

Special report: The top 50 agencies of 1974
At issue: \$30 million in refunds of FCC fees

Index to departments on back cover

Broadcasting Dec 9

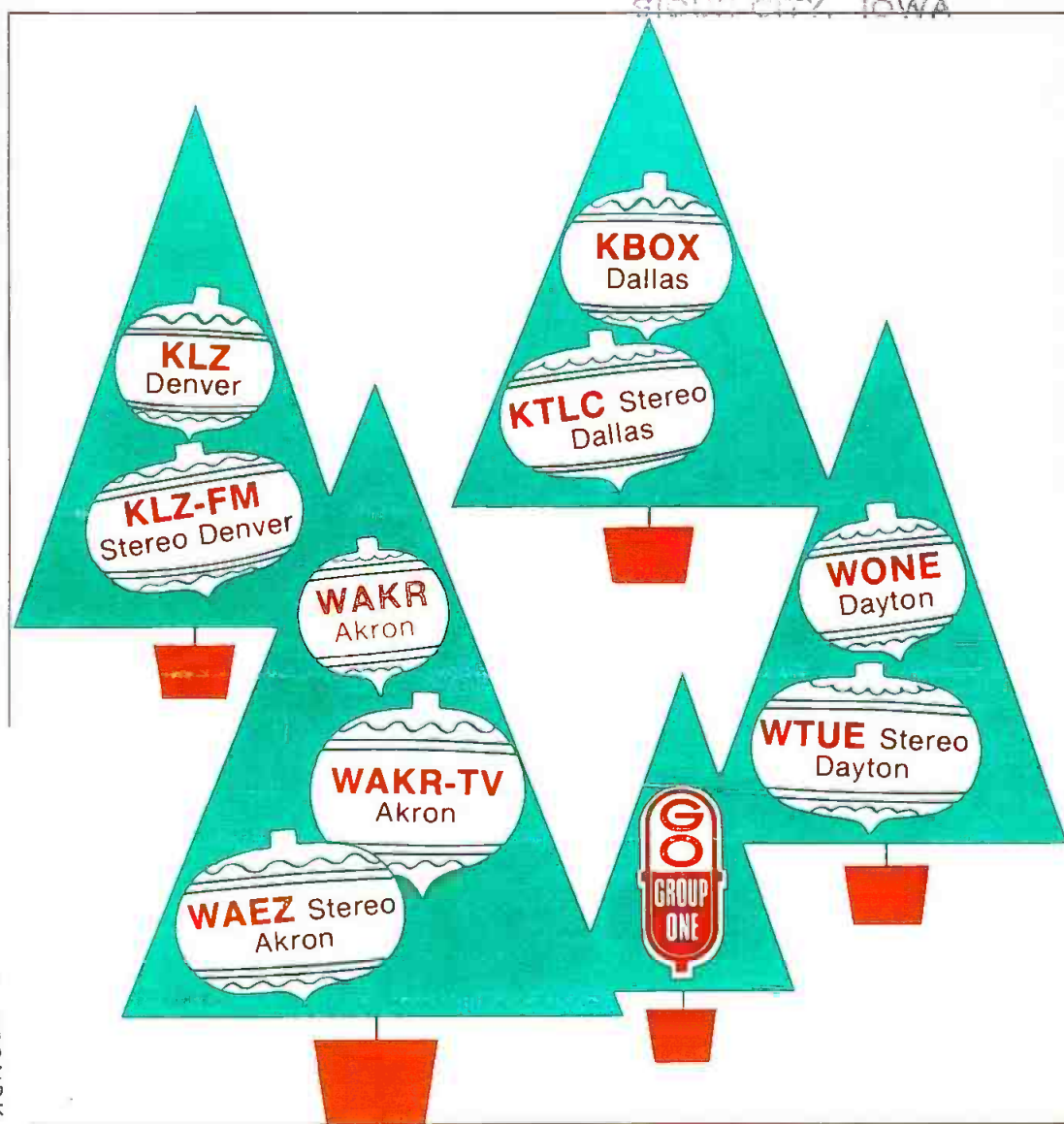
The newswEEKly of broadcasting and allied arts

Our 44th Year 1974

Dec. 9, 1974

NEWSPAPER

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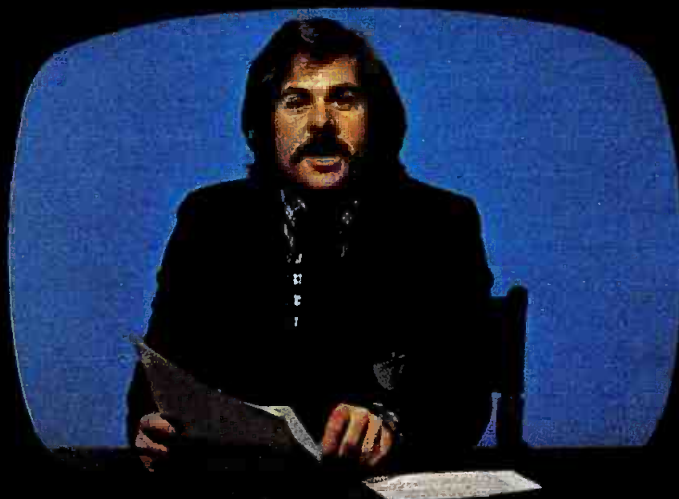
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Blair Television also represents LIN Broadcasting's WAVY-TV, Norfolk-Portsmouth-Newport News, Virginia; and WAND-TV, Decatur-Champaign-Urbana-Springfield, Illinois.

*Formerly WBAP-TV

The 10:10 knockout on the 11 o'clock news:
Channel 7.



"...we expect to have a filmed report for you later on."

The 10:10 knockout on the 11 o'clock news:
Channel 4.

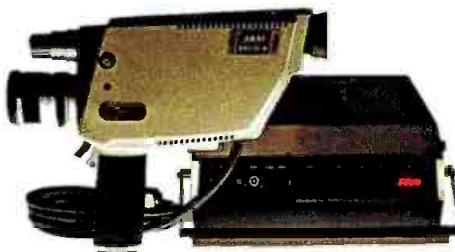


The Akai VTS-150. It can make the difference between news you can only talk about and news you can show:

Ray Karpowicz, General Manager KSD-TV "One afternoon the Fairmont Racetrack in Illinois burned to the ground and KSD sent a crew out in a helicopter. Over the site, we moved slowly as possible and held the Akai VTS-150 to our chest to reduce vibration. The system worked to perfection and we had the story on at 6 o'clock."

Steve Currie, Director of Broadcasting WCBD-TV "When

Gen. Alexander Haig visited "The Citadel" in South Carolina, his press conference began at 4:30 P.M. We took an Akai VTS-150 with us and returned in plenty of time with the story edited and ready to be televised



on our 6:00 P.M. News."

Ray Miller, News Director KPRC-TV "The prison break attempt in Huntsville occurred in late afternoon nearly 100 miles from Houston. We flew the Akai to Huntsville, got some pictures, talked to a prison official, and got back to Houston in time for our 6:00 P.M. News."

The VTS-150. It weighs only 22 pounds. It costs only \$6995. It can go anywhere. Shoot anything. Edit anything. In minutes. Ready for airing. We think it's revolutionizing broadcast journalism. Just watch.

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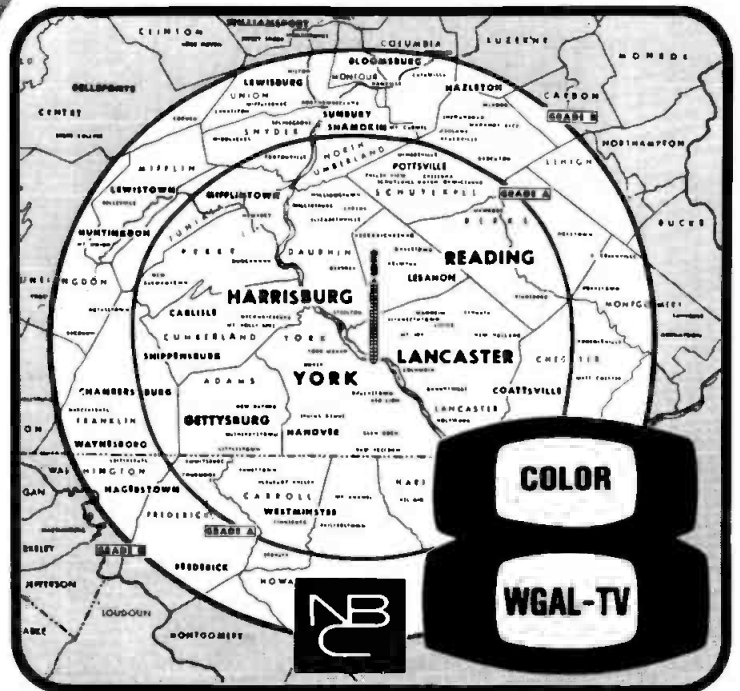
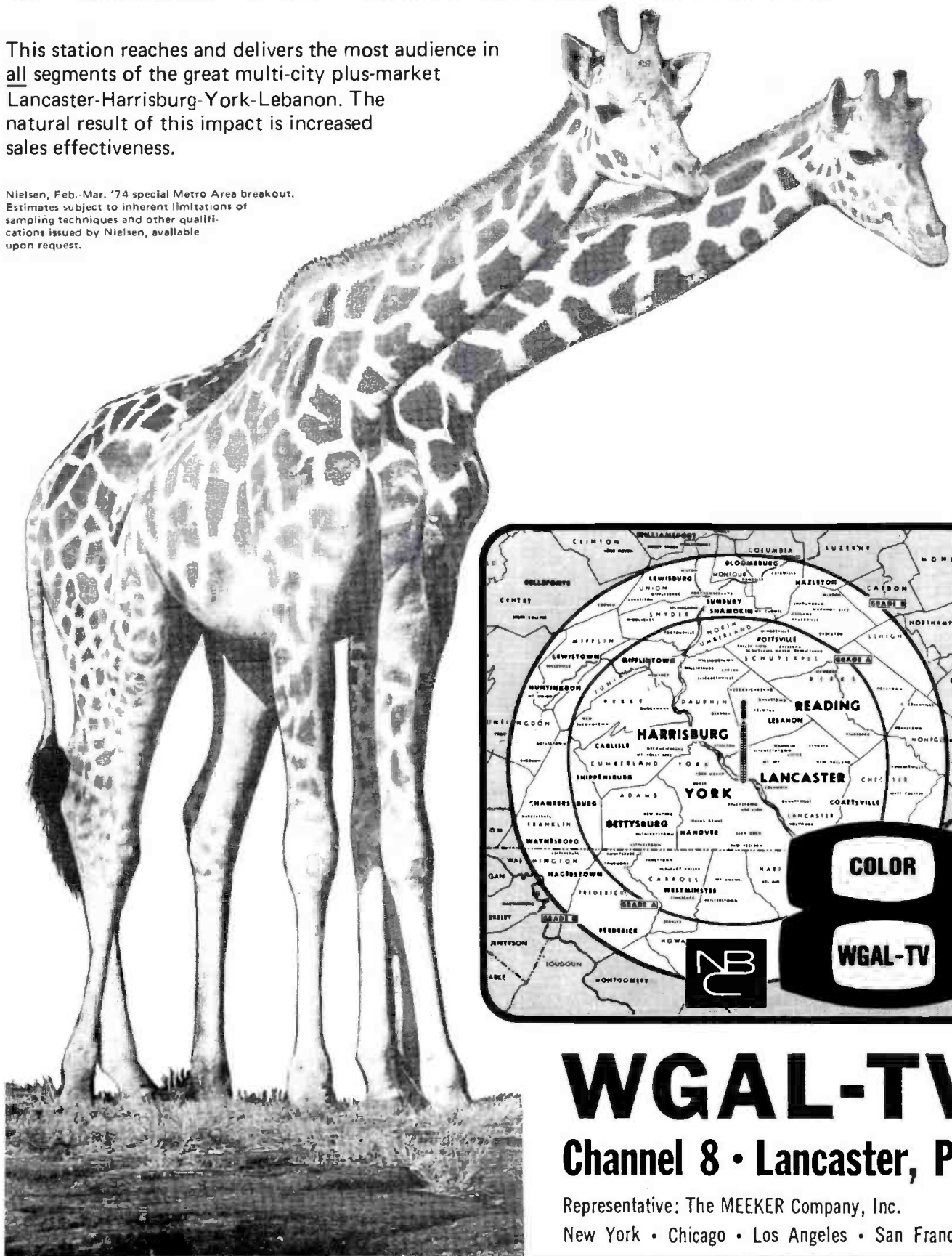
People watch the news to see the news.

2139 EAST DEL AMO BLVD., COMPTON, CALIF. 90220

WGAL-TV OUTSTANDING FOR ITS AUDIENCE REACH IN THE TOTAL MARKET

This station reaches and delivers the most audience in all segments of the great multi-city plus-market Lancaster-Harrisburg-York-Lebanon. The natural result of this impact is increased sales effectiveness.

Nielsen, Feb.-Mar. '74 special Metro Area breakout. Estimates subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.



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Channel 8 • Lancaster, Pa.

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

STEINMAN TELEVISION STATIONS

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

Closed Circuit®

Back in FCC's court. With license-renewal legislation all but written off for this session of Congress, FCC is expected to turn to its own resources to deal with problems it sees in renewal area. Commission will probably draft policy statement governing handling of comparative hearings involving renewal applicants. At moment, 1965 statement is controlling in such cases. It was designed to cover only cases involving new applicants, but commission applied it in WHDH case in 1969.

In addition to policy statement, commission in new year is bound to turn its attention to number of matters that have been in cold storage while Congress considered renewal legislation. One involves completion of rulemakings dealing with ascertainment requirements for commercial and noncommercial stations; another, reworking of commission's renewal form for radio. What's more, there is interest in revising renewal form used by noncommercial radio and television stations — for openers, drafting separate forms for two services.

Outside help. In considering revision of comparative hearing criteria, FCC won't lack advice. High officials of National Association of Broadcasters are beginning to think FCC is only hope for renewal relief, now that legislation seems out of question at this Congress. NAB is pessimistic about getting bill in next Congress, is thinking about proposals to submit to FCC.

