer of control of Television 12 of Jacksonville Inc. from Wometco Enterprises Inc., Thomas McGehee, Frank S. McGehee, Frank E. Pellegrin, et al. (51% before; none after) to Harte-Hanks Newspapers Inc. Consideration: \$5,400,000. Principal: Harte-Hanks stock is traded on New York Stock

Exchange. Firm owns 46 newspapers and KENS-TV San Antonio, Tex. Ann. Nov. 5.

■ WKAK(FM) Kankakee, Ill. (99.9 mhz, 6.6 kw)—Seeks transfer of control of WKAK Inc. from Claude P. Baker and Luella M. Feller (100% before; none after) to Harry C. Fitzgerald, Howard S. Dybedock and Benedict G. Cerven Sr. (none before; 100% after). Consideration: \$132,315. Principals: Mr. Fitzgerald (50.4%), CPA, has interest in land development and grain dealing companies. Mr. Dybedock (20.4%) is general manager of WKAK. Mr. Cerven (29.2%) is employed by U.S. Steel Co. Ann. Nov. 6.

■ WSJV(TV) (ch. 28) Elkhart-South Bend, Ind.—Seeks assignment of license from Truth Publishing Co. to WSJV Television Inc. for \$3,200,000. Seller: Truth Publishing has 33.3% interest in Valley Cablevision Corp. John F. Dille Jr., chairman of board of Truth Publishing, is major stockholder in WTRC(AM)-WYEZ(FM) Elkhart, WMEE(AM)-WMEF(FM) Fort Wayne, both Indiana, and WCUI(AM) Grand Rapids, Mich. Buyer: Quincy Newspapers Inc., Thomas A. Oakley, president. Quincy owns WGEM-FM Quincy, Ill., and has major interest in WGEM-AM-TV Quincy. Ann. Nov. 1.

■ WKYE(AM) Bristol, Tenn. (1550 khz, 1 kw-D)—Seeks assignment of license from Highland Development Corp. of Bristol to Kampen International for \$157,000 plus assumption in notes. Buyers: Charles J. McGuire (80.6%), Harry S. Sheerer Jr. (12.9%), Freda S. Blackford (6.5%). Mr. McGuire is non-voting stockholder in Highland Development. Mr. Sheerer and Ms. Blackford are WKYE employees. Ann. Nov. 8.

■ KISO(AM)-KLOZ(FM) El Paso, Tex. (AM: 1150 khz, 1 kw; FM: 102.1 mhz, 50 kw)—Seeks transfer of control of Sunland Broadcasting Co. from Anne H. and I. T. Cohen (50% before; none after) and Summit Saving Stamp Co. (50% before; none after) to Mesa Radio Inc. (none before; 100% after). Consideration: \$355,000. Principals in Mesa: Wayne E. Marcy (50%), James D. Clawson and Billy J. Walick (both 25%). Mr. Marcy has interest in KWBA(AM) Baytown, Tex. Ann. Nov. 6.

■ WWOC(AM) Portsmouth, Va.—Application for assignment of license from Baron Communications to Crusade for Christ amended to change assignee to Tidewater Radio Show. Ann. Nov. 8.

Actions

■ WBUL(AM) Birmingham, Ala.—Broadcast Bureau granted acquisition of negative control of Radio Broadcasting Co. of Birmingham, Ala. by Tom Gloor and William Sellers (both 25% before; 50% after) through transfer of stock from Douglas Layton and Tommy Charles (both 25% before; none after) (BTC-7566). Action Oct. 29.

■ KXEM(AM) McFarland Calif. (1590 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Golden Empire Communications Co. to Jack O. Koonce. Consideration: \$41,002. Sellers: George W. Granger and Lewis A. Moe (25% each). Buyer: Mr. Koonce, 50% owner of Golden Empire, is manager of KXEM (BAL-8222). Action Oct. 30.

■ WTYS(AM) Mariana, Fla. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from James W. Tate to Jackson Broadcasting Corp. for \$200,000. Seller: Mr. Tate wishes to retire. Buyers: William F. Dunkle III (60%), wife Eleanor C. (20%) and mother Carolyn W. (20%). Mr. Dunkle is announcer-salesman for WTYS (BAL-8251). Action Nov. 6.

■ KIKI(AM) Honolulu—Broadcast Bureau granted transfer of control of KIKI Ltd. from Court Broadcasting Co. to Jo Ann Daniels, Louis Harms, C.C. Courtney, in merger of Court and KIKI Ltd. (BTC-7507). Action Oct. 17.

■ KBRV(AM) Soda Springs, Idaho (790 khz, 5 w-D)—Broadcast Bureau granted assignment of license from Empire Broadcasting Corp. to Thomas W. Mathis for \$150,000. Seller: Eldon Mengel, president. Empire owns several stations in Montana. Buyer: Mr. Mathis (100%), free-lance TV announcer, is applicant for FM at Ft. Wayne, Ind. (BAL-8227). Action Oct. 29.

■ KWCL(AM) Oak Grove, La.—Broadcast Bureau granted acquisition of negative control of KWCL Inc. by Ivy R. and Irene E. Robinson (as family group) and David C. and Dorothy L. Blossman (as family group) (both none before; 16 2/3% after) through transfer of stock from William T. Philley (33 1/3% before; none after) (BTC-7568). Action Oct. 31.

■ WCIB(FM) Falmouth, Mass.—Broadcast Bureau granted relinquishment of negative control of New England Media Corp. by Ralph Guild (50% before; 37.5% after) through transfer of stock to Ken Patch (none before; 25% after) (BTC-7553). Action Oct. 30.

■ KSUM(AM) Fairmont, Minn.—Broadcast Bureau granted involuntary transfer of control of Woodward Broadcasting from Charles V. Woodward to Elizabeth R. Woodward and Elizabeth W. Laird, co-executrices under letters testamentary of

estate of Charles V. Woodward (BTC-7573). Action Nov. 6.

■ **KFAL(AM)** Fulton, Mo.—Broadcasting Bureau granted transfer of control of KFAL Inc. from Kenneth E. Meyer and Thomas A. Barneby to Meyer-Barneby Communications, owned 100% by Messrs. Meyer and Barneby (BTC-7571). Action Oct. 31.

■ **WMVB-AM-FM** Millville, N.J.—Broadcast Bureau granted assignment of license from Union Lake Broadcasters to its subsidiary, Garden State Broadcasting Corp. (BAL-8259, BALH-2063). Action Oct. 31.

■ **KKIM(AM)** Albuquerque, N.M. (1000 khz, 10 kw-D)—Broadcast Bureau granted assignment of license from Pearl L. Hall to Christian Enterprises Inc. (nonstock) for \$225,000. Seller: Mrs. Hall is executrix of estate of Frank Donald Hall (100%). Buyers: Harold Erickson, president, et al. also own Montana stations KGLE(AM)-KIVE(FM) Glendive, KGVW-AM-FM Belgrade, KURL-AM-FM Billings and KALS(FM) Kalispell (BAL-8134). Action Oct. 30.

■ **WGHT(AM)-WEKT(FM)** Bath, N.Y. (AM: 1380 khz, 500 w-D; FM: 98.3 mhz, 1.7 kw)—Broadcast Bureau granted assignment of license from Taylor Aviation to Genkar Inc. for \$160,000. Seller: Walter S. Taylor (100%), long-time area resident. Buyers: Morris F. Gentner (51.2%), general manager of WGS-AM-FM Gouverneur, N.Y.; Herman F. Deich (16%), retired; et al. (BAL-8248). Action Oct. 30.

■ **WKOP** Binghamton, N.Y.—Broadcast Bureau granted involuntary assignment of license from Binghamton Broadcasters to Andrew Jarema, receiver (BAL-8280). Action Oct. 30.

■ **WFSC-AM-FM** Franklin, N.C.—Broadcast Bureau granted involuntary transfer of negative control of Radio Station WFSC Inc. from Henry G. Bartol Jr. to North Carolina National Bank, executor of estate of Mr. Bartol, which also holds interests in American Broadcasting, Athena Communications Corp., Capital Cities Broadcasting, Columbia Broadcasting System, Cox Broadcasting Corp., Interstate Communications, and Twin City Broadcasting Corp. (BTC-7572). Action Oct. 30.

■ **WLNO(FM)** London, Ohio (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Paul Dean Ford and J. T. Winchester to WLNO-FM Inc. for \$100,000. Sellers: Mr. Winchester and Mr. Ford, who has interest in several stations including WPFH(FM) Terre Haute, Ind. Buyers: Reagan Smith (29%), et al. Mr. Smith is newsmen for WWWE(AM) Cleveland (BALH-2030). Action Oct. 30.

■ **KRMC(AM)** Midwest City, Okla. (1220 khz)—Broadcast Bureau granted renewal of license and transfer of control of Midwest Broadcasting Corp. from M. W. Cooper (75% before, 10% after) to Gene C. Howard, Francis and Gene Stipe, et al. (25% before, 90% after). Consideration: \$244,788. Principals: Mr. Cooper owns Oklahoma City law firm. Mr. Howard (30%) has banking, business, and broadcast interests, including KKUL(FM) Tulsa, Okla. Messrs. Stipe (25.5% each) are officers of KNED(FM) McAllister, Okla. (BTC-7441). Action Nov. 5.

■ **KTOW** Sand Springs, Okla.—Broadcast Bureau granted transfer of control of Proud Country Entertainment from James A. Halsey, Mack Sanders, Roy L. Clark, and Henry W. Thompson to American Entertainment Corporation; the four stockholders of Proud are same four owners of American (BTC-7570). Action Oct. 31.

■ **WBLC(AM)** Lenoir City, Tenn. (1360 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Livesay Broadcasting Corp. from William R. Livesay (51% before, none after) to Earl Lauderdale Jr. (none before, 51% after). Consideration: \$46,872. Principals: William R. Livesay, president, has business interests in Johnson City, Tenn.; Mr. Lauderdale is manager and vice president of WBLC (BTC-7525). Action Oct. 29.

■ **WMTS-AM-FM** Murfreesboro, Tenn.—Broadcast Bureau granted transfer of control of WMTS Inc. from Henderson Broadcasting Corp. to Mary Reeves Davis (50%) and Thomas E. Perryman and Billie Jo Perryman (50% as family group). No change in ownership; parent corporation dissolved (BTC-7569). Action Oct. 31.

■ **KLBJ-AM-FM** Austin, Tex. (AM: 590 khz, 5 kw-D, 1 kw-N; FM: 93.7 mhz, 97 kw)—Broadcast Bureau granted relinquishment of positive control of LBJ Co. from Claudia T. (Lady Bird) Johnson (57.7% before; 49.3% after) to Lynda Bird Robb and Luci Bird Nugent (each 16.9% before; 21.1% after). No consideration (BTC-7491). Action Oct. 29.

■ **KTRM-AM-FM** Beaumont, Tex. (AM: 990 khz, 1 kw, DA-1; FM: 95.1 mhz, 3.1 kw)—Broadcast Bureau granted assignment of license from Dynamic Broadcasting Corp. to Central Broadcasting Corp. for \$800,000. Sellers: C. Ronald Rogers, Neal Spelce, R. Miller Hicks, J. Sam Winters (25% each) own KIKN(AM) Sinton, Tex. and KJOE(AM) Shreveport, La. Mr. Hicks owns KIXL(AM)-KRMH(FM) Austin, Tex. Buyers: Paul R. Quigg (8.66%), Lester G. Spencer (7.99%), et al. Central

owns WKBV-AM-FM Richmond, WBAT(AM) Marion, and WBIV(AM) Bedford, all Indiana (BAL-8217). Action Oct. 30.