Not like thunder. Second-season premiere of CBS-TV's *Tony Orlando and Dawn* last week (Wednesday, 8-9 p.m. NYT) may have been least auspicious in memory. CBS sources say it was pre-empted by 20 stations representing estimated 12% of network's potential homes, making it worst premiere-week pre-emption disaster they could remember. In many if not most cases, they said, pre-emptions were for syndicated *Billy Graham Crusade* 25th anniversary celebration. Other sources point out pre-emptions in such cases are relatively commonplace, though they usually don't happen to strike premieres. Night before *Orlando* was hit, for instance, ABC-TV's *Marcus Welby M.D.* was carried on line-up 22 stations shorter than preceding week, and NBC's *Police Story* was down 29 stations.

Access. It was unusual combination of events that put President Ford on three TV networks last Monday at 7:30 p.m. — to anguish of stations losing station time and of White House aides who would have preferred 9 or 10 p.m. and larger available audience. President, who wanted to hold televised news conference as soon as possible after receiving message from Soviet government confirming Vladivostok arms agreement, received it over weekend. But to go on in prime time on Monday presented problems.

President was scheduled to leave White House at 7:30 p.m. for Boy Scout banquet and award ceremony at Washington hotel beginning at 8 p.m. And to go on air after that event would have meant pre-empting ABC's Monday-night football — something President was not about to do. (As aide said, "The President likes to watch football too.") So President settled for 7:30 p.m. Washington time — and

4:30 p.m. Pacific Coast time — skipped Boy Scout dinner but showed up for award ceremony. Aides said presidential news conference or speech at 7:30 p.m. "probably won't happen again."

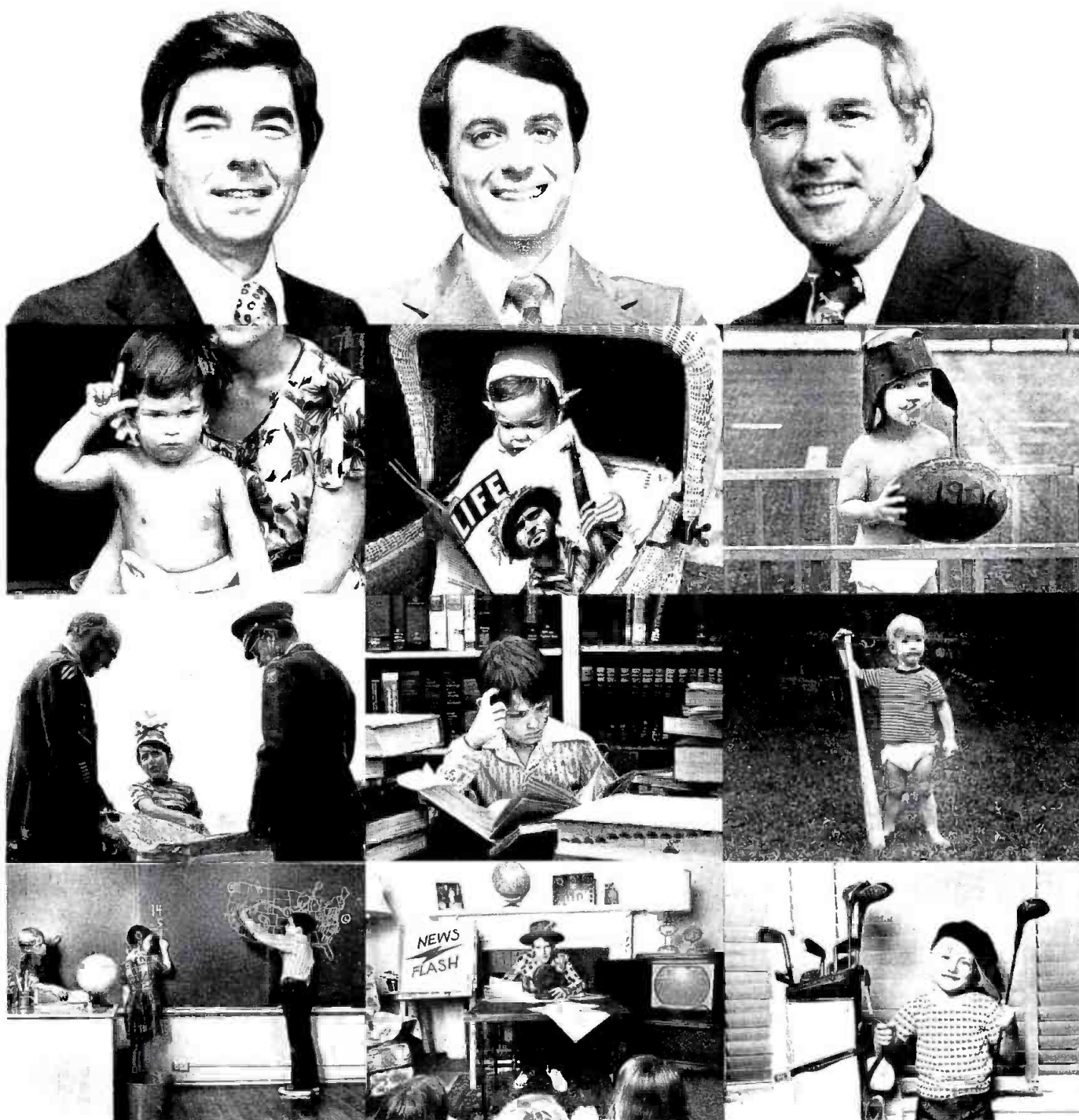
On the stump. Election of new officers of National Cable Television Association isn't until February, but some politicking was in evidence last week at Anaheim, Calif., convention of California Community Television Association. Two candidates were present: Rex Bradley, Telecable, present vice chairman, is candidate for chairmanship, and Burt I. Harris, Harris Cable, who sought chairmanship last year, is candidate for vice chairmanship. Other candidates to date are Dan Aaron, Comcast Corp., for treasurer, and Barry Zorthian, Time Inc., for secretary. Bruce Lovett, American Television and Communications, current chairman, is ineligible to succeed himself.

Maybe later. Proposal of Sandy Frank of Sandy Frank Program Sales Inc. that FCC ban stripping of programs in prime-time access periods does not appear to be idea whose time has come — yet. It's all but certain there'll be no reference to stripping in Prime-Time Access Rule III, due to be issued next week. But officials say there is possibility that FCC at later date will issue proposal for comment in further notice of rulemaking. They say antistripping rule could not be considered in decision on PTAR III because parties had no chance to comment on it.

Shows weak, audiences strong. With 13 prime-time network TV shows being dumped and 13 new ones coming in (*Broadcasting*, Dec. 2), it might be thought nighttime audience levels this fall had gone to pot. Not so. Analysis of Nielsen ratings for nearest parallel period — mid-September through October — finds household ratings this year averaging 19.3 to last year's 19.2, for statistically insignificant gain of 0.1. On persons-viewing basis, however, advance tended to be solid: Total persons rating was up about 6%, total women, 4%, and total men, 6%.

Life or death. Twenty-four small-market telephone companies will be allowed to hold on to cable television systems they own in their markets as result of FCC action last week. Commission granted their requests for waiver of rule banning such ownership. Ground for waiver: Systems could not survive without telco ownership. Commission gave five other companies 90 days to make additional hardship showing; if those showings fail to persuade, companies are to divest within another 90 days. Waiver requests of nine other companies were simply turned down, and systems involved are to be sold off within two years.

So-so. U.S. exporters of TV programs expect to close 1974 with foreign sales of about \$105 million, considered satisfactory but down from \$125 million in 1973 which was extraordinary year and provided overseas TV operations with product for several years. Distributors recently raised minimum prices in 13 countries, ranging from 100% in Saudi Arabia to 25% in Eire, and are considering other increases in number of major nations.



WSB-TV's Action News Team started training early to be Number One.

Anchorman John Pruitt, Meteorologist Johnny Beckman, and Sports Director Carl Sell bring years of involvement in their various fields to Action News. Their dedication and professionalism have paid off and Atlanta watches the Action News Team more than any other in the city.*

ACTION NEWS WSB-TV 2 ATLANTA



A Communications Service of Cox Broadcasting Corporation. COX BROADCASTING STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD-AM, WAIA-FM, Miami; WLIC-TV, Pittsburgh; KTVU, San Francisco-Oakland; KFI-AM, Los Angeles

*October, 1974. ARB. Audience estimates subject to qualifications available upon request.

Top of the Week

The rich get richer. Broadcasting's 22d annual survey of the top-50 radio-TV advertising agencies shows that a recessionary economy didn't keep them from enjoying another banner broadcast-billings year. J. Walter Thompson retains its top ranking, but the year's most impressive gains were made by Young & Rubicam. Capsule looks at what sort of year each agency had are interspersed with some highlights of 1974's more innovative broadcast advertising. **Page 21.**

Us too. Machinery to refund \$4.1 million in FCC fees to cable operators began working last week, and NAB representatives were quick to demand their share — to the tune of \$30 million. **Page 44.**

Shooting back. Lack of specificity was prime ammunition for California broadcasters' counterattack against petitions to deny. **Page 46.**

Moving in. A preliminary FCC decision has cleared the way for licensing of a Pacifica Foundation FM station in Washington, where commission and Congress may be able to experience firsthand controversial programming which has characterized other Pacifica stations. **Page 47.**

Throwing the latest stone. NAB President Vincent Wasilewski, speaking before Arizona Broadcasters, says if cable didn't live up to 1971 copyright consensus agreement, how can it be believed when it says it's not out after over-the-air television. **Page 50.**

Down for the count. FM broadcasters' hopes for passage of AM-FM car radio bill in 93d Congress were doused as heavy Capitol Hill workload buries the measure in Rules Committee. **Page 51.**

Partisan Service Announcements? A protest from 30 Congressmen has preceded the unveiling of President Ford's WIN spot campaign. Group charges that Ad Council deals in partisan-oriented platitudes in many of its spots. Request for FCC look into PSA development may follow. **Page 54.**

Recalling a crisis. Television's latest dramatic spectacular for home viewing will be ABC-TV's three hour recreation of the Cuban missile crisis, which purports to be historically accurate but may ruffle some feathers among those who participated. **Page 54.**

Exhorting the troops. Presidential adviser and former FCC Chairman Dean Burch and Ralph M. Baruch of Viacom International were the principal opponents of FCC's proposed new pay cable guidelines at California cable conference, and they urged delegates to make cable's desires known to new Congress. Mr. Burch sees FCC as overprotective of broadcast television's interests. FCC's James Quello spoke of possible relaxation of 1977 rules compliance deadline. **Page 56.**

Sparring over fairness. An Accuracy in Media luncheon was the scene of debate between broadcast news critic, Ernest Lefever, and former CBS news president, Sig Mickelson. Dr. Lefever charged CBS with one-sided view of national defense issues in its programming; Mr. Mickelson rebutted. **Page 58.**

The hard way. How George Wilson, Bartell's back-to-basics programmer, banished the bottle and became one of pop radio's leading lights. **Page 75.**

Nail in renewal coffin. Differences between House and Senate license renewal bills are so great and time remaining in 93d Congress so short that House-Senate conference on bill would be pointless now. That is message House Commerce Committee Chairman Harley Staggers (D-W.Va.) had for Representative Clarence Brown (R-Ohio), ranking minority member of House Communications Subcommittee, during meeting last week, according to knowledgeable source. Senate announced its conferees on day it passed bill (Oct. 8). Mr. Staggers never has.

OTP's Eger views with alarm reports of cable retreat on copyright, consensus agreement

John Eger, acting director of Office of Telecommunications Policy, has warned National Cable Television Association that its abandonment of agreement to support cable copyright legislation would make "more difficult" cable industry's present effort to ease regulatory burden on cable systems through "re-regulation."

Mr. Eger, in letter to NCTA President David Foster on eve of California Community TV Association convention in Anaheim, said he was "most disturbed" by trade press reports that NCTA was withdrawing support from copyright bill (S. 1361) approved by Senate. "Even more disturbing," he added, was report that NCTA board seems to have accepted view that NCTA was no longer bound by any part of compromise agreement reached in November 1971 among representatives of cable interests, broadcasters and copyright owners (*Broadcasting*, Nov. 25).

Compromise agreement was reached at prodding of former OTP Director Clay T. Whitehead and former FCC Chairman Dean Burch, paved way for commission adopting major package of cable television rules. Agreement committed parties to scheme of regulation, as well as to principle of copyright protection for broadcast programs relayed by cable.

"OTP has consistently viewed the consensus agreement as operative and binding on all parties," Mr. Eger said in his letter to Mr. Foster. OTP, he added, in participating in formulation of national cable policy, has considered itself bound by agreement's "terms and objectives" and has relied upon "ultimate implementation of its provisions, particularly those relating to copyright."

Enactment of copyright legislation, he added, is premise on which FCC's signal carriage, nonduplication and program exclusivity rules are based. "If cable industry withdraws its support of the consensus agreement," he said, "it would make more difficult the effort to lessen burdensome rules through 're-regulation,' an effort that OTP has endorsed."

Judge frees Nixon tapes for broadcast

White House tapes, containing in words of participants story of alleged cover-up of Watergate break-in, can be made available for broadcast. That, at least, was ruling of U.S. District Judge Gerhard A. Gesell, in Washington, in acting on petition filed by three networks and other broadcast interests. However, attorneys for former President Richard Nixon, who had opposed release of tapes, are expected to appeal judge's ruling.

Tapes covered by order are those that have been introduced as evidence in Watergate cover-up trial. They will not be released until that trial, now underway in Washington, ends. And Judge Gesell said actual release of tapes will be deferred pending receipt of suggestions on how tapes may be reproduced so that they may be made available to all members of public who want them, and on how "over-

commercialization" of tapes can be avoided. Interested parties have until Jan. 3 to submit suggestions.

President Nixon's attorneys said former President, one of major actors in drama picked up by recordings, would be embarrassed by public broadcast. But Judge Gesell said Mr. Nixon has no formal right to "prevent normal access to these public documents which have already been released in full text." His words, Judge Gesell added, "are public property and his opposition is accordingly rejected."

Johnson scores behind-closed-doors sessions between Wiley, network executives

Nicholas Johnson, who as member of FCC was often burred under commission's saddle, is resuming that role as chairman of National Citizens Committee for Broadcasting. He has denounced "secrecy" of FCC Chairman Richard E. Wiley's negotiations with networks on question of sex and violence in television programming and, after being turned down in request that members of public be allowed to attend commission-network meetings on that issue, wrote letters of complaint to Chairmen Warren G. Magnuson (D-Wash.) of Senate Commerce Committee and Sam J. Ervin (D-N.C.) of Senate Government Operations Committee.

Chairman Wiley said on Friday he had not formally rejected request for participation by NCCB or other public member in meeting. But he also said he was preparing letter that would reject it. He said such participation would not be productive in view of delicacy of negotiations.

"The potential for malevolence is obvious," Mr. Johnson said in letters to senators. He applauded networks' sensitivity to question of sex and violence on television, but also noted that license renewal legislation is pending before Congress and added: "In their zeal to please the Congress and push through their legislation, the networks may also remove from the air other controversial programming that is constitutionally protected." (License-renewal bill appears dead for this session ["Closed Circuit," Dec. 2]).

Mr. Johnson asked Senators Magnuson and Ervin to intervene with Chairman Wiley to permit public observation of FCC-network meetings. And in separate letter to Chairman Wiley restating request for permission for public to attend meetings with networks, Mr. Johnson said that if negotiations "are designed to eliminate or self-censor programming from American television screens, then it is essential that representatives of the public be present."

Chairman Wiley met with heads of ABC, CBS and NBC on Nov. 22 (*Broadcasting*, Nov. 25). Members of his staff are scheduled to confer on Dec. 9 and 10 with officials of three networks' program practices division to discuss in detail Chairman Wiley's suggestions that networks adopt techniques — involving scheduling and warnings to public — to protect children from programs aimed at adult audience. Scheduling of second and possibly climactic meeting between Chairman Wiley and top network brass will await outcome of staff-level session.

Commission faces Dec. 31 deadline for report to Congress on what commission has done or plans to do about sex and violence on television. However, it seems that at most commission will be in position to issue interim report. Commission may even ask for extension of deadline if Chairman Wiley feels public statement would adversely affect talks with networks.

Meanwhile, in Atlanta for speech to Georgia bar, Chairman Wiley last week was asked about his efforts to secure agreement with networks that would obviate need for government action on sex and violence on television. He restated his position that if negotiations do not lead to solutions, "then we have to look at the alternatives as far as government action is concerned." He added that he would not like to see government deciding whether public

would watch particular program. "In our free country, it would be very unwise," he said. "I'm trying to find a solution in the private sector."

Heard about that Puerto Rican uprising?

Site of National Association of Broadcasters winter board meeting next Jan. 20-24 was abruptly shifted from Cerromar hotel at Dorado Beach, Puerto Rico, to unselected hotel in Palm Springs, Calif., by vote of three of eight members of NAB executive committee last Friday. Action was taken in conference call arranged by Andrew Ockershausen of Evening Star Stations, chairman of NAB joint board. Harold Krelstein of Plough Broadcasting, chairman of radio board, said parent Schering-Plough officials in Puerto Rico advised against meeting there because of threat of political uprisings. Richard Chapin of Stuart Stations, immediate past chairman of joint boards, was third vote.

Earlier, Charles R. Dickoff of WEAQ(AM) Eau Claire, Wis., vice chairman of radio board, had reported some members were objecting to NAB custom of reimbursing directors only for domestic travel, meaning that Miami-to-Puerto Rico portion of air fare and ground transportation to and from San Juan, Puerto Rico, airport would be at their own expense.

Cable's big three — pay, copyright and de-regulation — consume CCTA meeting

Pay cable was pre-eminent subject discussed at annual convention of California Community Television Association meeting last week in Anaheim. Geoffrey Nathanson of Optical Systems and Gerald Levin of Home Box Office predicted next major move in medium will be interconnection of systems for formation of mass market for feature movies, sports and specialized programming. John Atwood and George B. Storer Jr., of Los Angeles's Theta Cable cited the system's "Z" channel pay movie service as responsible for half its new subscribers and \$1.8 million added annual revenues.

Two other major topics at CCTA meeting were copyright and cable de-regulation, and they were joined by John Eger, acting director of Office of Telecommunications Policy. He urged cable men to support pending copyright legislation (see separate story) and solicited them to side of OTP's cable legislation that it plans to submit to President soon after first of year. He said proposed bill would recognize cable as separate entity — not regulatory appendage of broadcasting.

Others who addressed copyright situation were National Cable Television Association President David Foster and NCTA director Edward Allen (Western Communications). Mr. Foster called for united cable front on copyright in light of "political realities"; Mr. Allen emphasized that legislation is going to be passed, but divided cable industry cannot hope to stand up to National Association of Broadcasters, Association of Maximum Service Telecasters, Motion Picture Association of America, networks and other broadcast groups.

NCTA copyright position was attacked by Robert Cooper, executive director of the Community Antenna Television Association, which has fought NCTA's stance in recent months. He said copyright bill, even if NCTA succeeds in obtaining all 10 revisions it has voted for, would still be "anticompetitive, anticonsumer, and probroadcast-er." "The greatest danger," he said, "is the establishment of the principle of copyright payment by CATV."

In panel session on cable de-regulation, it was emphasized repeatedly that cable industry wants out of compliance with FCC regulations in 1977 (20 channels, two-way capability, access channels for systems in top-100 markets). Nathan Levine, Sammons Communications, said his

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The "Commercial Impact Study" was made in Los Angeles in March and May, 1973. The percentages quoted here are estimates based on systematic random sampling and are subject to statistical variations inherent in the methodology.

A complete copy of the Simmons Study, including technical data and an explanation of the methodology, is available on request.

COMMERCIAL IMPACT STUDY

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firm has estimated it would cost CATV industry \$400 million to rebuild 500-odd systems in top 100 markets. James Ackerman, of Becker Communications, lending institution, says figure could go as high as \$500 million, and that capital in that amount is not available. (For earlier stories on CCTA convention, see page 56.)

Cables, educators get hot on satellites

Representatives of colleges, cable operators and educational film and video producers are scheduled to meet in Denver next week to form consortium that will seek either to buy time on existing commercial satellite or to buy and launch its own satellite for distribution of video educational materials and creation of cable networks. Exploratory meetings were held this fall, and according to Gordon Law, director of current ATS-6 satellite educational experiment under Federation of Rocky Mountain States, "the movement in the past month has been dramatic."

Consortium has been sparked by success of ATS-6, launched in May with funds from the Department of Health, Education and Welfare to relay education and health programs to about 10,000 students in Rocky Mountains, Alaska and Appalachia, but because satellite is scheduled to be moved to India next year, its users need to find another vehicle.

Bruce Lusignam, Stanford University professor working with Rocky Mountain group on consortium said there were several options, including buying time on Western Union's existing satellites, having WU launch its backup satellite with 2.5 ghz transponder "piggybacked" onto it, or buying and launching its own satellite.

Big boost to group's efforts would be passage of White House-sponsored bill, HR 17406, which would authorize HEW to provide financial assistance to health and education groups to buy time from commercial satellite services.

In Brief

Ch. 11 decision near. FCC administrative law judge's initial decision in five-year-old comparative hearing in which Forum Communications Inc. is seeking to supplant WPIX-TV New York on channel 11 is expected to supplant tomorrow (Dec. 10). Decision, by Judge James Tierney, is said to run some 250 pages. There was no indication last week which applicant is recommended for grant.

Bill's back. Bill Moyers will return to Public Broadcasting System with series of 20 weekly 60-minute reports on international affairs, beginning next month. Called *Bill Moyers' Foreign Report*, show is budgeted at \$1.1 million, \$500,000 of which will come from German Marshall Fund of U.S., \$200,000 from Corporation for Public Broadcasting, \$100,000 each from Ford Foundation and IBM and \$75,000 from Inter-American Foundation. Final \$125,000 is still to be raised. Series will be produced by WNET-TV New York.

Parting of the ways. Washington-Oakland, Calif., law firm which Sol Schildhouse, former FCC Cable Television Bureau chief, joined on leaving commission last year, has dissolved. Mr. Schildhouse will maintain relationship with partner Harold Farrow, whose office is in Oakland. Robert Cahill, another former FCC official — he served as aide to two successive former chairmen, Rosel H. Hyde and Dean Burch — will maintain partnership with another colleague, Joel Kaswell.

Close to home. FCC's third regional meeting, to be held in Washington, is scheduled for Jan. 8 and 9 and will draw members of public and broadcast industry from six states

— Delaware, Maryland, Virginia, West Virginia, North Carolina and Kentucky — as well as District of Columbia. Meeting for public will be held from 6 to 10 p.m. Jan 8 in government's Departmental Auditorium on Constitution Avenue. Licensees will gather for workshops beginning at 8:30 a.m. on Jan. 9 at Sheraton Park hotel. Commission contingent at both meetings will include Chairman Richard E. Wiley. Besides publicizing meetings through press and broadcast stations, commission will contact some 400 public-interest groups in area.

Late Fates. Sam Reiner, founder and chairman of S. Jay Reiner Co., New York, media buying service, has announced election of *Gene Camerik*, VP-media director of Ted Bates & Co., as president and chief executive officer. *John T. Gray*, head of Reiner's incentive area, becomes executive VP, and *Edward J. Goldstein*, chief financial officer of Tolley International Corp., becomes treasurer . . . *Lionel F. Baxter*, vice president for Washington affairs for Storer Broadcasting Co., will retire Jan. 1 after 20 years with company . . . *Jennifer Fitzgerald*, who was confidential assistant to Dean Burch when he was chairman of FCC and served on his White House staff, departed Sunday (Dec. 8) for Peking to become secretary to George Bush, U.S. ambassador to People's Republic of China . . . *Lee Waller*, 59, program manager for WTVJ - (TV) Miami, died Friday (Dec. 6) of cancer. She had been with station 25 years, was among first women to advance to senior programming post . . . *Linda Ann Labunski*, 25, daughter of broadcast executive Stephen B. Labunski, was found dead in her New York apartment last Monday (Dec. 2). Friends said Mr. Labunski, New York VP of Chuck Blore Creative Services and former president of NBC Radio, made discovery when he went to apartment after being unable to reach her over weekend. Death was attributed to brief viral illness. For earlier reports see "Fates & Fortunes," page 64.

Headliners



Moroney



Shapiro



Rifkin

James M. Moroney Jr., president of Belo Broadcasting Corp., (WFAA-AM-TV, KZEW[FM] Dallas-Fort Worth) has been elected chairman and continues as chief executive officer. **Mike Shapiro**, executive vice president, succeeds to presidency, continues as chief operating officer. Other related personnel appointments in "Fates & Fortunes," page 64.

Former FCC chairman and presidential counselor **Dean Burch** will leave White House staff to join Washington law firm of Pierson, Ball & Dowd. Story page 48.

M. J. (Bud) Rifkin, free-lance television consultant, New York, elected president, Four Star Entertainment Corp., Los Angeles. He is former president of Metromedia Producers Corp. and former executive VP of United Artists Television. According to Four Star, Mr. Rifkin will develop network prime-time projects and oversee sales activity of company.

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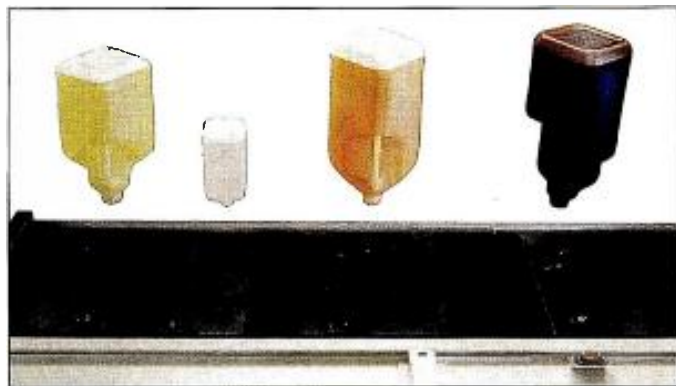
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Local News	22	For the Record	22	Programs	27
Local News	22	Local	22		



Datebook.

■ Indicates new or revised listing

This week

Dec. 12-13—State and regional cable TV association presidents meeting. Statler Hilton hotel, Washington.

Also in December

Dec. 17—Auerbach, Pollak & Richardson Inc. media conference. McGraw-Hill Auditorium, New York.

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 newsfilm competition, sponsored by National Press Photographers Association and Arizona State University, department of mass communications. Tempe, Ariz. 85281.

Jan. 16-17—Michigan State Cable Television Conference, first annual conference. Civic Center, Lansing.

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

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

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

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

■ Jan. 19-21—Illinois-Indiana CATV Association eleventh annual convention. Speaker: FCC Chairman Richard E. Wiley. Indianapolis Hilton hotel.

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. 22—New Jersey Broadcasters Association mid-winter managers' conference. James Rodio, WRD1-(AM) Hammon, chairman. Princeton University.

Jan. 25—Mississippi Broadcasters Association annual sales conference. Hilton hotel, Jackson.

Jan. 26-29—National Religious Broadcasters 32nd annual convention. Invited speakers: NAB President Vincent Wasilewski, National Cable Television Association President David Foster, FCC Commissioner Charlotte Reid and Dr. Billy Graham. Washington Hilton hotel, Washington.

■ Jan. 31—Deadline for entries, National Cable Television Association 1975 Cablecasting Contest. Tapes, ¾" cassette format, not to exceed five minutes. Contact: Lydia Neumann, NCTA, 918 16th Street, N.W., Washington 20006.

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. 1—Deadline for entries, 43rd annual Sigma Delta Chi Distinguished Service Awards contest, for notable performance in print and broadcast journalism during 1974. The Society of Professional Journalists, SDJ, 35 E. Wacker Drive, Chicago 60601.

Feb. 1—Deadline for entries, Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged in America. Awards Committee, 1035 30th Street, N.W., Washington 20007.

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

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

Feb. 4-8—South Carolina Broadcasters Association 1975 Winter convention. Wade Hampton hotel, Columbia.

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

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

■ Feb. 12—Annual stockholders meeting. Walt Disney Productions. Dorothy Chandler Pavilion, Music Center, Los Angeles.

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

Feb. 13—Southern Baptist Radio and Television Commission sixth annual Abe Lincoln Awards ceremony. Speaker: FCC Chairman Richard E. Wiley. Tarrant County Convention Center, Fort Worth.

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

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

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

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

■ Feb. 27-28—Georgia Cable TV Association 1975 annual convention. Speakers: FCC Chairman Richard E. Wiley and NCTA President David Foster. Atlanta Marriott motor hotel.

March 1975

■ March 1—Deadline for entries, American Bar As-

sociation Gavel Awards, 1155 East 60th Street, Chicago 60637. Materials published, broadcast or presented Jan. 1, 1974, to Dec. 31, 1974, considered.

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

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

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

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

■ March 26-27—Kentucky CATV Association spring convention. Continental Inn, Lexington.