■ **KBFM(FM)** Edinburg, Tex. (104.1 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Cameo Broadcasters from George R. Ramsower Jr. (51% before; none after) to KBFM Inc. (none before; 51% after). Consideration: \$240,823. Principals: Frank Westerman, Kathleen Croninger (both 22.2%), et al. own KBFM Inc. Mr. Westerman is agricultural produce shipper and grower; Mrs. Croninger is housewife (BTC-7511). Action Oct. 29.

■ **KGAF-AM-FM** Gainesville, Tex. (AM: 1580 khz, 250 w-D; FM: 94.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from White Fuel Corp. to First IV Media for \$430,500. Seller: Erle White, et al. (100%) own KORC(AM) Mineral Wells, Tex. Buyers: Richard C. Klement, Billy Ray Hill (33 1/3% each), Fletcher Morris and William Lewie (16 2/3% each) are all Gainesville businessmen (BAL-8088). Action Nov. 4.

■ **KSUB-AM-FM** Cedar City, Utah—Broadcast Bureau granted transfer of control of Southern Utah Broadcasting Co. from Granite District Radio Broadcasting Co. (80% before; none after) to Howard D. and Lucile M. Johnson (none before; 50.7% after), as trustees under trust agreement with Jerold W. Johnson, trustee. No consideration (BTC-7564). Action Oct. 29.

■ **KROE(AM)** Sheridan, Wyo. (930 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Sheridan Broadcasting Co. from Sam Rosenthal, et al. (100% before, none after) to Sheridan Communications Co. (none before, 100% after). Consideration: \$194,352. Principals: William Kimbrough, livestock operator, and E. E. Lonabough, attorney (33 1/3% each), et al. Action Nov. 5.

Facilities changes

TV actions

■ ***WUSF-TV** Tampa, Fla.—Broadcast Bureau granted request for waiver of rules to identify as Tampa-St. Petersburg, Fla. Action Oct. 31.

■ **KTVB** Boise, Idaho—Broadcast Bureau granted CP to change type trans. (BPCT-4794); granted request for authority to operate trans. by remote control from 5407 Fairview Ave., Boise (BRCTV-220). Action Oct. 30.

■ **WTVP** Peoria, Ill.—Broadcast Bureau granted CP to change ERP to vis. 1200 kw; aur. 120 kw; change type ant.; increase ant. height 300.78 ft. (BPCT-4770). Action Oct. 30.

■ **KATC** Lafayette, La.—Broadcast Bureau granted CP to install precise frequency control equipment; change type ant. (BPCT-4789). Action Oct. 30.

■ ***KSYS** Medford, Ore.—Broadcast Bureau granted mod. of CP to change ERP, vis. 28.9 kw; aur. 5.78 kw; change type trans.; trans. location to Blackwell Hill, 2.3 miles east of Gold Hill, near Medford; change ant. structure and ant. height 570 ft. (BMPCT-7514). Action Oct. 29.

AM applications

■ **WWCO** Waterbury, Conn.—Seeks CP to increase ant. height to 486 ft. above ground, and correct geographical coordinates. Ann. Nov. 6.

■ **KLER** Orofino, Idaho—Seeks CP to increase daytime power to 5 kw. Ann. Nov. 6.

■ **Northeast Communications Corp.**, Franklin, N.H.—Seeks CP to increase daytime power and add new trans. Ann. Nov. 8.

■ **WHKP** Hendersonville, N.C.—Seeks CP to change ant.-trans. location to Linda Vista Dr., 1.6 miles northwest of center of Hendersonville, and operate trans. by remote control from main studio location. Ann. Nov. 6.

■ **WCVP**, N.C.—Seeks CP to remove short-wave ant. from existing ant. Ann. Nov. 6.

■ **WRXO** Roxboro, N.C.—Seeks mod. of CP to increase radiator height. Ann. Nov. 6.

■ **KUUU** Seattle—Seeks CP to change phase angle nighttime operation. Ann. Nov. 6.

AM actions

■ **WVCG** Coral Gables, Fla.—Broadcast Bureau granted CP to increase nighttime power to 10 kw; change type trans. (N) and change nighttime trans. site to Tamiami Trail, 4.5 miles west of Rt. 27, 11 miles west of Sweetwater, Fla. (BP-19673). Action Nov. 6.

■ **WIKC** Bogalusa, La.—Broadcast Bureau granted CP to change radiator to folded unipole and change to shunt exciter (BP-19798). Action Nov. 6.

■ **KPCR** Bowling Green, Mo.—Broadcast Bureau granted CP to increase tower height and side mount FM ant. (BP-19786). Action Nov. 6.

■ **KQRX** Las Vegas—Broadcast Bureau granted mod. of CP to add MEOW's: conditions (BMP-13870). Action Nov. 6.

■ **WOKY** Milwaukee—Broadcast Bureau granted CP to change ant.-trans. and studio location to 12100

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W. Howard Ave., Milwaukee (BP-19807). Action Nov. 6.

■ **KWOR** Worland, Wyo. — Broadcast Bureau granted CP to change ant. trans. location and main studio location to 850 ft. west of Big Horn River at U.S. Hwy. 20, Worland; condition (BP-19812). Action Nov. 6.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WCOH** Newnan, Ga. (BP-19706), Oct. 29; **WPRW** Manassas, Va. (BP-19765), Oct. 21.

FM actions

■ **WDUV** Bradenton, Fla. — Broadcast Bureau granted request for waiver of rules to identify as Bradenton-Sarasota, Fla. (Ltr. 8/29/74). Action Oct. 21.

■ ***KTUH** Honolulu — Broadcast Bureau granted CP to change frequency to 90.3 mhz; change trans. location to 2424 Maile Way, Honolulu; operate by remote control from studio site at Room 206 A & B, 2500 Campus Rd., Honolulu; make change in ant. system (BPED-1832). Action Nov. 1.

■ **WGRT** Danville, Ind. — Broadcast Bureau granted mod. of CP to change trans. and studio location to State Road 39, RR No. 2, 1 1/4 miles northwest of Danville; increase ant. height; change TPO; ERP 3 kw; ant. height 300 ft. (BMPH-14287). Action Oct. 30.

■ **KTOF** Cedar Rapids, Iowa — Broadcast Bureau granted mod. of license covering change of name from Buddy Tucker Evangelistic Association to Iowa Evangelistic Association (BMLH-502). Action Nov. 6.

■ **WEKT** Hammondsport, N.Y. — Broadcast Bureau granted mod. of license covering change of studio location outside city limits to **WGHT**(AM) studio site at 10 Pulteney Square, Bath, N.Y. (BMLH-501). Action Nov. 6.

■ **WQMX** Hamilton, Ohio — Broadcast Bureau granted license to use former main trans. for aux. purposes; ERP 22.5 kw, ant. height 430 ft. (BLH-5777). Action Oct. 30.

■ **WQFM** Milwaukee — Broadcast Bureau granted CP to install new ant.; make change in ant. system; ERP 50 kw; ant. height 210 ft. (BPH-9199). Action Nov. 4.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KMOX-FM** St. Louis (BPH-8483), Oct. 24; **WFOX** Gainesville, Ga. (BPH-8335), Oct. 25; **WLOS-FM** Asheville, N.C. (BPH-8931), Oct. 25; **WOMC** Detroit (BPH-8868), Oct. 24; **WWBD-FM** Bamberg, S.C. (BPH-8926), Oct. 29.

In contest

Designated for hearing

■ **KSWR**(AM) Rifle, Colo., renewal proceeding: Oil Shale Broadcasting Co. (Doc. 20231)—FCC designated for hearing application of Oil Shale Broadcasting Co. for renewal of license of **KWSR**. Issues include determination of facts surrounding **KWSR**'s November 1973 broadcast of "turkey shoot" contest; whether contest results had been prearranged or predetermined; whether **KWSR** failed to conduct tests of Emergency Action Notification System weekly on random basis between 8:30 a.m. and local sunset. Action Nov. 6.

■ **Beeville, Tex.**, FM proceeding: Big County Radio Co. and **Bee** Broadcasting, competing for 104.9 mhz (Docs. 20216-7)—Broadcast Bureau designated for hearing applications of Big County and **Bee** Broadcasting. Hearing issues include ascertainment and financial qualifications. Action Nov. 5.

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:

■ **Presque Isle, Me.**, FM proceeding: Ram Enterprises and Northern Broadcasting Co., competing for new FM (Docs. 20213-4)—Designated **ALJ** David I. Kraushaar to serve as presiding judge; scheduled hearing for Jan. 20, 1975. Action Nov. 5.

Procedural rulings

■ **Birmingham, Ala.**, renewal proceeding: **Herz** Broadcasting of Birmingham (WENN-AM-FM) and Johnston Broadcasting Co. (WJLD[AM]-WJLN-FM) (Docs. 19874-5)—**ALJ** James F. Tierney denied petition for severance filed by receiver of estate of Herz, and scheduled hearing for Dec. 3 in lieu of Nov. 12, in Birmingham. Action Nov. 5.

■ **Breckenridge, Colo.**, FM proceeding: Zap Communications and Breckenridge Broadcasting Co., competing for 102.3 mhz at Breckenridge (Docs. 20047-8)—**ALJ** Thomas B. Fitzpatrick scheduled hearing for Feb. 10, 1975. Action Oct. 25.

■ **Miami, TV** proceeding: Post-Newsweek Stations,

Florida (WPLG-TV Miami) and Tropical Florida Broadcasting Co., competing for ch. 10 (Docs. 20008-9)—Review board denied request by Tropical Florida to add issues against renewal application of Post-Newsweek Stations, Florida. Board said Tropical's pleadings and supporting affidavits failed to raise substantial questions as to either legality or propriety of WPLG-TV's business dealings with its advertising customers. Action Oct. 24.

■ **Fitzgerald and Ocilla, Ga.**, FM proceeding: Ben Hill Broadcasting Corp. at Fitzgerald and Oliva Broadcasting Co. at Ocilla, competing for 95.3 mhz (Docs. 20133-4)—**ALJ** Chester F. Naumowicz Jr. on request of Oliva set aside all procedural dates pending further order, and ordered Oliva to notify presiding judge within three days of time Commission shall act on its pending petition for reconsideration in Doc. 19551, amendment of rules, table of assignments. Atlanta, et al. Action Nov. 4.

■ **Decatur, Ill.**, FM proceeding: PrairieLand Broadcasters, **WBIZ** Inc., Superior Media, Decatur Broadcasting and Soy Communications Co., competing for 95.1 mhz at Decatur (Docs. 20055-9)—Review board denied petition by PrairieLand Broadcasters for addition of public inspection file issue against Superior Media and **WBIZ** Inc. Board said that PrairieLand's petition was untimely filed and added that no prejudice to public or to other applicants had been alleged or demonstrated. Action Nov. 4.

■ **Lake Charles, La.**, FM proceeding: United Broadcast Industries, Dixie Broadcasters, Amalgamated Research and Development and D.J. of Lake Charles, competing for new FM (Docs. 20114-7)—**ALJ** Byron E. Harrison granted request by D.J. of Lake Charles; rescheduled hearing from Nov. 19 to Nov. 26. Action Nov. 8.

■ **Quitman, Miss.**, FM proceeding: A. C. Elliot Jr. and Melvin Pulley, competing for 98.3 mhz (Docs. 20196-7)—**ALJ** Walter C. Miller scheduled hearing to commence on Jan. 28, 1975. Action Nov. 1.

■ **Southport, N.C.**, FM proceeding: Thoms Broadcasting Cos., Clarence S. Mowery Jr. and Brunswick Broadcasting Co., competing for 107.1 mhz (Docs. 20192-3)—**ALJ** Walter C. Miller scheduled hearing for Jan. 22, 1975. Action Nov. 4.