April 1975

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

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

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

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

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

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

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

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

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Philadelphia
San Francisco

**Increase in
rating over year-ago
program**

AS A STRIP:

New York	up 75%
Providence	15%
Sacramento	50%
Atlanta	25%
Buffalo	40%
Portland, Ore.	17%
Nashville	25%
St. Louis	100%

ONCE A WEEK:

San Francisco	up 10%
Philadelphia	50%
Cincinnati	34%

“Concentration”

Goodson-Todman's

Every October survey of “Concentration” audiences in afternoon or prime-access time is a solid success story. Every one! Either as a time-period winner, a strong audience builder, or both.

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You know how well “Concentration” works! Once a week in prime-access time, as an afternoon or prime-access strip. Now, while you’re planning mid-season changes, think hard about the economy of stripping. And the

Increase in share over year-ago program

AS A STRIP:

New York	up 43%
Providence	24%
Sacramento	53%
Atlanta	13%
Buffalo	27%
Portland	24%
Nashville	16%

ONCE A WEEK:

San Francisco	up 21%
Philadelphia	55%
Cincinnati	31%

More 18-49 women than year-ago program

AS A STRIP:

New York	up 118%
Providence	35%
Sacramento	84%
Atlanta	47%
Buffalo	35%
Nashville	17%

ONCE A WEEK:

Philadelphia	up 47%
Cincinnati	100%

tration"

convenience. And the pre-primetime habitual viewing patterns which only a strip can fully exploit.

"Concentration" was network television's longest running daytime game show. Now this Goodson-Todman first-run production from Hollywood is in its second successful syndicated year. With a faster paced new format, a fresh new look, and popular Jack Narz as new host.

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PHONE: 301-588-4983

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

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

April 30-May 2—Washington State Association of Broadcasters 1975 spring meeting. Hotel to be announced, Yakima.

May 1975

■ **May 3**—The Society of Professional Journalists, Sigma Delta Chi, Distinguished Service Awards banquet. El Paso, Tex.

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

May 12—Awards luncheon, Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged in America. Washington.

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

■ **May 19**—National Academy of Television Arts and Sciences. Presentation of 1974-75 Emmy Awards New York and Hollywood. To be telecast on CBS-TV.

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

May 29-31—Associated Press Broadcasters Association 1975 national convention. Hotel Palacio Del Rio, San Antonio, Tex. Texas APBA annual meeting will be held at same time.

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

May (date to be set)—National Association of Broadcasters two-day workshop on children's television. Washington.

June 1975

June 1-3—1975 Video Systems Exposition and Conference (VIDSEC 75). McCormick Place, Chicago.

June 1-4—Summer Electronics Show, sponsored by consumer electronics group, Electronic Industries Association. McCormick Place, Chicago.

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

June 8-11—Broadcasters Promotion Association 20th annual seminar. Don Whitely, KBTW(TV) Denver, general chairperson. Denver Hilton hotel. 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.

June 12-15—Mississippi Broadcasters Association 34th annual convention. Ken Bailey, WBKH(AM) Hattiesburg, chairman. Sheraton hotel, Biloxi.

■ **June 20-21**—Florida Associated Press Broadcasters 1975 convention. Miami (hotel to be announced).

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

July 1975

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

July 17-18—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Toronto, Canada.

August 1975

Aug. 14-15—Arkansas Broadcasters Association summer convention. Arlington hotel, Hot Springs.

September 1975

Sept. 17-20—National Association of FM Broadcasters 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.

Major meeting dates in 1975

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

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

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

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

Sept. 17-20, 1975—National Association of FM Broadcasters 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.

Open Mike®

Bad week

EDITOR: An article published in BROADCASTING Nov. 18 reported that the National Black Media Coalition has ranked VHF network-affiliated television 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 rankings relate to the 1973 annual programming reports filed with the FCC by all commercial television licensees/permittees.

The NBMC study, according to BROADCASTING, ranks WDBO-TV Orlando, Fla., at the bottom of the top-50 ranking. We vigorously object to the unfavorable intimation contained therein since such a cold, statistical ranking does not adequately reflect WDBO-TV's programming of public affairs and total local programming effort.

Unfortunately, three of WDBO-TV's four regularly scheduled, locally produced public affairs programs were either pre-empted or had not premiered during the 1972-73 composite week used in preparing the 1973 annual programming report...

Had these programs been broadcast, WDBO-TV's percentage of locally originated public affairs programming would have been 1.6% instead of the 0.4% reported from 6 a.m. to midnight, and the station's percentage of local programming presented in that time period would have been 6.9% instead of the reported 5.7%. Further, had these programs been included, WDBO-TV's percentage for local programming during all hours of broadcast would have been 6.3% instead of the 5.2% reported in the BROADCASTING article.—Arnold F. Schoen Jr., vice president-general manager, WDBO-TV Orlando, Fla.

Latecomer

EDITOR: Your Nov. 25 issue carried a two-column story on the AM-FM radio bill and repeated a reporting tendency which has been much too consistent throughout nearly all of the stories you've carried on radio all-channel legislation. That's the tendency to create the impression that the National Association of Broadcasters is and has been the prime mover behind this effort to achieve equality for FM.

The fact is that radio all-channel legislation was first introduced in 1968 through the efforts of the National Association of FM Broadcasters and was kept alive solely through the efforts of NAFMB until 1973 when the Corporation for Public Broadcasting, the National Association of Educational Broadcasters and other organizations joined with NAFMB to form the Joint Committee for Radio All-Channel Legislation,

headed by Ken Cox. NAB never even attended a meeting of this committee until mid-1974. At that late date, NAB decided to support all-channel radio and contributed \$5,000. By that time, NAFMB and CPB had spent thousands of dollars and man hours, but NAB's token contribution and gesture of support were certainly welcome and appreciated. Since then, NAB has actively supported radio all-channel, and we're delighted to have them join us, no matter how late.—Abe Voron, executive director, National Association of FM Broadcasters, New York.

How the game is played

EDITOR: The National Association of Broadcasters fall conference in Denver was quite an experience. The first half of the get-together was so male-oriented I found it difficult to relate to any of it and never stayed to find out how the last half turned out.

The NAB must have known women would attend, yet it found it necessary to put everything in mundane, football terms. The "NAB Playbook" was humorless and worthless as was Dr. Herb True with his asinine take-my-wife jokes and matching referee costume.

The NAB does realize there are women on all levels of broadcasting, doesn't it?

It's somewhat unfortunate this association finds it necessary to waste time on carnival conferences. It's very unfortunate I wasted my money. — Linda Levenson, Linda Levenson Advertising, Aspen, Colo.

Those other guys

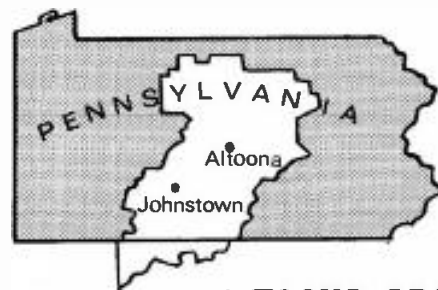
EDITOR: In response to the letter from Murray Arnold of Palm Springs, Calif. ("Open Mike," Nov. 25) complaining about the recent increase in the price of FCC Reports from \$56.40 to \$86.85, may I offer this clarification to all users of these reports:

The price of all federal documents is set not by the department or agency involved but by the Government Printing Office. The price is based on production and postage costs, plus a mark-up to cover GPO administrative expenses and the costs of such money-losing publications as *The Congressional Record* and others.

The costs of labor, ink and paper all have soared in recent months, obviously necessitating price increases by GPO.

It also should be noted that none of the receipts from the sale of any federal documents accrues to the department or agency that issued the material. All receipts go to the GPO. — Samuel M. Sharkey Jr., public information officer, FCC, Washington.

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TOTAL WOMEN
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TOTAL MEN



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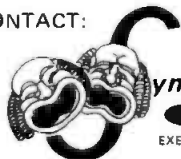
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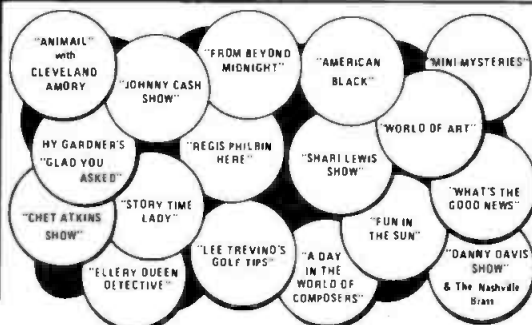
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Broadcasting Publications Inc., using the title
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Estate. Broadcast Advertising[®] was acquired in
1932, Broadcast Reporter in 1933, Telecast[®] in
1953 and Television in 1961. Broadcasting-
Telecasting[®] was introduced in 1946.



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Monday Memo®

A broadcast advertising commentary from Hal Giesecking, copy group head, Ogilvy & Mather Inc., New York

Some old travel tips that still hold true for advertising

Samuel Butler said, "The history of art is the history of revivals."

And so with advertising. Great "new" ideas in radio and TV commercials often are the result of reapplying successful "old" advertising techniques.

Here are four examples of how Ogilvy & Mather used proved travel advertising techniques in television and radio commercials for KLM Royal Dutch Airlines:

- Feature the natives. We show pictures of the natives, rather than happy tourists, in our print ads. People don't travel thousands of miles to see their neighbors.

Following the same logic for our radio commercials, we conducted on-the-scene interviews with the people of Holland. They were asked about the "surprises" waiting for travelers in KLM's home town, Amsterdam.

This was how a hostess on a sight-seeing boat described a candlelight cruise of Amsterdam's canals:

"It's very romantic. You can see everything so clearly at night from the water. All the old houses and statues are illuminated. And we serve you wine and cheese as you glide along."

On-the-scene interviews can also capture unexpected bonuses.

One day we were interviewing the management of the new Van Gogh museum. A very old man standing nearby seemed to know all about the paintings. We taped a short conversation with him. During the interview, he identified himself as Vincent Van Gogh.

It turned out he really was Vincent Van Gogh. He was the nephew and namesake of the famous painter. He talked about the paintings with more love and understanding than any words we could possibly have written.

A suggestion. Try to tape people while walking with them rather than conducting a formal, sit-down interview. People relax more. And they remember more when strolling through the setting that they are talking about. For example, we taped a family that actually lives in a windmill at Kinderdijk as they took us on a tour of their intriguing living quarters. Our conversation was frequently accented by the continuous woosh of wooden arms flashing past the tiny windows.

We also taped one of the caretakers walking through Madurodam, a faithful reproduction of a Dutch city 1/25th life size, and a woman who helps to look after the Kasteel De Haar, a restored 12th-century castle about 18 miles from Amsterdam.



In the past eight years at Ogilvy & Mather Inc. in New York, Hal Giesecking has created broadcast and print advertising for KLM Royal Dutch Airlines, American Express and the United States Travel Service. A former resident of Hawaii, he has traveled extensively throughout the world on travel projects in England, Holland, Italy, India, Burma and Hong Kong. He currently contributes travel articles to several national publications, including *Better Homes and Gardens*.

Here's a portion of her tape:

(Sound: footsteps on wooden planks of a drawbridge, huge wooden door swings open) "We are going over the moat now, into the hall. Now you can see all the beautiful Flemish tapestries. That one describes the battle between good and evil. . . . And here are the different music instruments of the middle centuries. . . . It's a fairy tale castle."

These on-the-scene commercials give the listener a you-are-there feeling. They also make the important point that most people in Holland speak English, their second language.

- Feature bargains. If you really do have a travel bargain to announce, be sure people get your message. Everyone loves a bargain, particularly these days.

The islands of Aruba, Bonaire and Curacao are important Caribbean destinations for KLM. These islands annually stage a "free spree" with a number of substantial free gifts for tourists.

Here's how KLM radio commercials announced bargain vacations, with natives of the islands naming the gifts:

Rental-car manager: "We'll give you a free rental car for the day."

Hotel bellman: "A free box of Dutch cigars."

Waitress: "A free bottle of wine."

Beach boy: "We'll take you for a free

glass-bottom boat ride."

This montage of voices allowed us to mention the word "free" six to eight times in each commercial. It's a grand old word that still works wonders.

The help of local tourist offices is often invaluable in creating these on-the-scene commercials. KLM alerted tourist offices in Aruba, Bonaire and Curacao before we took off from New York. They provided transportation and knowledgeable guides, lined up people for taping sessions everywhere from hotel lobbies to beachside and saved us hours of wasted time.

A few things we learned during these taping sessions. When working with amateur talent, it's best not to use scripts. We simply gave them the line, and let them repeat it back to us. Some embellished it with their own words, which was fine. We left the islands of the Dutch Caribbean in considerable awe of the language ability of the people. Most of the residents speak four languages.

- Spread the news. Featuring news is an effective technique in travel advertising. The news can be of your own making—an off-season rate, new equipment for an airline or new facilities at a resort. Or it can be information which deserves wider circulation among your customers.

When KLM television commercials were filmed in Holland, a KLM captain and stewardess were the on-film guides. Except for the opening of the commercials, their commentary was voice-over. This gave us the flexibility to make last-minute changes as the news changed.

For some time American travelers heard nothing but reports from Europe about the shrinking value of the dollar. Then suddenly the dollar began to climb again, but good news sometimes lags far behind bad news. Ogilvy & Mather recorded the voice-over commentary to include this new information—"Your dollar has soared in value."

- Give your advertising a burr of singularity. The average travel prospect is exposed to an enormous number of television commercials a year. Most register on the mind with the impact of a feather.

A television commercial for KLM showed an amphibious touring Amsterdam by water, an unusual burr that focused attention on the city's lovely canals.

You may want to keep your own record of techniques that are usually successful. Ogilvy & Mather does. These techniques are included in special internal slide presentations on travel advertising, food advertising, introduction of new products, etc. David Ogilvy has dubbed them "magic lanterns."

He probably is also responsible for the inclusion of a final slide: "Rules are made for the obedience of fools and for the guidance of wise men."

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



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DAYTONA BEACH-ORLANDO
A COWLES COMMUNICATIONS STATION

1 J. Walter Thompson 2 Leo Burnett 3 Young & Rubicam 4 BBDO 5 Grey Advertising 6 Ted Bates & Co. 7 Dancer-Fitzgerald-Sample 8 McCann-Erickson 9 Benton & Bowles 10 Ogilvy & Mather 11 Foote, Cone & Belding 12 SSC&B 13 William Esty 14 D'Arcy-MacManus & Masius 15 Doyle Dane Bernbach 16 Wells, Rich, Greene 17 Needham, Harper & Steers 18 Compton Advertising 19 Cunningham & Walsh 20 Kenyon & Eckhardt 21 Gardner Advertising 22 Campbell-Ewald 23 Marschalk 24 N.W. Ayer 25 Clinton E. Frank 26 Campbell-Mithun 27 Norman, Craig & Kummel 28 Ketchum, MacLeod & Grove 29 Tatham-Laird & Kudner 30 Bozell & Jacobs 31 McCaffrey & McCall 32 Post-Keyes-Gardner 33 Clyne Dusenberry 34 Lois Holland Calloway 35 John F. Murray Advertising 36 Honig-Cooper & Harrington 37 Warwick, Welsh & Miller 38 A. Eicoff & Co. 39 Kelly, Nason Inc. 39 Parkson Advertising 41 Daniel & Charles 42 Tracy-Locke 43 Warren, Muller, Dolobowsky 44 W.B. Doner & Co. 45 Erwin Wasey 46 Della Femina, Travisano & Partners 47 Arthur Meyerhoff 48 Carl Ally 49 DKG Inc. 50 Ross Roy Inc.

The Broadcasting top 50 advertising agencies of 1974

The biggest billers in broadcasting put down more money than ever on the electronic media in 1974; JWT remains the biggest, Burnett stays second, Y&R bumps BBDO

The downward rush of the economy in 1974 seemed to have had no effect on radio-television outlays by the top-50 broadcast billing agencies in the U.S. Their expenditures in the broadcast medium climbed again to record levels.

For the third year in a row, BROADCASTING's annual compilation of domestic TV-radio billings shows dramatic gains over the preceding year by the 50 leading agencies. Only in 1971 was there a setback as TV-radio expenditures plummeted by \$129.9 million because of the general recession.

Each year since 1971, TV-radio spending has risen substantially, with the amount of increase widening. For example, in 1974, combined TV-radio expenditures by the 50 major agencies

zoomed by \$166.3 million over 1973, which, in turn, surpassed 1972 figures by \$119.3 million. Broadcast spending in 1972 outpaced the sluggish performance of 1971 by \$89.75 million.

In line with the pattern of the last two years, television investments outstripped the previous year by a wide margin, while spending in radio dipped again, as it did in 1973. The outlay in television in 1974 skyrocketed by \$185.5 million over 1973, a record year, while the allocation to radio declined by \$19.2 million.

The compilation reveals that 33 of the leading broadcast agencies registered gains in billings in 1974, 12 suffered declines, two remained the same and three were new to the list.

Virtually unchallenged for the number one spot for many years has been the J. Walter Thompson Co., which remains in the top slot with \$246.1 million in TV-radio billings, followed by Leo Burnett U.S.A. which retains its runner-up position with \$217.4 million. Young & Rubi-

cam moves up to the number three position with \$212 million, supplanting BBDO which drops to fourth with \$198.5 million. Grey Advertising hurdles over Ted Bates into the fifth slot with \$158 million, as Bates settles into the sixth position with \$144.4 million.

The agency with the largest broadcast billing gain was Young & Rubicam, which plucked an additional \$35.8 million in 1974, resulting largely from its purchase during the year of five regional advertising agencies plus Wunderman, Ricotta & Kline, New York, a direct marketing firm. Others with large increases were J. Walter Thompson, up \$27.6 million; Grey Advertising, up \$23 million; Gardner Advertising, up \$21.9 million, and Leo Burnett, up \$21.4 million.

On the losing side of the ledger were Doyle Dane Bernbach, down \$14 million from last year; Dancer-Fitzgerald-Sample, down \$12.3 million; Ogilvy & Mather, down \$9.3 million; Tatham-Laird & Kudner, down \$9 million, and Ted

The Broadcasting top 50 advertising agencies and their 1974 radio-TV billings

(All dollar figures are in millions)

		Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast share of agency's total billings	Broadcast billings change (\$ from 1973	Agency's rank in 1973
1	J. Walter Thompson	\$246.1	\$226.3	\$152.3	\$ 74.0	\$ 19.8	\$ 5.7	\$ 14.1	52 %	+27.6	1
2	Leo Burnett	217.4	202.4	135.9	66.5	15.0	2.4	12.6	65.0%	+21.4	2
3	Young & Rubicam	212.0	190.0	138.0	52.0	22.0	3.3	18.7	65.6%	+35.8	4
4	BBDO	198.5	178.1	111.4	66.7	20.4	3.5	16.9	62.5%	+16.9	3
5	Grey Advertising	158.0	144.0	106.0	38.0	14.0	2.0	12.0	54.5%	+23	7
6	Ted Bates & Co.	144.4	136.5	95.0	41.5	7.9	1.8	6.1	65.5%	- 8.8	5
7	Dancer-Fitzgerald-Sample	135.7	130.7	85.9	44.8	5.0	2.9	2.1	70 %	-12.3	6
8	McCann-Erickson	133.0	113.0	69.0	44.0	20.0	2.0	18.0	61 %	+ 2	8
9	Benton & Bowles	130.0	124.8	89.8	35.0	5.2	1.5	3.7	76.5%	+10.9	11
10	Ogilvy & Mather	114.4	108.3	62.5	45.8	6.1	2.2	3.9	52 %	- 9.3	9
11	Foote, Cone & Belding	113.7	105.6	85.3	20.3	8.1	2.8	5.3	52.8%	- 8.3	10
12	SSC&B	110.2	101.0	81.1	19.9	9.2	1.3	7.9	76.6%	+ 3.4	13
13	William Esty	106.0	95.0	59.0	36.0	11.0	3.0	8.0	63 %	+ 1	14
14	D'Arcy-MacManus & Masius	105.0	90.0	55.0	35.0	15.0	1.5	13.5	51 %	+14.5	15
15	Doyle Dane Bernbach	96.0	91.0	65.0	26.0	5.0	0.0	5.0	49 %	-14	12
16	Wells, Rich, Greene	93.4	84.8	57.2	27.6	8.6	0.2	8.4	67 %	+ 6.4*	17
17	Needham, Harper & Steers	80.0	70.0	54.0	16.0	10.0	3.0	7.0	52 %	- 2.1	17
18	Compton Advertising	77.8	76.1	58.9	17.2	1.7	0.0	1.7	74.8%	+ 1.4	18
19	Cunningham & Walsh	77.4	72.1	38.2	33.9	5.3	0.3	5.0	73 %	+13.4	20
20	Kenyon & Eckhardt	61.8	54.3	31.5	22.8	7.5	2.4	5.1	61.2%	- 5.2	19
21	Gardner Advertising	53.0	48.2	36.5	11.7	4.8	0.0	4.8	60 %	+21.9	28
22	Campbell-Ewald	49.0	43.0	28.0	15.0	6.0	1.5	4.5	39 %	+ 1.5	21
23	Marschalk	43.2	40.6	23.0	17.6	2.6	0.0	2.6	68 %	+ 1.6	24
24	N. W. Ayer	41.7	37.8	19.2	18.6	3.9	.4	3.5	34.7%	- 3.6	22
25	Clinton E. Frank	40.8	32.8	17.6	15.2	8.0	.2	7.8	50 %	- 2.2	23
26	Campbell-Mithun	40.0	32.0	6.0	26.0	8.0	.5	7.5	50 %	+ 6.0	27
27	Norman, Craig & Kummel	39.0	37.7	22.5	15.2	1.3	0.2	1.1	56 %	+ 0.2	26
28	Ketchum, MacLeod & Grove	37.3	30.1	16.3	13.8	7.2	0.0	7.2	32.4%	+ 6.8	29
29	Tatham-Laird & Kudner	31.6	31.0	13.6	17.4	.6	.0	.6	50.2%	- 9.0	25
30	Bozell & Jacobs	31.0	21.3	5.3	16.0	9.7	0.5	9.2	32 %	+ 9.5	42
31	McCaffrey & McCall	31.0	30.5	28.0	2.0	0.5	0.0	0.5	44 %	+ 4.4	31
32	Post-Keyes-Gardner	30.6	25.4	15.2	10.2	5.2	1.0	4.2	41 %	+ .8	30
33	Clyne Dusenberry	26.7	25.1	8.7	16.4	1.6	0.0	1.6	81 %	+ 3.3	37
34	Lois Holland Calloway	26.5	24.0	6.0	18.0	2.5	1.0	1.5	80 %	+ 1.0	34
35	John F. Murray Advertising	26.1	25.1	12.0	13.1	1.0	0.0	1.0	89 %	+ 1.6	35
36	Honig-Cooper & Harrington	26.0	22.0	18.0	4.0	4.0	0.0	4.0	70 %	+ 3	38
37	Warwick, Welsh & Miller	26.0	22.4	20.0	2.4	3.6	.9	2.7	45.3%	+ .5	33
38	A. Eicoff & Co.	25.8	25.0	0.0	25.0	0.8	0.0	0.8	95 %	0.0	—
39	Kelly, Nason	24.0	22.5	14.0	8.5	1.5	0.0	1.5	83 %	0.0	—
39	Parkson Advertising	24.0	24.0	23.5	0.5	0.0	0.0	0.0	97 %	+ 0.5	36
41	Daniel & Charles	23.5	22.0	9.0	13.0	1.5	0.0	1.5	62 %	+ 5.0	44
42	Tracy-Locke	23.0	21.0	8.4	12.6	2.0	0.0	2.0	58 %	+ 9.4	50
43	Warren, Muller, Dolobowsky	22.5	20.5	7.5	13.0	2.0	0.0	2.0	80 %	0.0	39
44	W. B. Doner & Co.	22.4	18.5	2.5	16.0	3.9	0.0	3.9	69 %	+ 4.3	45
45	Erwin Wasey	22.3	20.3	12.5	7.8	2.0	.2	1.8	74 %	+ .8	41
46	Della Femina, Travisano & Partners	22.0	17.0	12.0	5.0	5.0	0.5	4.5	62 %	0.0	40
47	Arthur Meyerhoff	21.9	17.9	6.1	11.8	4.0	.6	3.4	88.8%	- 4.3	32
48	Carl Ally	20.8	18.6	9.6	9.0	2.2	0.0	2.2	49.9%	- 0.1	43
49	DKG Inc.	18.9	15.0	7.3	7.7	3.9	0.0	3.9	54 %	+ 1.8	46
50	Ross Roy Inc.	18.8	15.3	3.7	11.6	3.5	0.0	3.5	45 %	0.0	—

*1973 figure revised upward by agency to \$87.0 million.

Bates, down \$8.8 million.

Thompson was the leader in five categories in the compilation: for top broadcast billings, total TV, TV network and TV spot billings and radio network billings. Young & Rubicam captured the three other classifications: for total radio billings, radio spot billings and the agency with the largest broadcast increase.

Three agencies were new to the list: A. Eicoff & Co.; Kelly, Nason Inc., and Ross

Roy Inc. Dropped from the compilation were Tinker, Dodge & Delana; Henderson Advertising and Rosenfeld, Sirowitz & Lawson.

Following is an alphabetical listing of the first 50 broadcast agencies (the figures were obtained in the majority of cases from the agencies themselves; in others, estimates were compiled from various other sources):

48.

Carl Ally

Although it added two major new accounts, Carl Ally's 1974 radio-TV billings stayed almost exactly the same as last year. The agency's losses of slightly under \$3 million in network TV billing in the past year were offset by gains in spot-TV and spot radio billing. The two new accounts were Federal Express and Lancia. Ally's mainstays continued to be Pharmacrast, IBM, Pan

Confessions of a magazine reader-revisited.

by DAVID OGILVY

Author of "Confessions of an Advertising Man"

I READ 34 magazines every month. I like them all, but the one I admire most is Reader's Digest.

The editors of The Digest are in possession of a remarkable technique: *they know how to present complicated subjects in a way that engages the reader.*

This gives the editors of The Digest great influence in the world. They put their influence to admirable use.

They are on the side of the angels. They are crusaders, and they carry their crusades, in 13 languages, to 100 million souls each and every month.

They crusade against corruption in our unions, which robs the worker and mocks the very foundations of the labor movement. They crusade against the despoliation of the environment, which robs us all. They crusade against boxing, which turns men into vegetables. They crusade against pornography.

They crusade for integration, for the inter-faith movement, for the Public Defender system, for human freedom in all its forms.

Good Pope John once told The Digest editors, "How comforting it will be for you, when you come to the close of your lives on earth, to be able to say to yourselves: *We have served the truth.*"

No log-rolling, no back-scratching

Nineteen years ago Reader's Digest first opened its columns to advertising. This worried me. I was afraid that The Digest editors would start pulling their punches in deference to advertisers and even give editorial support to advertisers—an obvious temptation to magazine editors. But this has not happened; The Digest has remained incorruptible. No log-rolling, no back-scratching.

The success of The Digest is deserved. It does not depend on prurience, voyeurism or cheap sensationalism. What The Digest editors offer their readers are *ideas, education*



(practical and spiritual) and *self-improvement.*

The instinct of these editors is toward *clarity of expression.* The current issue, as I write, includes articles on religion in schools, on the Congo, urban renewal, violence on television, Abraham Lincoln and safe driving. Each of these subjects is presented in a way which I can understand. If I did not read about them in The Digest, I wouldn't read about them anywhere. I wouldn't have the time.

Some highbrows may look down their noses at The Digest, charging it with superficiality and over-simplification. There is a modicum of justice in this charge; you *can* learn more about the Congo if you read about it in *Foreign Affairs Quarterly*, and you can learn more about Abraham Lincoln if you read Carl Sandburg's books about him. But have you time?

Never boring

I seldom read a highbrow magazine without wishing that a Digest editor had worked his will upon it. I would then find it more *readable.* The Digest articles are never long-winded, never obscure, never boring.

I also admire the editors' *courage.* They have the guts

to open their readers' minds on delicate subjects. They grasp nettles. Like venereal disease, cancer, mental illness. They are not humorless prigs. Their sense of humor is uproarious. They make me *laugh.*

Editorial technique

Their *techniques* fascinate me. First, the way they present the contents on the cover—a tantalizing menu which invites you to the feast inside. (I have never understood why all magazines don't do this.)

Second, the ingenious way they write the titles on their articles. They pique your curiosity—and they promise to satisfy it. For example:

What Truckers Say About Your Driving

Professional drivers sound off on the most common—and dangerous—faults of the amateur.

How could anybody resist reading an article with a title like that?

I earn my living as a copywriter in an advertising agency. It is a matter of life and death for me to get people to read my advertisements. I have discovered that more than half the battle is to write headlines which grab people's attention and *force* them to read the copy. *I learned how to do this by studying headlines in The Digest.*

The Digest editors do not start their articles in the front of the magazine and carry them over in the back. They carry you through their magazine without this maddening interruption, and I bless them for it.