Dismissed

■ **Buena Vista, Va.**, AM proceeding: Harry R. Peyton and WANV Inc., competing for 1270 khz at Buena Vista (Docs. 20036-7)—**ALJ** Thomas B. Fitzpatrick granted petition by Harry R. Peyton and dismissed with prejudice his application, requested for financial reasons. Action Oct. 24.

Joint agreement

■ **Jacksonville, Fla.**, FM proceeding: Bold City Broadcasting Co., Mark L. Wodlinger and Mel-Lin, competing for 107.3 mhz at Jacksonville (Docs. 20076-8)—**ALJ** Thomas B. Fitzpatrick granted joint petition by applicants; approved agreement providing for Bold City Broadcasting Co.'s reimbursement of Mark L. Wodlinger and Mel-Lin for expenses not to exceed \$3,898 and \$6,102, respectively; dismissed with prejudice applications of Mel-Lin and Wodlinger; granted application of Bold City and terminated proceeding. Bold City granted 107.3 mhz, 100 kw, HAAT 312 ft. P.O. address 1301 Gulf Life Drive, Jacksonville 32207. Estimated construction cost \$52,100; first-year operating cost \$79,700; revenue \$100,000. Principals: Robert M. Smith Jr., president (40%), William W. Dixon, vice president (9%), et al. Mr. Smith owns Smith & Hardy, Jacksonville law firm. He also is partner in R. M. Smith Investment Co., real estate investment firm in Jacksonville. Mr. Dixon, senior VP of Tucker Wayne & Co., Atlanta advertising firm, owns 30% of **WWSL**(AM)-**WWIL**(FM) Wilmington, N.C. He also owns 12% of **WRMA**(AM) Montgomery, Ala. Action Nov. 6.

■ **Pittsburgh, TV** proceeding: Commercial Radio Institute and Western Pennsylvania Christian Broadcasting Co., competing for ch. 22 (Docs. 19940-1)—**ALJ** Chester F. Naumowicz Jr. granted joint petition for approval of agreement; leave to amend application; and grant of remaining application filed by applicants, and granted petition to amend filed by Commercial to specify new facilities and returned its application to processing line, and granted application of Western Pennsylvania. Western Pennsylvania granted UHF ch. 22 (518-524 mhz); ERP 1157 kw vis., 116 kw aur. HAAT 969 ft.; ant. height about ground 839 ft. P.O. address Box 5157, Pittsburgh 15206. Estimated construction cost \$322,787; first-year operating cost \$177,200; revenue \$360,000. Legal counsel Gordon & Healy, Washington, consulting engineer Edward F. Lorentz & Associates. Principals: R. Russell Bixler, president, et al. Mr. Bixler is professional writer and associate pastor of Pittsburgh Church of Brethren. Action Oct. 30.

Initial decisions

■ **KAVR-AM-FM** Apple Valley, Calif., license proceeding: BHA Enterprises (Doc. 19844)—**ALJ** Reuben Lozner revoked license of BHA Enterprises in initial decision. Because of BHA's continuing pattern of violations of Communications Act and FCC rules, and its "wanton disregard of obligations owed by licensee," Judge Lozner stated that "only

by revocation of licenses will public interest be served." Ann. Nov. 5.

■ **Corpus Christi, Tex.**, TV proceeding: U-Anchor Broadcasting and Telecorpus, competing for new TV (Docs. 19915-6)—**ALJ** Thomas B. Fitzpatrick granted application of Telecorpus for new UHF station on ch. 28 in Corpus Christi, and retained U-Anchor application in hearing. Action Nov. 6.

FCC decision

■ **Lorain, Ohio**, FM proceeding: Lorain Community Broadcasting Co. and Lake Erie Broadcasting Co., competing for 104.9 mhz (Docs. 19213-4)—Commission denied application by Lorain Community Broadcasting Co. for review of review board decision granting application of Lake Erie Broadcasting. Review board said that Lake Erie was to be favored on basis of substantial comparative preferences. Action Nov. 6.

Complaints

■ **KNBC**(AM) Los Angeles—FCC denied application by William K. Shearer, chairman of American Independent Party, Lemon Grove, Calif., for review of Broadcast Bureau ruling denying his equal time complaint against **KNBC**. Shearer alleged that **KNBC** violated Communications Act by denying his request for equal opportunities on behalf of Dr. Edmond V. Kaiser, American Independent Party candidate. Action Nov. 1.

■ **WMAL-TV** Washington—Commission denied application of Jerry A. Moore Jr., at-large candidate for D.C. City Council, for review of Broadcast Bureau ruling denying his fairness doctrine complaint against **WMAL-TV**. FCC said Moore had not proved that **WMAL-TV** failed to afford reasonable opportunity in its programming for presentation of contrasting viewpoints to its editorials. Action Nov. 6.

■ **WNJU-TV** Newark, N.J.—FCC denied application by John Cervase for review of Broadcast Bureau's denial of his petition for reconsideration of Bureau's ruling denying his fairness doctrine complaint against **WNJU-TV**. Cervase complained that **WNJU-TV** had not complied with fairness doctrine in presenting views on Kawaida Towers, public housing project, and when presenting Unity Movement candidates. Action Oct. 22.

Fines

■ **KMYC**(AM) Marysville, Calif.—Broadcast Bureau notified California First Broadcasting Corp. that it incurred apparent liability of \$500 forfeiture for failing to make required equipment measurements within 14 months of last measurements. Action Oct. 25.

■ **KTOB**(AM) Petaluma, Calif.—Broadcast Bureau ordered **KTOB** Inc. to forfeit \$1,000 for operating station with excessive daytime power not authorized from 6 a.m. and 6:30 a.m. on various dates in July and August, 1973. Action Oct. 30.

■ **KGMC**(AM) Englewood, Colo.—Broadcast Bureau notified MacLee Radio that it incurred forfeiture of \$1,250 for operating station before 6 a.m. with power greater than that authorized, during Jan., 1974, and failing to make entries in log of daily tower light observations. Action Oct. 30.

■ **KNEW**(AM) Washington—Broadcast Bureau notified Metromedia Inc. that it incurred apparent liability of \$1,000 by operating station with underpower and with overpower of that authorized in December, 1973. Action Oct. 24.

■ **WCLA-AM-FM** Claxton, Ga.—Broadcast Bureau notified Evans County Broadcasting Co. that it incurred apparent liability for forfeiture of \$1,500 for operating **WCLA** with excessive power during presunrise hours and by permitting person not holding valid radio operator license to operate trans. Action Nov. 7.

■ **WQQT**(AM) Savannah, Ga.—Broadcast Bureau ordered **WQQT** Inc. to forfeit \$300 for failing to make weekly entries in maintenance log of readings of lower base ammeter and associated remote ant. ammeter. Action Nov. 7.

■ **KLUV**(AM) Haynesville, La.—Broadcast Bureau ordered Haynesville Broadcasting Corp. to forfeit \$200 for repeated violation of rules from Aug. 28 to Oct. 30, 1972, when equipment performance measurements were made. Action Oct. 25.

■ **KBET**(AM) Reno — Broadcast Bureau notified Sierra Broadcasting Co. that it incurred apparent liability for forfeiture of \$200 for failing to make required entries in operating log. Action Nov. 7.

■ **WENC**(AM) Whiteville, N.C.—Broadcast Bureau notified Whiteville Broadcasting Co. that it incurred forfeiture of \$2,000 for operating with full power during presunrise hours. Action Oct. 30.

■ **KBOY-AM-FM** Medford, Ore.—Broadcast Bureau notified **KBOY** Broadcasters that it incurred apparent liability for \$600 forfeiture concerning required equipment performance measurements from Sept. 11, 1972 - Dec. 21, 1973. Action Oct. 30.

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■ **WGPA(AM)** Bethlehem, Pa.—Broadcast Bureau notified Holt Corp. of Pennsylvania that it incurred apparent liability for \$2,000 forfeiture by failing to log name of person who paid for broadcast of certain promotional announcements from April 9 to June 1. Action Oct. 30.

■ **KZTV(TV)** Corpus Christi, Tex.—Broadcast Bureau notified K-Six Television that it incurred apparent liability for forfeiture of \$1,500 for operating with carrier frequency of its vis. trans. and center frequency of its aural trans. more than 1 kHz from their authorized frequencies. Action Nov. 4.

■ **WKEY(AM)** Covington, Va.—Broadcast Bureau ordered WKEY Inc. to pay \$1,000 forfeiture for broadcasting lottery information on 28 occasions from June 26 to 29. Action Oct. 30.

■ **WBKV-FM** West Bend, Wis.—Broadcast Bureau notified West Bend Broadcasting Co. that it incurred apparent liability for \$500 forfeiture by allowing person not holding at least third-class radio-telephone operator's permit endorsed for broadcast operation to operate station in Jan., Feb. and March 1974. Action Oct. 30.

Other actions

■ **KTVU-TV** Oakland, Calif.—Commission clarified record in KTVU-TV renewal proceeding with regard to allegations by California La Raza Media Coalition that KTVU-TV preempted and misrepresented content of certain public interest programs. Although it had earlier concluded that none of matters raised by Coalition established substantial question of fact requiring resolution in hearing, commission said record should more fully reflect its position; and directed general counsel to file this motion with U.S. Court of Appeals, where Coalition filed appeal. Ann. Oct. 22.

■ **KLRO(FM)** San Diego—FCC granted Multi Casting Corp., licensee of KLRD, waiver of "major change" filing and grant fees in connection with second "major change" application to modify existing facilities. Action Nov. 6.

■ **WMRE(AM)** Monroe, La.—Commission denied application of James N. Williamson and Raymond L. Dehler, joint venture, for interim authority to operate WMRE. Final determination with respect to applications for regular authority to operate station is now in hearing status before commission. Three applicants are Community Broadcasting Co. (WKUN[AM] Monroe), Messrs. Williamson and Dehler, and Monroe Broadcasting. Action Nov. 6.

■ ***KCRH** Nampa, Idaho—License canceled and call letters deleted; renewal not filed. Ann. Nov. 6.

■ **WWWS-FM** Saginaw, Mich.—Commission affirmed its July 10 grant of application for assignment of license of WWWS-FM from Clark Broadcasting Co. to WWWS Radio Co. In affirming its grant, commission denied petition by WAMM Inc., licensee of WAMM(AM) Flint, Mich., for reconsideration of that action. Action Nov. 6.

■ **KAVE(AM)** Carlsbad, N.M.—License forfeited and call letters deleted; renewal application not filed. Ann. Nov. 7.

■ ***KENW-FM** Portales, N.M.—License canceled and call letters deleted; renewal not filed. Ann. Nov. 6.

■ **WNCN(FM)** New York—FCC denied motion by the WNCN Listeners Guild for stay of a proposed change of format from classical to progressive rock music for WNCN. It found that change involved did not justify FCC intervention. Action Nov. 6.

Allocations

Actions

FCC took following actions on FM allocations:

■ **Boise, Idaho**—Broadcast Bureau proposed amendment to add chs. 286 and 282 as third and fourth FM assignments to Boise. Action was in response to petitions by Gem State Broadcasting Corp., licensee of KGEM(AM) Boise, and by KYME Broadcasters, licensee of KYME(AM) Boise (Doc. 20222). Action Nov. 5.

■ **New York**—Broadcast Bureau proposed assignment of ch. 269A to Southold and 296A to Westhampton Beach or alternatively 269A to Center Moriches and 296A to Westhampton Beach. Action was in response to petitions by Peconic Bay Broadcasting Corp. for assignment of ch. 269A to Southold; East Coast Broadcasting Corp. for assignment of same channel to Center Moriches; and MAC Broadcasting Corp. for assignment of ch. 296A to Westhampton Beach (Doc. 20223). Action Nov. 5.

Translators

Applications

■ **Translator TV Inc.**, Estes Park, Colo.—Seeks ch. 67, rebroadcasting KYCU-TV Cheyenne, Wyo. (BPTT-2715). Ann. Nov. 4.

■ **Starr WTVQ-TV Inc.**, Frankfort, Ky.—Seeks ch. 58, rebroadcasting WTVQ-TV Lexington, Ky. (BPTT-2717). Ann. Nov. 4.

■ **Board of Cooperative Educational Services of Schuyler-Chemung-Tioga Counties**, Elmira, N.Y.—Seeks ch. 58, rebroadcasting WSKG-TV Binghamton, N.Y. (BPTT-2716). Ann. Nov. 4.

■ **Hoback Basin TV**, Bonduant area, Wyo.—Seeks ch. 11, rebroadcasting KID-TV Idaho Falls, Idaho (BPTTV-5164); and ch. 13, rebroadcasting KTWO-TV Casper, Wyo. (BPTTV-5165). Ann. Nov. 4.

Actions

■ **KTVF(TV)** and **KFAR-TV** Fairbanks, Alaska—Commission authorized Chief, Broadcast Bureau, to waive rules as required and act upon 36 applications for CP's for translators by Northern Television, licensee of KTVF, and Midnight Sun Broadcasters, licensee of KFAR-TV. Translators will provide television service to remote construction camps along 800-mile route of Alaska oil pipeline, from 7 to 10 a.m. and 7 to 10 p.m. KTVF and KFAR-TV will provide programming. Action Nov. 6.

■ **K13MX** Lower Kalskag, Alaska—Broadcast Bureau granted CP for translator on ch. 13, rebroadcasting KYUK-TV Bethel, Alaska (BPTTV-5047). Action Oct. 23.

■ **K081D** Tulksak, Alaska—Broadcast Bureau granted CP for translator on ch. 8, rebroadcasting KYUK-TV Bethel, Alaska (BPTTV-5046). Action Oct. 23.

■ **K02HW** Grand Valley, Colo.; **K03DY** Rulison, Colo.—Broadcast Bureau granted CP's for two new translators on (1) ch. 2, rebroadcasting KREX-TV Grand Junction, Colo., and (2) ch. 3, rebroadcasting KREX-TV Grand Junction (BPTTV-5001-2). Action Oct. 29.

■ **K68AS** Libby, Mont.—Broadcast Bureau granted CP for translator on ch. 68, rebroadcasting KSPS-TV Spokane, Wash. (BPTT-2658). Action Oct. 23.

■ **K07LU** Summit county and Park City; **K07LT** Coalville and adjacent area, all Utah—Broadcast Bureau granted CP's for translators on ch. 7, rebroadcasting KUED Salt Lake City (BPTTV-5015-6). Action Oct. 21.

■ **K08IE**, **K10JB**, **K12JM** and **K69AR** Peoa and Oakley, Utah—Broadcast Bureau granted CP for translators on ch. 8, rebroadcasting KUTV; ch. 10, rebroadcasting KCPX-TV; ch. 12, rebroadcasting KSL-TV; ch. 69, rebroadcasting KUED, all Salt Lake City (BPTTV-5017-9, BPTT-2643). Action Oct. 21.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 5 (stations listed are TV signals proposed for carriage):

■ **Greater Hartford CATV**, 39 Russ St., Hartford, Conn. 06106, for Manchester (CAC-4424), Glastonbury (CAC-4425), Newington (CAC-4426), Rocky Hill (CAC-4427) and Wethersfield (CAC-4428), all Connecticut; Add WNEU-TV New York and delete WPIX-TV New York.

■ **Natchitoches Cable TV**, 3027 S.E. Loop 323, Tyler, Tex. 75701, for Natchitoches, La. (CAC-4450); Add KLAAT-TV West Monroe, La.; KTVT Ft. Worth; KHTV, KVRL Houston.

■ **Winnfield Cable TV**, 3027 S.E. Loop 323, Tyler, Tex. 75701, for Winnfield, La. (CAC-4451); Add KLAAT-TV West Monroe, La.; KTVT, Ft. Worth; KHTV, KVRL Houston.

■ **Cable Systems**, 120 W. Merchant St., Audubon, N.J. 08106, for Audubon Park (CAC-4429), Oaklyn (CAC-4430) and Audubon (CAC-4431), all New Jersey; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV, WUHY-TV, Philadelphia; WKBS-TV Burlington, N.J.; WNJS Camden, N.J.; WHYY-TV Wilmington, Del.; WOR-TV, WPIX-TV New York.

■ **Laurens County Cablevision**, Box 850, Laurens, S.C. 29360, for Laurens county (CAC-4449); WAIM-TV Anderson, S.C.; WLOS-TV Asheville, N.C.; WFBC-TV, WNTV-TV, WGGT-TV Greenville, S.C.; WSPA-TV Spartanburg, S.C.; WRET-TV Charlotte, N.C.; WTCG Atlanta.

■ **Ferrell O'Quinn**, Box 387, Rockwood, Tenn. 37854, for Kingston, Tenn. (CAC-4447); WATE-TV, WBIR-TV, WTVK Knoxville, Tenn.; WSJK-TV Sneedville, Tenn.; WRCB-TV, WTVG, WDEF-TV, WRIP-TV, WTCI Chattanooga; WTCG Atlanta.

■ **Bloomington Cable Co.**, Box 988, Port Lavaca, Tex. 77979, for Bloomington, Tex. (CAC-4079); Delete KPRC-TV, KHOU-TV Houston; KZTV, KRIS-TV Corpus Christi, Tex., and add KHTV Houston.

■ **Elgin Cablevision Co.**, 516 Ninth St. N., Texas City, Tex. 77590, for Elgin, Tex. (CAC-4433); KTBC-TV, KVUE, KTVV Austin, Tex.; KLRN San Antonio, Tex.; KNCT Belton, Tex.; KCEN-

TV Temple, Tex.; KWTX-TV Waco, Tex.; KTVT Ft. Worth; KWEX-TV San Antonio, Tex.

■ **Texas Cablevision**, 26 W. Concho St., San Angelo, Tex. 76901, for Winters, Tex. (CAC-4423); KRBC-TV Abilene, Tex.; KTXS-TV Sweetwater, Tex.; KCTV San Angelo, Tex.; WFAA-TV, KERA-TV Dallas; KTVT Ft. Worth.

■ **Clearview TV Cable** of Enumclaw, Box 156, Auburn, Wash. 98002, for Kent (CAC-4434) and King county (CAC-4435), both Washington; Add KTPS Tacoma, Wash.; KPEC-TV Lakewood Center, Wash.; and for Eastridge (CAC-4436), Auburn (CAC-4437), Algona (CAC-4438), Pacific (CAC-4439), Orting (CAC-4440), Enumclaw (CAC-4441), King county (CAC-4442), Buckley (CAC-4443), Black Diamond (CAC-4444), Maple Valley (CAC-4445) and Pierce county (CAC-4446), all Washington; Add KTPS-TV Tacoma, Wash.; KPEC-TV Lakewood Center, Wash.; KPTV Portland, Ore., and delete KVOS-TV Bellingham, Wash.

■ **Potomac Valley Television Co.**, 100 S. Liberty St., Cumberland, Md. 21502, for Moorefield, W. Va. (CAC-4448); Add *WMPB Baltimore.

■ **Warner Cable** of Fox River Valley, 75 Rockefeller Plaza, New York 10019, for Oshkosh, Wis. (CAC-4432); Add WFLD-TV, WISN Chicago.

Certification actions

■ **Marion county, Fla.**—FCC granted application of Foxwood Farms for certificate of compliance to begin cable service in unincorporated areas of Marion county. Proposed cable system is located in Gainesville smaller TV market. Foxwood proposed to carry WESH-TV Daytona Beach; WDBO-TV, WFTV, both Orlando; and *WUFT and WCJB Gainesville, all Florida. Action Nov. 6.

■ **Naalehu and Pahala, Hawaii**—Commission granted applications of Camp Inc. to provide cable service to Naalehu and to substitute signals on its existing system at Pahala. Camp proposes to provide its subscribers with *K04FE, KPUA-TV, KHAW-TV, and KHVO, all Hilo, Hawaii (CAC-2182, 4182). Action Nov. 6.

■ **Brunswick, Md.**—Commission granted application of Brunswick Cablevision for certificate of compliance to begin cable service at Brunswick. Brunswick is located in Hagerstown smaller TV market. Cablevision proposed to carry WHAG-TV Hagerstown; WRC-TV, WTTG, WMAL-TV, WTOP-TV and *WETA-TV Washington; and WMAR-TV, WBAL-TV, WJZ-TV and *WMPB Baltimore. Action Nov. 6.

■ **Ashley borough, Pa.**—Commission granted Service Electric Cable TV certificate of compliance to add signals to its existing cable system serving Ashley borough, located in Wilkes-Barre-Scranton-Pa., major TV market. Service Electric sought certification to add WOR-TV and WPIX New York and WPHL-TV Philadelphia. Action Oct. 31.

■ **Pennsylvania**—FCC denied applications of Service Electric Cable TV for certificates of compliance to begin operating cable systems in five Pennsylvania communities. Service Electric had proposed cable operations in Courtland borough, Sugar Notch borough, Fairview township, Wright township and Edwardsville borough, all located in Wilkes-Barre-Scranton major TV market. Objections filed by Scranton Broadcasters, licensee of WDAU-TV, and WBRE-TV Inc., licensee of WBRE-TV, both Scranton, alleged that Service Electric repeatedly violated FCC rules. Action Oct. 31.

Other actions

■ **San Joaquin, Calif.**—Commission directed Lodi Cable to file application for certificate of compliance for its cable system serving unincorporated areas of San Joaquin county. Action Nov. 6.

■ **Madison county, Ill.**—FCC granted request of Madison County Cablevision for special temporary authorization to begin cable service in four unincorporated areas of Madison county, Ill. Commission also granted Madison County Cablevision's request to provide shared use of access channels to seven communities on temporary basis where it has already received, or has pending, certificates of compliance. Action Oct. 25.

■ **Minot Air Force Base, N.D.**—Commission granted request of Souris Valley Cable TV for special temporary authorization to begin cable service at Minot Air Force Base, N.D. Action Nov. 6.

In contest

■ **Johnstown, Pa. and Trenton, N.J.**—FCC rescheduled oral argument on whether Teleprompter Corp. is disqualified from operating cable systems in Trenton and Johnstown to Jan. 14, 1975 (Docs. 20107-8). Action Nov. 6.

■ **Pennsylvania**—FCC ordered hearing into allegations of non-compliance by Service Electric Cable TV and 13 other Pennsylvania cable systems. All 14 systems are owned and operated by John Walson. Allegations involve signal carriage, expansion of existing systems into new communities, program exclusivity protection and single-channel carriage (Doc. 20218). Action 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.

General Manager for major market eastern city. Must be very sales oriented and creative, head sales force of six. From \$24,000 to \$27,000 plus 3% on overall collections. Send picture and resume to Box M-127, BROADCASTING.

Participation for qualified individual interested in starting new station. Must be experienced in FCC filings, program formats, and station operations. Box M-136, BROADCASTING.

Sales-oriented Manager for Pacific Northwest country western daytime. Excellent opportunity. Salary and commission. Send resume to Box M-174, BROADCASTING.