The battle for men's minds

You and I, gentle reader, live in the United States, and we think of The Reader's Digest as an *American* magazine. So it is—18 million Americans buy it every month. But it is also published in 22 other countries—11,615,000 copies a month. It is the most popular magazine in several countries abroad, including all of

the Spanish-speaking countries.

The International editions of The Digest carry more or less the same articles as the U.S. editions. The editors have discovered that subjects which are important to people in Iowa, California and New York are equally important to people in France, Tokyo and Rio.

Thus it comes about that Digest editors have a profound influence on people who are free to read what they want. *This magazine exports the best in American life.*

In my opinion, The Digest is doing as much as the United States Information Agency to win the battle for men's minds.

Credit where credit is due. I know nobody who deserves the gratitude of their fellow Americans more than DeWitt and Lila Acheson Wallace. The Digest is the lengthened shadow of these two great editors. Theirs are the names at the top of the masthead. It is the most formidable of all mastheads: no less than 208 men and women. Among them you will find some of the most distinguished journalists in the world. No other magazine is so richly endowed with professional competence.

Some magazines are dominated by the men who sell advertising space. In my experience, there has never been a good magazine which was not, like The Digest, dominated by its *editors.*

Long live The Reader's Digest!

David Ogilvy

"Some years back Reader's Digest asked me if I would comment on why so many people all over the world read it. I agreed to try, because I regard The Digest as a major force for good in the world, and I wanted to say so. My observations at that time hold true today. Only the figures needed revising."

Among the top 50, these agencies led in these categories

In . . .	Agency	Billings
. . . Total broadcast billings	J. Walter Thompson	\$246.1 million
. . . Total TV billings	J. Walter Thompson	\$226.3 million
. . . TV network billings	J. Walter Thompson	\$152.3 million
. . . TV spot billings	J. Walter Thompson	\$74.0 million
. . . Total radio billings	Young & Rubicam	\$22.0 million
. . . Radio network billings	J. Walter Thompson	\$5.7 million
. . . Radio spot billings	Young & Rubicam	\$18.7 million
. . . Biggest broadcast gain	Young & Rubicam	\$35.8 million

American World Airways, Fiat-Roosevelt, Travelers Insurance, Korbrand Corp. and Tonka Corp. toys. ■ New York 10022, 437 Madison Avenue, (212) MU 8-5300; Los Angeles 90024, 10889 Wilshire Boulevard, (213) 477-6511.

24.

N.W. Ayer Ayer's broadcast billings dropped \$3.6 million under last year's total, but the agency isn't complaining since its over-all domestic billings are up 5.7% for an all-time agency high of \$185 million (including subsidiaries). Contributing to broadcasting's shrinking share in Ayer's billings figure was a \$1.7-million dip in TV billings, an almost \$2-million drop in radio billings, all of the latter in network radio. A \$2.6-million increase in Ayer's broadcast billings for 1973 was offset by the slight broadcast decline this past year, but the agency added 19 major accounts, predominantly print business, which made up for the loss of 10 accounts (also primarily print).

The past year was important for the 70-year-old agency, which took on bigger international proportions through a quasi-merger with a British agency, Barker, and the German Hegemann with a new ABH International logo.

Ayer's chief broadcast accounts during 1974 were AT&T which sponsors NBC-TV's Bell System Family Theater; Dr. Scholl's foot care products, for network and spot TV; Olympia Brewing Co., for spot TV and radio; DuPont Corp., for network and spot TV; Sealtest, General Motors, Helene Curtis, John Deere, Gerber, Bic and Illinois Bell for spot TV. New accounts include Menley & James Laboratories, Goodyear Tire & Rubber, Bloomingdale's (New York) and Borg-Warner Acceptance International. Among accounts lost were Lees Carpets, Quaker City Confectionery, and First National City Bank, New York. ■ New York 10019, 1345 Avenue of the Americas, (212) 974-7400; Chicago 60601, One Illinois Center, 111 East Wacker Drive, (312) 645-8800; Los Angeles 90036, N. W. Ayer/Jorgenson/Macdonald, 5900 Wilshire Boulevard, (213) 937-6211; San Francisco 94109, Pritikin & Gibbons Communications, a special division of N.W. Ayer, 2151 Sacramento Street, (415) 563-5727; Seattle 98104, N. W. Ayer/

F. E. Baker, Grand Central on the Park, 216 First Avenue South, (206) 622-1555.

6.

Ted Bates & Co. Broadcast spending at Bates dropped about \$11 million during the year. Bates lost Calgon during 1974 and added Kal Kan Foods Inc. (moist food products). Program sponsorships handled by Bates included Colgate-Palmolive on NBC-TV's *The Doctors*; M & M Mars Inc. on *After School* specials on ABC-TV and Prudential Life on various prime-time series. Among the other hefty broadcast clients are Upjohn, Nabisco, International Playtex, Standard Brands, Hertz, Panasonic and Bristol-Myers. ■ New York 10036, 1515 Broadway, (212) 869-3131.

4.

BBDO BBDO's investment in broadcast grew an estimated \$17 million this year, abetted by a host of new accounts including Thom McAn Shoe Co., Paper Mate Co., General Electric Co. (plastics), new products from International Playtex Corp., Breon Laboratories, Scott Paper Co. and Sterling Drug Co. BBDO lost International Multi-foods Corp. and National Presto Industries. This was the first full year of BBDO as a public company and its stock (over-the-counter) was being quoted in the \$11 range, about the same as last year at this time. Represented among the extensive users of TV and radio in 1974 were American Cyanamid (Breck products), Armstrong Cork Co., Chevron Oil, Block Drug, Campbell Soup, Chrysler Corp., DuPont, General Electric, Pillsbury Co., PepsiCo Inc., Quaker Oats, F. & M. Schaefer and 3M Co. ■ New York 10017, 383 Madison Avenue, (212) EL 5-5800; Boston 02199, 2300 Prudential Center, (617) 267-7800; Troy, Mich. 48084, 2100 West Big Beaver Road, (313) 879-2000; Los Angeles 90036, 5670 Wilshire Boulevard, (213) 938-3188; Minneapolis 55402, 1640 Northwestern Bank Building, (612) 338-8401; San Francisco 94108, 650 California Street, (415) 397-1122; Atlanta 30309, Burke Dowling Adams Inc., subdivision of BBDO, 1750 Peachtree Road, N.W., (404) 875-0121.

9.

Benton & Bowles Benton & Bowles bounced back in 1974 from a slide in billings last year to add \$10 million in broadcast spending. Radio edged up almost \$1 million and TV increased more than \$9 million. Network TV accounted for the gain as spot TV dropped more than \$4 million. B & B's roster of broadcast-active accounts is headed by General Foods and Procter & Gamble and also includes Texaco, Morton-Norwich, Gillette, S. C. Johnson, Vick Chemical, Unicom and Hasbro. ■ New York 10022, 909 Third Avenue, (212) 758-6200; Hollywood, Calif. 90028, 1800 North Highland Avenue, (213) 464-9151; North White Plains, N.Y. 10603, Ted Colangelo Associates Inc., 99 Lafayette Avenue, (914) 428-3555.

30.

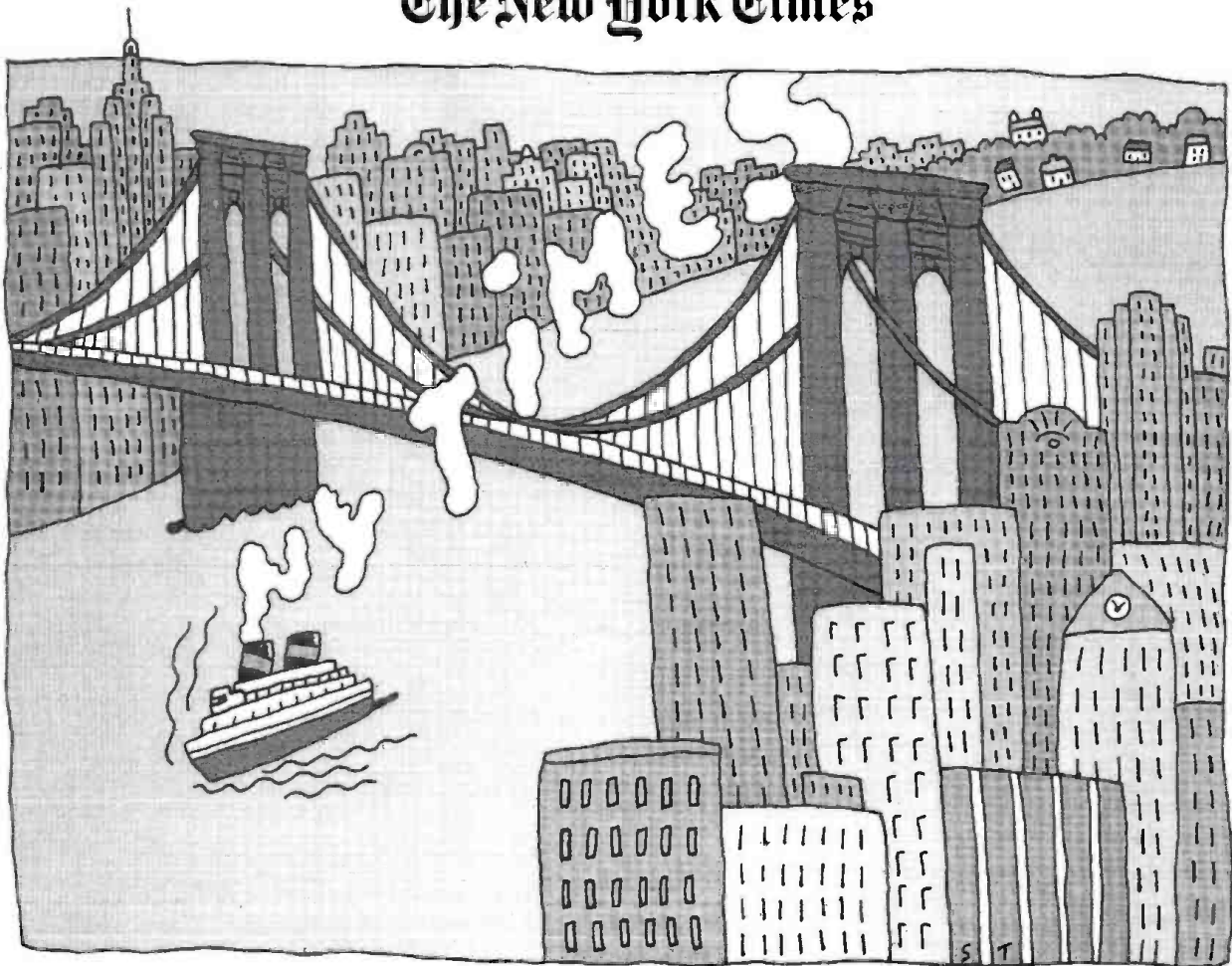
Bozell & Jacobs Showing gains in all broadcast areas, Bozell & Jacobs upped its combined radio and TV billings from 1973's \$21.5 million to this year's \$31 million. The agency's network-TV billings increased from \$3.1 million (1973) to \$5.3 million (1974), its spot-TV billings jumped from \$12.4 million (1973) to \$16 million (1974), and its radio-spot billings went from \$6 million (1973) to \$9.2 million (1974). The leading accounts this year were British Leyland (Jaguar, MG and Austin Marina in network TV and spot TV), Borden's Wyler foods (network TV and spot TV), Johnson Products (spot TV and network TV and spot radio), Mutual of Omaha (for its syndicated *Wild Kingdom* series) and Renfield Importers (spot TV). ■ New York 10022, 505 Park Avenue, (212) 751-1400; Omaha 68114, 500 Bozell & Jacobs Plaza, 10250 Regency Circle, (402) 397-8660; Chicago 60606, 222 South Riverside Plaza, (312) 648-1177; Atlanta 30318, Two Northside 75, (404) 352-1472; Phoenix 85003, 100 West Washington, (602) 254-6451; Los Angeles 90024, 10850 Wilshire Boulevard, (213) 879-1800; Minneapolis 55401, 15 South First Street, (612) 339-5801; Racine, Wis. 53405, 4747 Highway 31 North, (414) 639-5650; Newark, N.J. 07102, 69 Washington Street, (201) 623-5100;

When it comes to national advertising, the buck starts here

More national broadcasting and print billings originate in New York City than anywhere else. Over 60 per cent, in fact. And if you want to signal those key people who make the important national media decisions — both agency and client — reach them in The New York Times. More New York advertising executives read The Times than any other publication. As do many media and account men on national accounts in key out-of-town advertising centers.

No wonder media advertisers invest more promotion dollars in The New York Times than in any other publication. How about you? Is your message getting through?

The New York Times



Sources: Media Records; Media Advertising Publications Study; Trendex.

Trenton, N.J. 08608, 156 West State Street, (609) 396-3880; San Francisco 94111, Bozell & Jacobs/Pacific, 248 Battery Street, (415) 982-7878; Dallas 75201, Glenn, Bozell & Jacobs, 4700 Republic Bank Tower, (214) 748-9851.

2.

Leo Burnett U.S.A. Burnett enjoyed a banner year in 1974, registering gains of more than \$21 million in broadcast. Televi-

sion jumped more than \$22 million while radio dipped \$1 million, as the broadcast share swelled modestly from 1973 levels. New accounts on the Burnett roster this year were Royal Crown Cola, Diet Rite Cola, Pillsbury (frosting mixes), Kleenex (facial tissues), S. C. Johnson (Glory Rug shampoo) and Heinz (ketchup, baby food, salad dressing). Accounts moving out of Burnett were Brown Shoe Co., American Dairy Association and S. C. Johnson (Step Saver). Substantial Burnett broadcast users during the year were Allstate Insurance, S.C. Johnson, Heinz, American Bankers Association, Kellogg, Kimberly-Clark, Maytag, Pillsbury, Procter & Gamble, Royal Crown, Union Oil, United Airlines and Nestle Corp., which was active on a host of specials on CBS-TV. ■ Chicago 60601, Prudential Plaza, (312) CE 6-5959; Hollywood, 90028, 6255 Sunset Boulevard, (213) HO 4-7373; New York 10022, 767 Fifth Avenue, (212) PL 9-5959; Southfield, Mich. 48076, 26555 Evergreen Road, (313) 355-1900.

22.

Campbell-Ewald Broadcast investment by C-E accounts edged up an estimated \$1.5 million during the year with spending by one of its major clients, Chevrolet Motor Division of General Motors Corp., reported to be off somewhat. The Detroit-based agency, part of Interpublic, placed broadcast business for a string of clients including Libbey-Owens-Ford, Borden Food Division of Borden Inc., Admiral Group (TV and radio sets), Rockwell International, Ramada Inns, Detroit Edison and First Federal Savings of Detroit. ■ Detroit 48202, 3044 West Grand Boulevard, (313) 872-6200; New York 10020, 620 Fifth Avenue, (212) 489-6200; Chicago 60611, 875 North Michigan Avenue, (312) 751-0800; Hollywood 90028, 1717 North Highland Avenue, (213) 461-3211; San Francisco 94111, 1 Maritime Plaza, (415) 989-5556; Atlanta 30345, 2600 Century Parkway, Suite 325, (404) 325-9693; Cincinnati 45203, 801B West Eighth Street, (513) MA 1-0500; Dallas 75240, 7540 L.B.J. Freeway, Suite 922, (214) 661-3038; Kansas City, Mo. 64112, Mid Continent Bank Building, (816) 931-9341; Chevy Chase, Md. 20015, 5454 Wisconsin Avenue, (301) 657-2447.

26.

Campbell-Mithun The Minnesota-based agency repeated its performance last year by substantially increasing its strongest broadcast billing area, spot TV, by another \$3.5 million. In addition, C-M had gains of \$1.5 million in network TV billings and \$1 million in radio billings (all spot). This brought C-M's 1974 broadcast total \$6 million over 1973's figure. Campbell-Mithun's domestic billings are now split exactly between broadcasting and print, whereas last year the broadcast share was 44.1%.

Campbell-Mithun lost some spot-TV business through the resignation of the Wayne Dogfood account, and some network-TV business through the loss of Master Lock. However, the agency gained seven major



Naming names. For a six-week period this fall, regular TV viewers in all the major markets were treated to what looked like a movie montage out of the thirties—a number of angle shots of reams of paper shooting along a rolling automated press, then cut to a screaming front page superimposed over a freeway packed with cars, and then, finally, dissolve to a darkened city street, with a laborer on the back of a newspaper truck tossing out a bundle of papers onto the sidewalk. Pulsing through all this activity is a thunderous music score that punches up the images, giving them a dramatic frenzy, as though the headlines were saying something like "D.A. Hopes Little Caesar Fries." What the headlines are really blaring out is: "Chrysler Prices Jump" and "GM Up Again" and "Ford Hikes Prices"—because it's one of Doyle Dane Bernbach's 30-second spots for Volkswagen, and the message is that while the American auto companies are meeting a slack demand by raising their prices, the Beetle is hanging in there at \$2,625. "We used the old-movie techniques in this spot because we had to find a way to say that Detroit's gone up without being mundane or boring about it," according to Bob Reese, Doyle Dane's management supervisor for the Volkswagen account. He says that the company, which billed a total \$96 million in broadcast in 1974 (ranking it 15th), poured \$1.5 million of it into "a big up-front network buy" for the period Oct. 1 through Nov. 9. In addition, Mr. Reese says, through "local funds from our 12 distributor-dealers," heavy spot buys were also engineered during this period in more than 75 markets, including all of the top 50.

When "Markets in Focus"
showed that
WABC MUSICRADIO
reaches nearly
5 MILLION ADULTS
...the other stations
nearly swallowed their
bubblegum!



We knew it all along. But it's nice to have it confirmed by such a comprehensive study of the total New York market.

Take it from Markets In Focus*: 4,947,600 adults listen to...work to...play to...*buy* to...the happy sound of WABC Musicradio. That's enough right there to be your largest listening audience in America. Without so much as needing even a little help from our under-18 friends. (We've got them, too.)

Which sets the scene for the greatest adult-rated sales story in radio. Here are a few of the juicier parts of the 1974 MIF Study:

WABC MUSICRADIO. First in reaching total adults (men and women), with an annual household income of \$25,000 or more, and \$15,000 to \$24,999.

WABC MUSICRADIO. First in reaching large households (five or more).

What does that mean in sales? Well, what have you got to sell?

WABC MUSICRADIO. First in reaching adults who travel by air.

WABC MUSICRADIO. First in reaching adults who spend more than \$70 or more per week in supermarkets.

WABC MUSICRADIO. First in reaching adults who own automobiles.

WABC MUSICRADIO. First in reaching adults who eat at fast food restaurants.

WABC MUSICRADIO. First in reaching adults who shop the major retail stores. And own television sets, garden tractors, snow throwers...you get the idea.

Of course, some of our best friends are kids and teenagers. But that's *another* sensational story.

Call us for either one. (212) LT 1-7777.

WABC Musicradio. We don't kid around.

WABC MUSICRADIO 77 

AN ABC OWNED AM STATION • 1330 AVENUE OF THE AMERICAS • NEW YORK, NY 10019

*Audience information based on New York Markets In Focus 1974 ADI Report, Cumulative Listeners 6AM-12 Midnight, Adults 18+ and subject to qualifications on request.
©1974 American Broadcasting Companies, Inc.

accounts, four of which use broadcast: Chicken Unlimited, American Egg Board (spot TV and spot radio); Universal Oil Products (network TV) and Lee Wards (spot radio).

Substantial broadcast business continued with the agency's standby major accounts, such as Kroger (radio and TV spot); Accent (network and spot TV); Northwest Orient Airlines (spot TV and radio); G. Heileman Brewing (radio and TV spot); General Mills (network TV, spot TV and radio); and Dairy Queen (network TV, spot TV and radio). ■ Minneapolis 55402, Northstar Center, (612) 339-7383; Chicago 60601, 111 East Wacker Drive, (312) 565-3800; Denver 80206, 200 Fillmore, (303) 399-2962; Dallas 75219, Lee Park South Building, Suite 102, 3603 Hall Street, (214) 521-6440; Boston 02110, 140 Federal Street, (617) 357-9883.

33.

Clyne Dusenberry Inc. Clyne Dusenberry again upped its combined broadcast billings, from \$23.4 million in 1973 to \$26.7 million in 1974, with its broadcast share of total billings increasing from last year's 78% to 81% in 1974. The big jump for the agency came in spot TV billings, which climbed almost \$7 million in 1974. This hike occurred partly as a result of the merger between Clyne Maxon and Dusenberry Ruriani Kornhauser. Clyne absorbed three of Dusenberry's clients—Alexander & Alexander, Del Laboratories and J.P. Stevens—and added seven new ones: Fairfield-Noble, Reilly Chemical, Signet Books, Saniflush, Woolite fabric softener, Bisodol, Black Flag, Griffin and Denalan. The only major account the agency lost in the past year was General Electric housewares division. ■ New York 10017, 245 Park Avenue, (212) 983-3800.

18.

Compton Advertising Compton's 1974 TV-radio expenditures topped its 1973 total by \$1.4 million. TV billings rose more than

\$2 million and radio dropped slightly. The agency's bellwether account is Procter & Gamble, heavily involved in network and spot TV and spot radio. Other solid TV-radio advertisers were Consolidated Cigar, New York Life Insurance Co., Johnson & Johnson, U.S. Steel, American Motors, IBM and Norcliff Laboratories. ■ New York 10022, 625 Madison Avenue, (212) PL 4-1100; Los Angeles 90036, 5670 Wilshire Boulevard, (213) 937-3610.

19.

Cunningham & Walsh C&W's broadcast total grew \$11 million, causing a jump in the broadcast share from 60.9% in 1973 to 73% in 1974. The new accounts during the year were Akai American Ltd. and Hawaiian Brewing Co. (Primo beer). On the loss side of the agency ledger were United Aircraft and Ciba-Geigy (agricultural division). C & W's major accounts in broadcast were Andrew Jergens Co., American Motors, Boyle-Midway Division of American Home Products, Lea & Perris, St. Regis Paper, Sterling Drug, MEM Co., Qantas Airways Ltd., Connecticut General Insurance and American Home Foods. ■ New York 10016, 260 Madison Avenue, (212) 683-4900; San Francisco 94111, 500 Sansome Street, (415) 981-7850; Los Angeles 90067, 1888 Century Park East, (213) 556-1600; Southfield, Mich. 48076, 26555 Evergreen Road, (313) 353-1190.

7.

Dancer-Fitzgerald-Sample Billings in TV and radio at D-F-S dropped more than \$12 million and the broadcast share of overall billings fell from 80% last year to 70% this year. The agency snared the \$2-million Duracell account during the year but resigned Peter Paul (No Jelly Peanut Cluster) and American Cyanamid. Principal users of

TV-radio in the Dancer fold were Best Foods Division of CPC International, Florida Citrus Commission, General Mills, Hanes Hosiery, Life Savers, Procter & Gamble and Sterling Drug. ■ New York 10017, 347 Madison Avenue, (212) 679-0600; Los Angeles 90036, 5670 Wilshire Boulevard, (213) 937-2710; San Francisco 94111, 1010 Battery Street, (415) 982-8400; Winter Haven, Fla. 33880, Route 1, North Lake Winterset Drive, Winterset Acres.

41.

Daniel & Charles Daniel & Charles, showing sizable increases in network TV and spot TV, enlarged its total broadcast billings from \$18.5 million (1973) to \$23.5 million (1974). This gain occurred despite the agency's loss of Drackett's Mr. Muscle oven cleaner, which was advertised on \$1.5 million worth of network-TV and spot-TV buys last year. The agency's biggest broadcast users continued to be Maidenform (network and spot TV), GAF Corp. and Bristol-Myers' Ultra-Ban (network TV, spot TV and spot radio) and Kayser-Roth and Jean Nate (spot TV and radio). ■ New York 10016, 261 Madison Avenue, (212) MO 1-0200.

14.

D'Arcy-MacManus & Masius D'Arcy's broadcast billings soared to the \$105 million mark in 1974, eclipsing last year's total by almost \$15 million. Main contributors were such new accounts as American Dairy Association, General Motors Parts Division and Colgate-Palmolive (Scripto). The agency's list of TV-radio spenders included General Motors (Cadillac, Pontiac, Whirlpool and GMC Corp.), Heublein, American Oil, Serta, U.S. Brewers, AETNA Life, Colgate-Palmolive, Ralston-Purina, Burger Chef, Kirsch Co., General Tire & Rubber, Crown Zellerbach and Bank of America. ■ St. Louis 63102, One Memorial Drive, (314) 231-6700; New York 10022, 437 Madison Avenue, (212) 754-2300; Chicago 60601, Prudential Plaza, (312) 329-5000; Cleveland 44113, 55 Public Square, (216) 696-6161; Los Angeles 90036, 5900 Wilshire Boulevard, (213) 938-2261; St. Paul 55116, 750 South Mississippi River Boulevard, (612) 698-2434; San Francisco 94104, 433 California Street, (415) 391-2750.

46.

Della Femina, Travisano & Partners A big network-TV and spot-TV splurge by the Ralston Purina Co. offset the loss of two major clients (Yonkers Raceway and Knowmark's Ty-D-Bol) and kept Della Femina, Travisano & Partners' 1974 broadcast billings on the same level as last year's: \$22 million. The agency's other major clients this year: R. J. Reynolds Tobacco (network TV), Sea & Ski (network TV and spot TV and spot radio), Shulton (network TV for Cornsilks), Schieffelin (network TV for Ruffino wine and network radio for Blue Nun wine), International Multi-Foods (network TV for Kretschmer's wheat germ), the Emory Air

Ubiquity. Ella Fitzgerald is using it in some of her personal appearances, schools and children's organizations are badgering the company for sheet music and lyrics, and all over the country the tune is beginning to rattle around in people's heads the way half-heard radio jingles with insidiously catchy melodies sometimes do.

These are the kinds of things that James Vandiveer, a vice president at Clinton E. Frank, points to when he airs his conviction that Sunland Marketing Inc. (a Frank account he supervises) is getting its message across that Sun-Maid raisins are the ideal snack for children. The company, he says, will have spent \$800,000 between Oct. 7 and Dec. 15 to put the six 60-second agency-produced spots on three radio networks (CBS, ABC-FM and ABC Entertainment) and on various stations in the top-21 markets.

All of the spots feature a chorus of kids singing variations on the Sun-Maid jingle that ends with the full-throated judgment that raisins draw their "energy straight from the sun." On one typical spot, a mother interrupts the jingle by remarking, "The only way I could stop my Michael from eating between meals would be with a muzzle. So I give him his little red box of Sun-Maid raisins . . .". The production cost for all six spots, Mr. Vandiveer says, came to \$8,000, with Clinton Frank recording them in its own facilities in Los Angeles. The composer, he adds, is an in-house employee named Allen D. Allen.

The value of your money.

Look at your station's Past Due Receivables. You've built up an "inventory" of past due income—it's on your balance sheet. MPC's services turn your receivables into cash. How valuable is that service at interest rates of 10%?

Dollar Value of Past Due Receivables if converted to cash and invested at 10% per year.

If Your Past Due Receivables currently equal...

After Years	\$10,000	\$100,000	\$250,000	\$500,000	\$1,000,000
1	\$11,000	\$110,000	\$275,000	\$550,000	\$1,100,000
3	13,310	133,100	332,750	665,500	1,331,000
5	16,105	161,050	402,627	805,255	1,610,510
7	19,487	194,870	487,179	974,358	1,948,717
10	25,937	259,370	648,435	1,296,871	2,593,742
12	31,384	313,840	784,607	1,569,214	3,138,428
15	41,772	417,720	1,044,312	2,088,624	4,177,248

Pretty startling isn't it. If you had \$100,000 of cash instead of receivables, that money at current interest rates can generate \$10,000 of income annually and will be worth almost \$260,000 in 10 years, having produced almost \$160,000 of income or 60% more than the original value of the asset itself. Compare that performance versus continually carrying those receivables on your balance sheet where they lose 10% income potential per year. After 10 years those receivables are worth only \$35,000 since inflation reduces their value by \$65,000.

As a Media Payment Corporation subscriber, your receivables become cash. Your assets grow instead of diminishing. Let Media Payment improve your station's financial and income position. Call or write Dennis E. Robich, Director of Business Development, 380 Madison Avenue, New York 10017. (212) 953-1504



Media Payment Corporation

Freight (network TV and network radio), Beck's beer (spot TV), West End Brewing (Utica Club in spot TV and spot radio, Carte Blanche (spot TV and spot radio) and Great Adventure amusement park (spot TV). ■ New York 10022, 625 Madison Avenue, (212) 421-7180; Los Angeles 90036, 5900 Wilshire Boulevard, (213) 937-8540.