Station Manager, 100,000 watt, FM, educational radio station. Supervise full and part-time staff and practicum students; administer budget and grants; continue development of college credit instructional programs plus news, weather, farm, sports, and public affairs programming. As instructor, teach radio production and broadcasting classes. Desire experienced broadcaster with master's degree; salary commensurate with educational background and experience. Closing date is December 31, 1974. This institution actively follows the policy of nondiscrimination on the basis of race, color, religion, or national origin in regard to all employment practices. Apply to: Public Relations Director, Central Missouri State University, Warrensburg, MO 64093.

Are you a young, eager family individual ready for small station management? If you have great references (we'll check them) and minimum five years experience, we may have a future for you. Tri/Media Communications, P.O. Box 4102, San Fernando, CA 91342.

Satellite Radio Studio. Entirely new concept in broadcasting. Operate your own radio studio over a top AM radio facility either in Rochester, or Buffalo, N.Y., with an investment less than \$5,000, not \$2,000,000. Will require top DJ and sales force with proven time sales record. What are your qualifications? Gordon P. Brown, 250 East Avenue, Rochester, NY 14604.

Help Wanted Sales

Immediate opening for experienced sales manager for pioneer, prestige midwestern clear channel station and sister FM station. Send complete resume to Box M-116, BROADCASTING.

Somewhere in the broadcast industry there is a salesperson or sales manager that would like to come to the midwest and become the local sales manager for a soul station in the market of 500,000. We suggest this person should be under 40 years old. Must be able to sell, must be able to motivate at least two other salesmen. Must be the kind of sales manager that is motivated by money. This position will bring up to 25,000 per year to the right person, plus fringe benefits including strong retirement plan. Send complete resume including recent photo to Box M-117, BROADCASTING.

Northeast Group needs aggressive, take-charge Sales Manager for AM-FM combination. Local sales development and management potential a must. Live and work where air is still air and money isn't bad either. 15-20K. More if job gets done. Equal Opportunity-Affirmative Action Employer. Box M-121, BROADCASTING.

Sales Manager for major eastern city suburban station. To lead staff of three and make agency calls. From \$13,000 to \$15,000 to start against 15% comm. Send picture and resume to Box M-126, BROADCASTING.

Top contemporary in medium market is seeking knowledgeable, aggressive salesperson. Opening in 3 to 6 months, created by promotion within company. Take over existing list. Resume, sales record and references in first letter. Box M-130, BROADCASTING.

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.

Help Wanted Sales Continued

Experienced, aggressive salesperson wanted by full time, top rated progressive FM for unique opportunity in college town. Resume, references, salary requirements. WVBR/FM, 227 Linden Avenue, Ithaca, N.Y. 14850. No calls.

Sales Manager, Young, Active. Draw plus override for California station. Call Ms. Erdmann (collect) 301-652-7707.

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.

Help Wanted Announcers

Mature, experienced person desired for news and di combination position. MOR adult format. Secondary New England market. Equal opportunity employer. Box K-167, BROADCASTING.

Announcer, Maryland country station. Will train talented beginner. Also, opening for salesperson or combo position: Announcer-Salesperson. Box M-153, BROADCASTING.

Midwest medium market contemporary AM looking for experienced personality for fast moving creative evening show. First ticket. If you sound like a pro send resume and references. Box M-165, BROADCASTING.

Ready for PD? You may be our person. Mid-West news and talk station. Box M-175, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Art Brooks, KPOW, Box 96B, Powell, WY 82435. An equal opportunity Employer.

WCRC Cheraw, S.C. needs a good announcer. Good pay and working conditions. Must have a good voice. Will consider a beginner. Call Mike Orr at 803-537-7887 or write P.O. Box 631, Cheraw, SC 29520. No collect calls accepted.

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.

Need contemporary jock for one of the biggest sounding medium markets around. Salary plus benefits. Send tape and resume to Richard Coolman, program director, WGOM, Box 538, Marion, IN 46952.

Opportunity of a lifetime. Number one station for 28 years. Contemporary music. Experienced announcer with creative production ability. Send tape and resume to: Robert McKay, III, WKRM, P.O. Box 113, Columbia, TN 38401.

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: WSER, P.O. Box 38, Elkton, MD 21921.

Five Figure Salary, for creative, entertaining morning personality. 24 hour mod-country offers great position for right person. Strong production necessary. No beginners please. Free hospital, dental, life insurance and yearly bonus at Christmas. Non-remuntable tape and resume to Mike Malone, WUNI Radio, P.O. Box 4614 Mobile, AL 36604. An Equal Opportunity Employer.

"Broad," fringes, good facilities, good people and a #1 station are what you want—right? I'll give you that in exchange for "dynamite" production and good airwork. Tapes and resumes to John Harmon, WVOJ 1435 Ellis Road, S. Jacksonville, FL 32205, 904-388-0766 E.O.E.

New radio station needs air talent. FM stereo-contemporary format. 2 station mkt. serving 150,000. Send air check & resume to Scantland Broadcasting, Box 358, Marion, OH.

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-189, BROADCASTING.

AM-FM facility in Rocky Mountain West seeks full-time Chief Engineer. Must have directional and automation experience. No air work. Send resume with experience, references, salary requirements and recent photo to: Box K-204, BROADCASTING.

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.

Chief Engineer, experienced in proof, FCC, maintenance, managing men and construction, for Indiana, Ohio, Kentucky area station. AM-FM-automation etc. Box M-170, 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.

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.

Wanted chief engineer. Must be tops in character and ability. Big gospel AM station in southwest. Send resume to Box 5283, Longview, TX 75601.

Chief engineer for AM-FM. Send resume c/o Ralph Carlson, Box 7760, Salt Lake City, UT 84107.

Young chief engineer with references, first phone, who loves to shape up audio, maintain 500-watt non-directional AM, willing to work board (no announcing) and put proposed Class C FM on air. Mountain West City. TRI/Media Communications, P.O. Box 4102, San Fernando, CA 91342.

Help Wanted News

Newscaster 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.

News person wanted to take charge of western Massachusetts 2-man news department at a station where local news is the most important product of the station. Rush resume to Box M-154, BROADCASTING.

Top-Rate adult station in Midwest expanding news staff needs high-caliber newswoman. Top earnings in market area, plus guaranteed pay hike, plus fully paid fringe benefits. Send tape and resume to News Director, KBGM Radio, Box 1737, Sioux City, IA 51105.

Wanted—2 professional newsmen 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.

Wanted: News Director for small to medium market. Fair pay but excellent opportunity for current newsmen to expand in supervisory capacity. Air check and resume required and telephone call. No collect 502-583-2676.

New radio station needs News Dir. FM stereo-contemporary format. 2 station mkt. serving 150,000. Send air check & resume to Scantland Broadcasting, Box 358, Marion, OH.

Help Wanted Programing, Production, Others

Top-rated contemporary station in major market looking for an exceptional, promotion-minded program director. Must be thoroughly knowledgeable of the music scene today. A superb administrator and air personality with a proven success story. Compensation in excess of \$40,000. Include detailed resume with first letter. Everything held in strictest confidence. Equal Opportunity Employer. Box M-169, BROADCASTING.

Service-information station needs qualified program director. News, sports, farm, talk, PA, opportunity. Adult MOR. Life quality—good. WILQ AM/FM, Frankfort, IN 46041.

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 newscast 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.

Christian Manager seeks station with owners first purpose to serve the Lord. 10 years experience. Box M-69, BROADCASTING.

MOR/Modern Country PD with proven record and major market numbers. Box M-88, BROADCASTING.

Former, prominent Alabama broadcaster desires relocation in Dixie radio. Thoroughly experienced in all phases. Have first. Mature, reliable, stable. Take charge or work with reputable operator. Box M-138, BROADCASTING.

Station owner, market 10,000-15,000. Do you need top radio man like you? Interested in bottom line—strong sales, management, programming, engineering, background. I have sold all program concepts including modern country. Work with you. Looking for a real pro, solvent with cash? Let's talk. Box M-149, BROADCASTING.

Manager, salesman, engineer and automation consultant seeking new challenge. Experienced in small medium and large markets so location is not as important as opportunity. Ideal situation would be chain operation but all opportunities considered and all inquiries answered so tell me approximately what you are looking for in first letter. Box M-150, BROADCASTING.

Top billing AE desires radio sales management position. 4 years experience top 20 market, major group, degree, mass media, marketing, 1st phone, married, 26. Box M-163, BROADCASTING.

Situations Wanted Sales

Radio Sales Pro 4 years nat'l. sales exp. Previous agency buying exp. Seeking station that needs aggressive young sales manager, salesman in N.E. Box M-113, BROADCASTING.

Young aggressive college graduate wants to relocate in your city. Radio experience in top 10 market. Agency and direct client exposure. Inquire: Box M-124, BROADCASTING.

Beautiful music expert desires sales management. South-Southeast. References. Box M-137, BROADCASTING.

Sales absolutely, veteran producer medium market former station manager, prefer street to office, renews more important than 1st sale, top references—reasonable, pre-emptively employed. Need help. Call C. Jackson 812-825-5807, or write: 3739 Plaza Dr. Bloomington, IN 47401.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box M-5, BROADCASTING.

FM personality with first phone and major market experience can make you a winner. Box M-52, BROADCASTING.

Announcer longs to return to New York. Experienced. Knowledge of standard music extensive. Good music preferred. Box M-114, BROADCASTING.

DJ-1st phone, A.A. Journalism, B.A. Broadcasting, innovative productions, excellent news, humor and rap. Tried TV but not impressed, need radio gig. 415-726-6217 or Box M-129, BROADCASTING.

Country jock. Fast pace modern country. Pro sound, looking for permanent and advancement. 26 yrs. Have third. Now working 5 am mornings 5 kw AM. Prefer nights at small to medium station with reaching power. Board work, interviewing, sales, commercial writing, work fact sheet, live, remotes. Inquire only if you like people. Box M-144, BROADCASTING.

"100, 3, 1." Experienced Music Director/DJ seeking similar position with "Hot 100 Country" station. 3rd endorsed, #1 rated. Co-operative, creative. Long air shift preferred. Box M-159, BROADCASTING.

Young aggressive announcer. Seeking his first job. Third phone, endorsed, will relocate. Edward Hallisey, 514 West Road, Ridley Park, PA 19078. 1-215-833-1948.

Personality announcer wants to relocate. 13 yrs. experience. DJ show and/or sports desired. Family man, no drifter. 616-846 2139.

Experienced, well trained with third endorsed, Eagle Scout, excellent references. Will relocate. Preferable southern Michigan or Florida. Gary Eaken, 313-398-8785.

52 and ignored! Can you use twenty five years background? Big bands to Montevani. Broadway, Hollywood, etc. Glenn Martin, 811 Tennessee Ave., Fort Wayne, IN 219-436-8781 First phone.

Experienced first phone, announcer, sales oriented, professional sound, conscientious, dependable. Bill Hannen, Prior Lake MN. 55372, 612-447-2835.

Jock/Newsman. Dependable, versatile, aggressive, experienced. Tight board. 3rd endorsed. L. Walters, 212-496-4569, 18½ Monaco Pl. Brooklyn, NY 11233.

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, first. Dick Houser, 5421 Fifth Avenue, Fort Myers, FL 33901.

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.

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 produce! Ernie Singer, 604 Doane Ave., Claremont, CA 91711, 714-624-0380 (weekdays 714-623-5525).

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.

Chief engineer, experienced AM-DA, FM, SCA, TV. Strong on troubleshooting, installation, both transmitter and studio. Eastern market preferred. Box M-118, BROADCASTING.

Group T.D. or Major Market Chief. Eight years broadcast experience including field engineer with major equipment manufacture and management position. Expertise in FM from maintenance to planning and FCC filings. Box M-123, BROADCASTING.

Situations Wanted Technical Continued

Engineer/announcer, seeking position with small/medium market station that wishes an improved sound. Honest, ambitious and dependable. 8 yrs. experience. Box M-151, BROADCASTING.

Married, 23, first phone, desires position as switcher or MC. Willing to relocate anywhere, available Dec.-Jan. Resume on request. Box M-168, 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 Hejtmank, 46 Stonegate, LaGrange Park, IL 60525.

Situations Wanted News

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.

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-38, BROADCASTING.

News person, good writing, great delivery, looking for 1st break. College grad., relocate. Box M-90, BROADCASTING.

Skilled newsman, producer, writer. 3 yrs. experience plus Masters Degree. Seeking serious medium market news operation. I'm your hardworking, dedicated professional. Box M-97, BROADCASTING.

Mr. Station Manager, if you really care about your major-medium market station, and how it sounds. You need a take charge news director, with over 15 years experience. 1st phone. Consider telephone talk show. Box M-110, BROADCASTING.

Sports director, pbp all sports. Looking for the station that respects sports. Experience on the high school and college level. Experienced jock and news too. Box M-141, BROADCASTING.

Sports. Sports-News Combo. Four yrs. commercial experience. Proven football, basketball, hockey, baseball pbp. Entertaining commentaries. Actualities advocate. Box M-164, BROADCASTING.

No nonsense mature pro. 13 years experience. 7 in present position near NYC. Can do it all, including public affairs. Looking for position in established news dept. Box M-167, BROADCASTING.

News oriented Elkins Grad. Will accept additional duties. College degree. 1st phone. Prefer Colorado/western U.S. Dave Tanin. 11819 Washington, Northglenn, CO 80233. 303-451-7061.

Young aggressive newsman with major market experience looking for news and sports pbp west or southwest. Jim 303-798-6185.

Experienced radio journalist seeks position in radio or TV news. BSJ Steve Daggers, 6171 North Sheridan, Chicago 60660. 312-761-2456.

Young woman with first phone looking for news position in D.C. area. Experienced. Nancy Wood, 612-645-2250.

Hard-working, cooperative newsman, pbp, sports, 1st phone, degree, married, willing to relocate, write 1661 Sacramento, #1, San Francisco, CA or phone 415-776-3231.

Sports, combo desired in midwest or midsouth. B.A., 7 years experience, stable, talented at PBP tight board, also MD. Chuck Smith, 506 Blane, Hopkinsville, KY 42240, call 502-886-8309.

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

8 year radio pro looking for off air program/operations manager position at adult contemporary MOR or rocker. Good broadcasters in medium or major markets only. All replies held in strict confidence. Box M-142 BROADCASTING.

First phone professional looking for program director position at Contemporary station. Nearly five years experience in all areas including Music Director and sales. Contract Henry Kastell, 1204 Hawk Avenue, Virginia Beach, VA 23456. 804-427-6475.

Situations Wanted Programing, Production, Others Continued

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.

TELEVISION

Help Wanted Management

Promotion manager, ready to move up to top 15 market. Strong on-air required. Box M-133, BROADCASTING.

Help Wanted Sales

Experienced retail TV executive salesperson to fill immediate opening in large Northeast Market. An equal opportunity employer. Box M-77, BROADCASTING.

Help Wanted Announcers

Strong, authoritative newscaster announcer wanted for top station in well known midwest top 50 market. Confidential replies to Box M-157, BROADCASTING.

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.

Wanted: Chief Engineer for small UHF station in southeast. Good benefits. Need immediately. Box M-128, BROADCASTING.

Chief engineer, ready to move up to top 15 market. Strong labor relations skills required. Box M-134, BROADCASTING.

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.

Accepting applications for control room operator-technicians with first class license. Experienced or will consider recent broadcast or technical school graduates as trainees. Contact chief engineer, WCOV-TV, P.O. Box 2505, Montgomery, AL 36105. Phone 205-288-7020. Equal opp. employer.

Video engineer for SUNY 2 year college in Upstate New York. Should have experience in maintenance and production operations of VTR, studio, RF distribution systems and willingness to work with technical students. First phone required. Salary \$9,000 plus, negotiable depending on experience, plus benefits. Contact Daniel Labelle, Auburn Community College, Auburn, NY 13021. 315-253-6508.

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.

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.

Help Wanted News Continued

Anchor. Wisconsin VHF looking for Producer-Anchor for top-rated 10 PM News. Send complete resume and salary requirements. E.O.E. Box M-51, BROADCASTING.

Wanted: Experienced news producer to assemble 6:00 p.m. cast now getting a 74 ADI share. Edit wire, handle mail and telephone, participate in story conferences, coordinate assignments. You'll be the capstone in a small market newsroom devoted to more than shovel sessions and ribbon cuttings. If you care about quality news and can handle the in-house details, send your resume and salary requirements to Box M-108, BROADCASTING.

Wanted: News dir/anchor to lead talented 10-man news department in single station market. Need seasoned pro tired of metro hassle, and pressure to fill screen with schlock and dancing girls. Strong management support and creative latitude. \$12,000 to start in pleasant University town. Send resume to Box M-109, BROADCASTING.

Upper midwest medium size station wants newperson who can anchor, organize and coordinate news dept. Must be a worker. Salary based on experience. Send photo, resume & references to Box M-146, BROADCASTING.

Strong, authoritative newscaster wanted for top station in well known midwest top 50 market. Replies, strictly confidential, to Box M-156, BROADCASTING.

Needed now! Medium size station in upper midwest needs versatile announcer to do Sports/Weather and some news. Send VTR (or photo & audio tape) to: General Manager, KXON-TV, P.O. Box 1049, Mitchell, SD 57301.

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.

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.

Production manager, ready to move up to top 15 market. Detail commercial production experience required. Box M-135, BROADCASTING.

An over 100 station in the southeast has an opening for a creative services director. This is a demanding job that requires a person with above average leadership abilities and experience in television writing, 16 mm. and 35 mm. filming, and videotape production. Must be a good organizer to obtain the maximum output from the people and equipment in the department. Salary open. An equal employment opportunity employer. Box M-152, BROADCASTING.

Group-owned, top-50 market, network affiliate is seeking experienced, qualified person to manage promotion department. Must know sales and audience promotion, have ideas, understand ratings and research and be able to administer department, plan and execute campaigns, budget and produce results. If you're an assistant and want to be top banana, send resume, samples, photo, details to Box M-158, BROADCASTING.

On-air promotion. Good video, graphic technique, will also handle radio, some print. Call Al Callahan, WCPO-TV Cincinnati, 513-721-9900. EOE M/F.

Situations Wanted Management

Marketing oriented GSM seeks sales management challenge. Eight years of 30% plus annual revenue increases in major and small market. Aggressive, people motivator. Box M-111, BROADCASTING.

Hard Selling general sales manager. Considerable experience in all station and rep operations. Seeks new opportunities and challenges. Prefer top 50 market. Box M-140, BROADCASTING.

General Manager with strong production; program background. Sales exp. includes station and Rep. Have put 3 V's on air in last 5 years. One Indie and two ABC net operations. If you need help in any department, contact me. My references can stand the test. Box M-173, BROADCASTING.

Management/Engineering/Sales. 14 years experience, television broadcasting and cable television engineering. Management and sales, design, construction, maintenance, VHF/UHF, AM/FM and Cable TV. 1st FCC. ASEE, \$20K plus. Phone 404-778-8316 or write P.O. Box 296, Cornelia, GA 30531.

Situations Wanted Sales

Strong in all phases. Great at sales development. Have computer background. In radio-TV 20 years. Box M-162, BROADCASTING.

Situations Wanted Technical

First phone, radio endorsement, color operations and maintenance experience. Resumes. All offers considered. Box M-143, BROADCASTING.

Chief engineer, BSEE, 15 years experience. Prefer west coast. Box M-160, 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.

Sports. Two years of strong air experience. Personable and consistent, on air and off. Photography. Local emphasis. Box M-17, BROADCASTING.

Sports. Anchor team axed, 8-year veteran available, not greedy. Extremely knowledgeable, up-tempo, visual sportscast, features and specials. Would consider news position. Box M-60, BROADCASTING.

Reporter, MS Broadcasting Journalism. Versatile, good writer. Need break. Video tape available. Box M-102, BROADCASTING.

Experienced public affairs producer (radio) seeks TV News/Public Affairs Dept. to write and produce. Box M-119, BROADCASTING.

TV news reporter in Washington, D.C. seeking reporter position at east coast or midwest TV station. Black, 5 yrs. exper. with a knack for hard as well as feature news coverage. Video tape available. Box M-125, BROADCASTING.

Producer, reporter, director. Black. Experienced. TV-Radio. Box M-139, BROADCASTING.

Move over Howard! News, sports, writing, film, editing experience, immediate delivery! 1-314-838-3640 or Box M-148, BROADCASTING.

Veteran anchorman sick of NYC rat race. Skilled all aspects TV News. Proven ratings getter. Will consider anchor or anchor/ND. If your news standards are high, your area is pleasant, schools are good, let's talk. Box M-171, BROADCASTING.

Seeking work, experience with video tape, projection, radio & TV audio. Willing to relocate and work in any facet of the industry. Maryanne Knetty, 4618 South Western, Chicago, IL 60609. 312-927-5211.

Professional meteorologist with common touch. No. 1 twenty consecutive years. Prefer starting January-February, however consider sooner according to your need. Dan True, 806-622-1870. Rt. 2, Box 48, Amarillo, TX.

Situations Wanted Programing, Production, Others

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.

Successful advertising/promotion director (AM-FM-TV) with leading CBS east coast middle market affiliate. Experienced in TV production & merchandising, radio sales, sales management and print. Creative flexible (Ms. or Mrs.) looking for a move back to major market TV. Box M-161, BROADCASTING.

Experienced production manager/director/cameraman leaving southwest. Relocate anywhere. 602-992-5092 mornings.

TV Prod. Trainee. Remember the person who gave you your first break? I need that foot-in-the-door break. B.A. Communications. 201-944-6361.

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 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.

Situations Wanted Management

I have some capital and good understanding of the successful Columbus, Ohio 2-way system with pay TV. I will manage the installation and initial operation of a similar system for you if I can buy in as part owner. Box M-112, BROADCASTING.

WANTED TO BUY EQUIPMENT

Pair Ampex 2000B Recorders, Velcomp, Mincom, Editek, Air. Complete, with spare head. Good condition. Full details please. Box M-99, BROADCASTING.

Wanted: Old Collins 21-A 5 kw. A.M. Transmitter. Box 52, Greenville, S.C.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

G.R. 916A R.F. Bridge. Clean condition and calibrated, \$375. Box M-93, BROADCASTING.

(2) TK42's complete C.C.U., monitoring and cabling. In very good condition. Contact Alan Nuzum, C.E. 806-383-3321, KAMR-TV, Amarillo, TX.

1-154 foot guyed Windcharger tower with lighting, available for immediate delivery. Make us an offer. No reasonable one will be refused. All prices F.O.B. Butte. Call or write Shag Miller, KBOW, Butte, MT 59701.

For Sale RCA TT25BL 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.

For Sale: Approximately 2,000' 51.5 ohm 3/8" flanged Steartite 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.

Magnecord parts: Largest stock in the country. Factory prices. Try us for hard to find items. Dunn Industries, 12157 Valliant Dr., San Antonio, TX 78216 512-349-2953.

1-KW FM Transmitter, RCA BTF1-C including spare tubes and solid state rectifiers, less exciter and harmonic trap. \$650 Communications General 714-753-9133.

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESSCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

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.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$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.

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

Free! Three hour Christmas program. Very saleable! No obligation! For information, write: Mike Shea KOKX Radio, Keokuk, IA

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

Program directors. Looking for something old to generate new business and ratings. Nostalgic sounds of the 30's, 40's and 50's, Broadway and film musicals, old time radio, facts and trivia. Direct from NYC college station. Personal collection, original 78 RPM records. Sample show contact: Michael Linder, 235 Buttrick Dr., Plainfield, NJ 07060. 201-757-0649.

Small college, radio and television facility, desires donation of three camera pedestals (Houston Fearless or equiv.), audio board, turntables and film chain, all donations tax deductible. Send information to Gary Allen, T.V. Center, Auburn Community College, Auburn, NY 13021

Glenn Miller tribute: 3 hours, suggested broadcast on 30th Anniversary of disappearance December 14. Original recordings, narrator: Tex Beneke. Book now. GAF, Box 2394, Southgate, CA 90280. 213-430-9212.

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.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Jan. 6, Sept. 30, Nov. 11. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

FCC license the right way, through understanding. Home study. Free catalog. Genn Tech., 5540 Hollywood Blvd., Hollywood, CA, 90028.

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.

LIVE—WORK—PLAY

BIG WYOMING

Minimum 1 year experience. Annncrs.—News—Sales. Photo-Tape-resume to: Ray Lansing, P.O. Box 1873, Cheyenne, WY 82001.



WHAT TO DO IF YOU'VE OUTGROWN YOUR PRESENT RADIO MARKET.

Take the big step to the number one radio station in a booming top-25 metro market! Of course not everybody can walk into this type of responsibility. The job requires an experienced, thorough professional. We're looking for a strong MOR-CONTEMPORARY personality who knows how to keep a huge audience in his grasp. He's already proven himself in a top-50 market, and now he's ready for the big time. Lots of pluses in addition to top salary and excellent working conditions — skiing, boating, major league sports, first rate theater, a nationally respected art gallery and symphony orchestra, and much more! Are you that personality? Let us hear from you. Sure it's a big step, but if the shoe fits

Write Box M-155, BROADCASTING

Situations Wanted Management

After 19 years I've applied to buy my own FM station. Pending FCC approval, I still have 3 to 6 months to turn around one more FM station for one final employer. Please call after 4 p.m.—(313) 882-2534.

COMPLETE BROADCASTER

Available immediately. 21 years radio-TV, age 38. Built two highly successful stations. Experience: VP-GM, radio, sports director TV-R, sales mgr., pgm. mgr., news dir. Interested in G.M., Radio, or Sports, Radio and/or TV, (in combination with sales or programming if necessary). Metros please Don Roberts (207) 623-3976.

Situations Wanted Announcers

Gotta' Minute?

Humorous personality, small market PD, looking to return to larger area as jock. Clever mind, can follow directions, exp. with most formats. To find out who I am, where I am, and why I am, call (215) 644-3679.

AVAILABLE

Started working for stations at 15 (now 22), spent last two summers on the staff of a Net. O&O, now finishing college.

I'd like to find a "Pro" station to sink my feet into. Available December 1974. Contact: Art Buist c/o 4449 Tullock's Woods Tr. Rockford, IL 61103.

Phone (312) 492-8702 or (815) 964-9988.

ENGLISH RADIO AND TV ANNOUNCER

BBC-trained, excellent radio and TV credits, young, lively and intelligent.

Presently holding very well paid job with a British network TV company as station host seeks a challenging assignment with a west-coast radio (MOR, Classical, Chet) or TV station. Already familiar with the Californian broadcasting scene.

Available from January 1st 1975 for engagements of 6 months minimum.

INTERESTED? Send inquiries and requests for tapes and photos to Mr. Kevin Morrison, ATV Centre, BIRMINGHAM B1 2JP, ENGLAND.

Situations Wanted Programing, Production, Others

Solid academic credentials and experience: same in broadcasting. Wants to join College or NPR station as PD or producer-director. Currently has 4 radio series on air (1 national). Available now.

Box M-120, BROADCASTING.

8 YEAR RADIO PRO LOOKING FOR OFF AIR PROGRAM/OPERATIONS MANAGER POSITION AT ADULT CONTEMPORARY MOR OR ROCK-ER. GOOD BROADCASTERS IN MEDIUM OR MAJOR MARKETS ONLY. ALL REPLIES HELD IN STRICT CONFIDENCE. BOX M-142, BROADCASTING.

CREATIVE PRODUCTION DIRECTOR

Major mkt exper. inventive, fast, capable. Versed in commercials, promos, sp. features, agencies etc. Knowledge of equipment. Organized. Available soon—unstable management. All considered.

Box M-145, BROADCASTING.

PROGRAM DIRECTOR

Currently programing leading AM-FM in top 10 market . . . will consider Adult Contemporary or Top 40 in top 25 market. Experienced with excellent credentials and references. Your response will be confidential. Box M-166, BROADCASTING.

TELEVISION

Help Wanted Management

CREATIVE JOURNALIST

Intelligent, energetic, ambitious person with Master's Degree can fit into management position with growing company, if you can combine your education with the practical aspects of television news. Send resume and photograph to Box M-147, BROADCASTING.

Help Wanted Sales

ACCOUNT EXECUTIVE

Our radio, television and cable TV clients have a continuing need for entry level account executives. Sales experience not necessary, but helpful. We want candidates who have graduated from college within the last three years, including June '74 grads. Send complete resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago IL 60631.

Help Wanted News

Four TV News Weathercasters Needed

- 1) Major Market—top ten
- 2) Medium market

Send Resume and VTR to:

Box 586

Marion, Iowa 52302

Help Wanted Programing, Production, Others Continued

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.

Box M-95, BROADCASTING
An Equal Opportunity Employer

Situations Wanted Sales

General Sales Manager. Top 20. Currently employed. Desires rep. or medium-sized market management opportunity. Excellent track and references and results oriented.

Box M-107, BROADCASTING

Situations Wanted Announcers

Nation's top financial TV Broadcaster and talk show host available through syndication or live.

Details to:

Box 2327

Stateline, Nevada 89449

Situations Wanted News

NEWS DIRECTOR

20 years major and minor market television and radio news experience. Top administrative abilities. No hurry, presently employed—but, looking for career opportunity.

Box M-115, BROADCASTING.

TOPFLIGHT SPORTS DIRECTOR

now available, due to current economic climate, for sports-oriented TV or radio-TV combo. I personally recruited and hired this talented experienced man 2 years ago. He is the best at PBP I've ever heard. Active in public and community relations, he made many friends for Ch. 67. This outstanding pro must be considered executive material, too. Write or call:

JACK LAFLIN
723 Towne House Village
Hauppauge, LI, NY 11787
AC 516 582-4078

I am pleased to recommend him highly. He will be an asset to your organization.

DAVID H. POLINGER
Pres.-G.M.
WSNL-TV Ch. 87, Long Island

Miscellaneous

"WHAT'S IN THE CAN?"

\$ \$ For Your Station \$ \$

Pro on sales producer! Inexpensive, unique, money-making promotion. For info. & sample, call or write today!

813-821-0986

KEY MARKETING CORP., P.O. BOX 650
ST. PETERSBURG, FL 33731

TV SLIDES: \$6^{ea}

- * HAPPY THANKSGIVING
- * SEASON'S GREETINGS
- * CHRISTMAS GREETINGS
- * MERRY CHRISTMAS
- * HAPPY NEW YEAR

SEND FOR COMPLETE LIST

BOB LEBAR FILMS 240 E. 55 ST. NYC 10022

ATTENTION

- RADIO STATIONS
- TV STATIONS

WOULD YOU BE INTERESTED IN A P.I. DEAL THAT PAYS YOU 100% ON LEADS???

FOR INFORMATION
CALL COLLECT
317/257-1359

Wanted To Buy Equipment

UHF TRANSMITTER WANTED

Need used 12½ KW transmitter for use on UHF Channel 28

Contact:

James Meek
P.O. Box 9225
San Antonio, Texas
(512) CA 7-4141

Wanted To Buy Equipment Continued

WANTED TO BUY

Used AMPEX VTR 1200B should have (1) Updated Servo (2) Velocity Comp. (3) Head Optimizer (4) Monitor Bridge (5) Big Editor. Will discuss 1200's without all of above modifications. Contact Maurice Gannaway, WHP-TV, Box 1207, Harrisburg, Pa. 17108. Tel. 717-234-3211.

Employment Service

A SUCCESSFUL CAREER IN BROADCASTING
Starts With A Subscription To



Box 61, Lincolndale, N.Y. 10540

Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, PO's, News, Sales and Engineers

\$5.00 per month (4 issues); \$12.00 3 months (12 issues); \$30.00 12 months (50 issues)
Remit Cash With Order, Please!

Wanted to Buy Stations

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.

Box M-71, BROADCASTING.

Seeking successful small market radio station with owner who wants to retire for partial interest and management control with buy out over several years. Broadcast executive with 20 years experience. I will run while you relax.

Box M-172, BROADCASTING.

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

For Sale Stations

SOUTHEASTERN KENTUCKY

DAYTIME 1,000 WATT AM HAS SHOWN STEADY PROFIT GROWTH FOR PAST 12 YEARS. \$220,000. 29% DOWN. BALANCE AMORTIZED OVER 7 YEARS AT 8%. IDEAL OWNER-OPERATOR SITUATION. NO BROKERS.

Box M-122, BROADCASTING.

West Coast full time AM and full power FM with good profits and good record in attractive market. Asking \$3,000,000 with some terms available to qualified buyer. Perfect acquisition for radio group operator looking towards expansion. FM offers good growth potential.

Box M-131, BROADCASTING.

For Sale Stations Continued

Small market CBS television affiliate available for less than \$2,000,000. Responsible buyer can arrange good terms with long payout. Excellent growth still available to new owner. Please include financial qualifications in inquiry.

Box M-132, BROADCASTING.

AM Full Time, good earnings New England

\$700,000. Exclusive with:
E. F. Hutton & Company Inc.
One Boston Place
Boston, Massachusetts 02108

617-742-9200, Ext. 36

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 500, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

Sm	1000 pot.	CATV	120M	29%
SE	Metro	FM	125M	34M
NE	Metro	Daytime	825M	Cash
W	Small	Daytime	75M	29%

CHAPMAN ASSOCIATES
nationwide service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco

Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

MAJOR SOUTHEAST MARKET 5,000 WATT NON-DIRECTIONAL DAYTIMER PRICED FOR QUICK SALE.

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

RICHARD A.
SHAHEEN, INC.
Media Brokers

435 N. Michigan Ave. Chicago, Ill 60611
312/467-0040



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.

200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138

New England office • St. Albans, Vermont 05478
(P.O. Box 270) • (802) 524-5963



SOVRAN
ASSOCIATES, INC.

BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

For Sale Stations Continued

Midwest Properties

AM Small Market	\$ 85,000.00
AM-FM Small Market	160,000.00
AM-FM Medium Market	235,000.00

Ralph E. Meador, Media Broker
P.O. Box 36, Lexington, Mo.
816-259-2544

BROADCASTING's Classified
works for YOU!

"...I thought you might be interested in the response to an ad which appeared in two issues of BROADCASTING Magazine. We are looking for a public relations man and the ad resulted in close to 100 resumes."

YOU BELONG IN
BROADCASTING!

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

RATES

Payable in advance. Check or money order only.

BROADCASTING'S CLASSIFIED

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 40¢ per word—\$5.00 weekly minimum.

—All other classifications, 60¢ per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All other \$45.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Profile

Kinley's quest at FCC: to assure cable its proper place under the sun

Along the corridors and in the offices at 2025 M Street in Washington that the FCC's Cable Television Bureau occupies, there is the usual hum of bureaucratic activity. There is not a great deal of excitement or electricity in the air, but there is a feeling of things getting done. And to David D. Kinley, the bureau chief, that is how it should be. For, he said, "I view myself as a regulator of the industry, not as a spokesman or advocate for it."

That sounds somewhat straitlaced, particularly coming from Mr. Kinley. He is a 33-year-old bachelor, who lives in a 100-year-old restored town house on Capitol Hill, tools around Washington in a Porsche or on a BMW motorcycle, talks approvingly of the good-looking and intelligent women in Washington, plays tennis, skis, takes flying lessons, and who, in a previous job as executive assistant to the acting director of the Federal Bureau of Investigation, suggested to his boss that he quit. It almost conjures up the image of a man who reads *Playboy*.

Nevertheless, Mr. Kinley is, obviously, a second-generation cable bureau chief. Sol Schildhouse, his predecessor, was a free-wheeling, unabashed advocate of cable. Indeed, that was part of the reason that then-Chairman Dean Burch brought Mr. Kinley to the commission in July 1973 as deputy bureau chief, with a kind of understanding that, if he proved himself, he would take over in due course. The commission's basic policy for regulating cable had been set; the time had come to implement it. And the commission was looking for more order, less excitement, in the cable bureau—particularly since it was about to double in size.

Mr. Kinley joined the commission with no background in communications and took over as acting chief after about five months of on-the-job training, when Mr. Schildhouse left the commission early in January. Obviously, he could not provide the kind of out-front leadership that Mr. Schildhouse, who had over 25 years' experience with the commission, found to his taste. Mr. Kinley decided to lean heavily on the human resources available. "I wanted to get the top guys here to act as a team, and to draw on their ideas and suggestions, to rely on them for advice—to ease into the job that way," Mr. Kinley says.

Mr. Kinley does seem to have taken hold. He presents the bureau's position at commission meetings and argues it, according to staffers, with skill; applications for certificates of compliance are being handled with increasing dispatch; commission agendas are loaded weekly with cable items, and years' old petitions for special relief are being disposed of. Cable bureau members say that, as a re-



David Dawson Kinley—chief, FCC Cable Television Bureau; b. June 28, 1941, Fort Worth; BA, Principia College, Elmhurst, Ill., 1963; LL.B., Harvard Law School, 1966; law clerk to late Judge Gilbert H. Jertberg of U.S. Court of Appeals for Ninth Circuit, 1966-67; law firm of Durley, Cearnal, Marshall & Callender, Oxnard, Calif., 1967-68; assistant to then-Lieutenant Governor Robert H. Finch; assistant to secretary of Department of Health, Education and Welfare, January 1969-March 1970; deputy assistant secretary of HEW for community and field services, March 1970-May 1971; executive assistant of civil division of Department of Justice, May 1971-May 1972; executive assistant to acting chief, Federal Bureau of Investigation, May 1972-July 1973; FCC, July 1973, assuming present post May 10, 1974.

sult, there has been an upsurge in morale. One lawyer who had been one of Mr. Schildhouse's recruits—when the commission still had a task force to work on cable matters, not a bureau—said: "I like Kinley. He's very bright, and he's a good administrator; he has developed communications within the bureau."

Mr. Kinley's performance in running the cable bureau seems to mark him as one of those bright young people who drift into government at fairly high levels, maintain important connections and develop into versatile mechanics, able to go to work on any job that needs doing.

He is a summa cum laude graduate of little Principia College in Elmhurst, Ill., earned his law degree at Harvard and as a young, Republican-oriented lawyer in Oxnard, Calif., joined the staff of then-Lieutenant Governor Robert Finch in September 1968. Mr. Kinley traveled with Mr. Finch as he campaigned for Richard Nixon that fall and, after the election, moved to Washington and the Department of Health, Education and Welfare, when Mr. Finch was appointed secretary. After Mr. Finch left HEW for the White House and Mr. Kinley was contentedly running the department's community and field services with the

title of deputy assistant secretary, he received a call from L. Patrick Gray III, who had been Mr. Finch's executive assistant but was now at the Justice Department, serving as assistant attorney general in charge of the civil division. Mr. Gray wanted Mr. Kinley to join him as his executive assistant.

Taking the job was to subject Mr. Kinley to some of the trauma of the Watergate scandal. For when Mr. Gray was named acting director of the FBI, on the death of J. Edgar Hoover, in May 1972, Mr. Kinley went with him. And after Mr. Gray was nominated to fill the director's post, on Feb. 16, 1973, Mr. Kinley suffered the agonies of his boss when Senate investigators questioned Mr. Gray sharply on his handling of the Watergate investigation. Finally, on April 6, 1973, the nomination was withdrawn.

But the real disaster was still ahead. On April 27, the *Washington Post* reported that Mr. Gray was said to have destroyed documents taken from the safe of Watergate burglar E. Howard Hunt. "I was," Mr. Kinley recalled the other day, "the first member of Gray's staff to say he had to resign."

For a while, Mr. Kinley's government career seemed to be over. He was seriously considering job offers from two law firms in California. But at that point, another contact from his days at HEW, Charles Lichtenstein, had a suggestion. Mr. Lichtenstein, who had moved over to the FCC as Dean Burch's administrative assistant and had been planning to sign on with Mr. Gray at the FBI, urged Mr. Kinley to talk to Mr. Burch about the deputy's job at the cable bureau. The field was totally new to Mr. Kinley, but the job appealed to him for that reason. "It seemed," he says, "an interesting challenge."

Since then, Mr. Kinley has developed an interest in and concern for cable television, if not a passion. He feels the FCC has a mission with respect to cable—to see to it that its potential for service to the public is realized. And he is confident that, despite its present economic difficulties, cable's future is as "bright as ever."

But he also says that the commission's actions in the cable area must be "consistent" with its "other responsibilities." In other words, cable isn't to drive broadcasting into the ground. And the potential of which he speaks is, at least in the long run, in such things as digital and two-way services, data transmission and computer interlinks. In his view, pay cable and broadcast retransmission are important as a means of generating the revenues to provide the other services, not as ends in themselves.

Thus, his visions of the future do not seem to correspond with those of some cable operators. But, then, in Mr. Kinley's case, it is not hard to distinguish the regulator from the regulated.

Editorials

Ready for action

The Television Bureau of Advertising's 20th annual meeting this week comes at a sensitive time in the national economy and in TVB's own affairs. The bureau is refocusing its energies and moving out in new directions, under a new president, while the economy — but who needs to be told what the economy is doing? The question there is less what than to what extent.

There are detailed reports on TVB and on television elsewhere in this issue, keyed to TVB's first 20 years. As one of those accounts notes, television faces the current economic uncertainties from a position basically superior to that of newspapers or of magazines. Not only is its business currently healthy, but it lacks some of the bigger built-in costs — newsprint, high distribution expense — that keep rising to bedevil the print media. Radio has essentially the same advantages as television, plus the special hard-times attraction of low rates.

No medium is recession-proof, and broadcasters would be foolish if they failed to treat the current economic outlook with respect. But they need not dispense with confidence. The economy may test their mettle — and perhaps impose unanticipated initial strains on TVB's movement into new channels — but under any circumstances both broadcasters and the TVB are dealing from strengths that their counterparts in other media can only envy.

A touch of self-restraint

The Federal Trade Commission has set in motion a curious rulemaking to establish standards for the substantiation and exposure of nutritional information in food advertising. The procedure consists of three parts.

In part one, the FTC has proposed rules to govern the advertising of products for which nutritional claims are volunteered. The food content would have to meet FTC standards before claims could be made, and the substantiation would have to be prominently reported in the advertising.

In part two, the FTC, without endorsement, has submitted for comment a much stiffer set of proposals urged upon it by its staff. The staff would require almost all food advertising to contain information on food composition, including announcements of the absence of nutritional values.

In part three, the FTC has deferred action on a staff proposal to restrict advertising of foods with high sugar content. The commission is awaiting results of a Food and Drug Administration study of the effects on such products on the public health.

It must be said that the FTC has acted with better judgment than its staff commands. Part two of the procedure, if adopted, would be a wrecking machine. Food advertising would be all but killed on radio and television where commercials could not accommodate the nutritional detail the FTC staff wants. The net effect would be less rather than more food information reaching the public. Part three, if the staff had its way, would restrict or prohibit all advertising of foods containing sugar in quantities that the FTC thought excessive. The FTC is wise to await medical advice from the FDA on this one.

As to part one, this publication has no competence to judge whether the nutritional standards proposed for volunteered claims are reasonable. Assuming they are, there

can be no real objection to their use by the commission as a guide in policing deceptive or misleading advertising. A serious question may be raised, however, about the proposal to require the inclusion of substantiation reports in the advertising. There is a vast difference between a government order deleting material that violates the law and one directing advertisers to include specific information in their messages.

In the FTC staff quarters the calendar has already been set ahead to 1984.

Nothing sacred

An evangelist rode into Battle Creek, Mich., a couple of weeks ago with a message against sinful programing on television. The next Sunday a little band of parishioners gathered at the church where he had spoken and burned their television sets. One woman put the match to her console because she had heard a character on the *Mary Tyler Moore Show* say "damn."

That reaction would seem amusingly eccentric if it did not remind us that perspectives on television morals have become distorted on a larger scale in Washington. As reported elsewhere in this issue, there is to be a summit conference in the capital this week on the exercise of new controls — as though network schedules reeked with sex and violence.

The evangelists have been at work, demanding that the FCC root out evils that most viewers have yet to perceive. The summit participants would be well advised to leave their matches at home.

Front 40

Last Friday, as this issue of *Broadcasting* was tucked in, Washington's prosperous communications bar hosted its biggest party — to observe the 40th anniversary of the FCC as measured from the adoption of the Communications Act in 1934. Honored guests were FCC members, past and present. Paul A. Porter, the distinguished septuagenarian attorney, himself a former FCC chairman (1944-46), was the MC.

Before the Federal Communications Bar Association undertook the gala, the question was asked: Why the 40th? Why not wait until the golden anniversary, the 50th? At first no valid answer surfaced. Then one old timer observed that in another decade fewer first-generation characters would be around to celebrate.

Decision affirmed.



Drawn for *Broadcasting* by Jack Schmidt

"... When they were advertising for a traffic director, I thought they meant ..."

"Thanks a lot, WIOD."

For the Morning and Evening traffic reports with the 610 Sky Patrol

For the exclusive coverage of University of Florida football

For the Weekend fishing reports



For the exclusive coverage of the World Champion Dolphins

For the open mind of Alan Courtney

For music and news

"You're welcome, South Florida."

We love everyone of you. Dol-fans. Gator fans. Fishermen. Commuters. Open phone followers. We love all you music and news lovers. And we've loved you for nearly fifty years now. We listen to you. We get letters from you. We're involved with you.

And we act and react to things that matter most to you.

And you can bet we'll be broadcasting to you for, at least, another fifty years. That'll make a solid century of bringing you the things that matter the most.

WIOD

610 RADIO MIAMI, THE VOICE OF FLORIDA

A Communications Service of  Cox Broadcasting Corporation

Represented nationally by the Christal Co.

Auditing the IRS

This year, as for many years, the Fetzer radio station in Kalamazoo invited representatives from the Internal Revenue Service to appear on the program AT YOUR SERVICE to answer questions and explain tax forms.

After the program, the District Director of the IRS wrote, "I can think of no effort more helpful to more taxpayers than the type of radio program offered by WKZO and made successful by your talents."

Helping people understand complicated tax rules is another part of Fetzer total community involvement.



The Fetzer Stations

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

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