44.

W.B. Doner & Co. With TV spot leading the way, W.B. Doner upped its broad-

cast billings more than \$4 million, from \$18.1 million (1973) to \$22.4 million (1974). Broadcast's share of the agency's total billings climbed from 60% (1973) to 69% (1974). National Brewing (Colt 45) and Commercial Credit loans led Doner's clients, with buys in network TV and spot TV and spot radio. Four other Doner clients participated in network TV and spot TV alone: Vlasic pickles, Berkline furniture, Dow Chemical's oven and bathroom cleaner and Hercules upholstered rugs. Wrigley supermarkets bought into spot TV and spot radio and Ozite carpet cushions limited itself to

network TV. ■ Southfield, Mich. 48075, 26711 Northwestern Highway, (313) Elgin 4-9700; Baltimore 21218, 2305 North Charles Street, (301) 338-1600.

15.

Doyle Dane Bernbach For the second year in a row, Doyle Dane Bernbach reported a drop in broadcast spending as 1974's figure plummeted \$14 million. DDB lost Heinz, Tropicana, Quaker Oats, Uniroyal, Cool-Ray and Wedgewood, while acquiring Celanese Corp., and First Federal Savings and Loan Association of Tampa, Fla. Major broadcast billers were American Airlines, Clairol, General Telephone & Electronics, Mobil Oil, Polaroid, Bulova, Ralston, Stroh Brewery and Volkswagen of America Inc. ■ New York 10036, 20 West 43rd, (212) 564-1234; Los Angeles 90036, 5900 Wilshire Boulevard, (213) 937-5100; Portland, Ore. 97221, 6443 Beaverton Highway, (503) 297-3638; Des Plaines, Ill. 97221, 999 Touhy Avenue, Suite 470, (312) 298-7417; Detroit 48202, 1410 Fisher Building, (313) 871-5650; San Antonio, Tex. 78205, 115 East Travis Street, Milam Building, (512) 224-1071; Bluebell, Pa. 19522, Dublin Hall, Bluebell Office, Campus, (215) 643-6858; Waltham, Mass. 02154, 470 Totten Pond Road, (617) 890-6020; Rockville, Md. 20850, 414 Hungerford Drive, Suite 203, (301) 762-7430.

49.

DKG Inc. Showing increases in network and spot TV and spot radio DKG hiked its total broadcast billings from \$17.1 million in 1973 to this year's \$18.9 million. The broadcast media's share of DKG's billings also went up, from last year's 45% to 54% in 1974. Of the agency's clients, Ovaltine participated in network TV alone, Consolidated Cigar and Corning Glass bought into network TV and spot TV, Dollar Savings and Getty Oil were in spot TV and spot radio, Remington shavers and West Point Pepperell stayed in spot TV alone, and Alitalia and Dana Perfumes limited themselves to spot radio. ■ New York, 1271 Avenue of the Americas, (212) 489-7300.

38.

A. Elcoff & Co. This Chicago-based agency has grown sharply in billings over the past two years as more and more advertisers have become involved with direct marketing via TV. Elcoff makes the listing for the first time with 95% of its expenditures in television. Among a long list of accounts are Longines Symphonette, Advance Watch Co., World Book Life Insurance Co., Campana Corp., American Home Products (Dupli-Color Division), Zedco Inc., *Time* and *Sports Illustrated* magazines, House of Camelot and House of Wesley. ■ Chicago 60611, 520 North Michigan Avenue, (312) 944-2300; New York 10021, 770 Lexington Avenue, (212) 355-2001.



Big from little. Bozell & Jacobs, Omaha, is ranked 30th among broadcast-billing agencies, but it is at the top of one list. Bill Fries, a senior vice president of Bozell & Jacobs, made regional folk heroes out of a waitress and a truck driver, the lead characters in a series of singing commercials he created for Old Home bread, and last June the series won a Clio award for best campaign of the year. The region covers "a couple of dozen markets" situated roughly in a five-state area bounded by Iowa, Nebraska, North Dakota, South Dakota and Minnesota, according to Mr. Fries. The first three 60-second commercials, which feature Mr. Fries's voice in the background crooning the slangy, down-home lyrics, began their radio-TV life two years ago. They soon became so popular that MGM Records signed Mr. Fries to cut a 45—"Old Home Filler-Up an' Keep-on-Truckin' Cafe"—featuring the characters from the commercial. After getting as high as number 10 on country-and-western charts last summer, the record ended up selling half a million copies, according to Mr. Fries, who's just cut a new single for MGM on the same subject (truckers and truck stops) called "Wolf Creek Pass." Bozell & Jacobs has filmed a total of nine Old Home commercials. The privately held company that makes Old Home bread, Metz Baking, spent only \$20,000 on production costs for the first three. When "the sales went up in every market in which the commercials appeared, with increases as high as 280% in Des Moines," Mr. Fries says, the company splurged and spent \$35,000 on the second batch of three 60-second commercials. The most recent batch of three, which were filmed a couple of months ago (also at a cost of \$35,000), will start saturating the regional airwaves later this month. And Mr. Fries thinks viewers will go bananas when the spots begin appearing because in one of them the waitress and the truck driver exchange kisses for the first time. (Bozell & Jacobs may be going bananas also; its broadcasting billings jumped from \$21.5 million in 1973 to \$31 million in 1974.)

Laughter is contagious.

Gomer Pyle



Family Affair



The Dick Van Dyke Show



Petticoat Junction



I Love Lucy



The Beverly Hillbillies



Hogan's Heroes



The Andy Griffith Show

Pictured here are the most common carriers.

Forty stations that put 3 of these (or other) sitcoms together in fringe time show an average 105% more adults and 89% more 18-49 women at the end of their 90-minute laugh span.

Forty stations!

If that doesn't plant a germ in your head, call Viacom for all 40 stories. You'll catch our concept then!

Viacom

Source: NSI, Feb.-Mar. 1974. Audience estimates are subject to qualifications available on request.

Sweet smell of success. DKG Inc., New York, had a small problem in creating a group of 60-second radio commercials that would appeal to the 18-to-34-year-old upscale men who buy Canoe cologne: Can a commercial about a bottle of cologne sustain interest for 60 seconds? DKG decided that since Canoe is "made in France for the guy who makes it everywhere," the commercial should tell the listener where to "make it" in principal cities in the U.S. DKG commissioned Arthur Frommer, publisher and writer of travel books, to research the country and turn out a booklet, "How to Make It from Coast to Coast By Canoe." And DKG incorporated the contents of the book into the radio commercials. For example: "Canoe, the cologne that's made in France for the guy who makes it everywhere, tells you where to make it in Boston. . . . If you're smart, you go to Lucifer's on Kenmore Square. . . . And remember, the best way to make it around—wherever you are—is by Canoe. Made In France by Dana for the guy who makes it everywhere." To reach its target audience, Canoe is using between six and 10 contemporary rock AM and FM stations in 16 major markets, with commercials keyed to each city. Included in the commercials is information from the booklet that describes the best "single joints" in 13 top cities. Allison Steele, WNEW-FM New York personality, reads the copy, backed up by a popular song, *I Want to Make It With You*, and invites listeners to send in 50 cents for the booklet. Lawrence Spector, president of 49th-ranked broadcast biller, DKG Inc., said reaction to the radio commercials in the few weeks they have run has been "excellent."

45.

Erwin Wasey During 1974 Erwin Wasey added an estimated \$800,000 to its broadcast billing as its TV-radio share rose slightly. Wasey, another of the Interpublic agencies, represented these broadcast-active clients during the year: Carnation Co., E. & J. Gallo Winery, Gulf Oil Co. and California Avocado Advisory Board. ■ Los Angeles 90036. 5455 Wilshire Boulevard, (213) 931-1211.

13.

William Esty TV-radio expenditures at Esty edged upward \$1 million over 1973 as the agency acquired Noxell Corp.'s Denta Fresh and Warner Lambert's Chiclets, Cloret and Breath Pleasers. Clients contributing to Esty's broadcast total included American Can Co., American Home Products Corp., Chesebrough-Pond's, Colgate-Palmolive, Genesee Brewing Co., Interbank Card Association, Magnavox, Nabisco, Noxell, RJR Foods, Scandinavian Airlines, Swift & Co., Union Carbide Corp. and Warner-Lambert. ■ New York 10017, 100 East 42nd Street, (212) 697-1600; Santurce, Puerto Rico 00908, 1205 Avenue de Ponce de Leon, 724-2660-6.

11.

Foote, Cone & Belding Foote, Cone & Belding's broadcast total fell \$6.3 million in 1974 as the agency lost such active radio-TV accounts as Braniff International, Dunkin' Donuts Inc., Merrill Lynch Pierce Fenner & Smith and San Francisco Federal Savings & Loan Association. During 1974, FC&B acquired a sizable number of accounts pre-saging a comeback in 1975: Elizabeth Arden Inc., Noxell Corp., Wickes Furniture Division, F & F Laboratories and Pacific Telephone

& Telegraph. The agency's main broadcast business came from campaigns for Bristol-Myers, Schick, Kraft, Equitable Life, Frito-Lay, Hallmark, Sunbeam, Zenith, Sunkist, Mazda, Sears-Roebuck, S. C. Johnson & Son and Armour. ■ New York 10017, 200 Park Avenue, (212) 973-7000; Chicago 60611, 401 North Michigan Avenue, (312) 467-9200; Los Angeles 90057, 2424 West Sixth Street, (213) 331-6966; San Francisco 94111, 111 Pine Street, (415) 434-3300; San Juan, Puerto Rico 00936, Caribbean, G.P.O. Box 2338, (809) 783-5050; Phoenix 85013, 100 West Clarendon Avenue, (602) 264-5521; Jacksonville, Fla. 32207, 3986 Boulevard Center Drive, (904) 396-5018; Los Angeles 90057, Hall & Levine Advertising, 2727 West Sixth Street, (213) 381-6966; Phoenix 85001, Jennings & Thompson Advertising Inc., 2200 North Central Avenue, (602) 252-8011.

25.

Clinton E. Frank A \$5.2 million decline in television billings was partially offset by a \$3 million gain in radio business at Clinton E. Frank, making its 1974 broadcast billings almost \$2.2-million under last year's \$43 million. Broadcasting's share dropped from 58% to 50%. The biggest loss was in spot TV which was nearly \$11 million under 1973's \$26 million. The Chicago-based agency's increase in network TV business, by \$4.5 million coupled with the \$3 million radio gains—all but \$.25 million in spot—partially offset the spot TV losses.

Frank reports no major accounts lost this year, and one major sign-up: Bank of California. Dominant broadcast business was from Toyota, for TV network sponsorship, participation, and spot. Toyota sponsored network blockbuster movies, *Airport*, and *The Godfather*. Other big broadcast business came from Quasar, through network TV participation; Toyota Dealers, for spot TV; Sun Maid orange products, for spot radio,

Oscar Mayer, for TV network participation and spot, and network radio; and Stokley-VanCamp, for network TV and radio and TV spot. ■ Chicago 60606, 120 South Riverside Plaza, (312) 454-5500; New York 10022, 866 Third Avenue, (212) 832-6060; Dallas 75205, 5115 McKinney Avenue, (214) 521-6400; Richmond, Va. 23230, 6620 West Broad Street, (804) 282-9508; Los Angeles 90010, 3550 Wilshire Boulevard, (213) 380-3600; San Francisco 94133, 2351 Powell Street, (415) 391-2290.

21.

Gardner Advertising A whopping network TV billings increase of \$21.2 million over 1973 shot Gardner's 1974 broadcast billings total up to \$53 million and its radio TV share of total domestic billings up to 60%, 8% higher than last year. In addition, the dazzling new broadcast billings figure owes almost \$1 million in increases to a rise in spot radio billings. Spot TV business dipped \$600,000.

The St. Louis-based agency's new TV total is carved from outstanding network TV business from Ralston Purina Co., which fully sponsored a 150-market syndicated program, *That Good Ole Nashville Music*, as well as network participations and spot TV. Cessna Aircraft and Mercury Marine also bought in network TV, and the latter used spot TV commercials and sponsored a three-minute radio show, *Bob Brewster*, in more than 120 markets. Gardner, acquired two years ago by Wells, Rich, Greene Inc., New York, still operates independently, and relies on the Anheuser-Busch Brewing Co. for substantial network and spot TV and radio business, notably, sponsorship of St. Louis Cardinals baseball games last summer on a 130-station radio network and an 18-station TV network. ■ St. Louis 63102, 10 Broadway, (314) 444-2000; New York 10022, 767 Fifth Avenue, (212) 759-8940; Los Angeles 90028, 1717 North Highland Avenue, (213) 466-8536.

5.

Grey Advertising Inc. Grey's broadcast billings increased \$23 million as the agency's proportion allocated to TV and radio jumped from 49% to 54.5%. Grey this year acquired such new accounts as Columbia Pictures, Department of Transportation, Department of Labor and Henkell Wines. Its substantial list of TV and radio clients includes Carter-Wallace, International Playtex, Kayser-Roth, ITT Continental Baking, Block Drug, General Foods, Canada Dry, Bristol-Myers, Ford Motor, Gillette, Mennen, Procter & Gamble, Singer, General Electric, Revlon, Amana and Greyhound. ■ New York 10017, 777 Third Avenue, (212) 751-3500; Detroit 48226, 1001 Woodward Avenue, (313) 963-9565; Los Angeles 90010, 3435 Wilshire Boulevard, (213) 380-0530; Phoenix 85012, 3003 North Central Avenue, (602) 263-5373; San Francisco 94104, 555 California Street, (415) 362-0393; Chicago 60654, Merchandise Mart, (312) 527-5030; Minneapolis 55402, Midwest Plaza East, 10th Floor, (612) 341-

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FOR ALL DEBTS, PUBLIC + PRIVATE

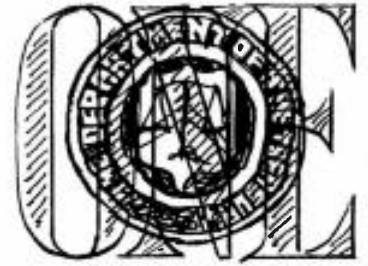


8930938



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WASHINGTON, D.C.



SERIES
1974

William E. French
Secretary of the Treasury

James M. Hoff
Treasurer

ONE DOLLAR

New York & Los Angeles will take our 3-hour survival course in the war against inflation.

They'll find out how they can protect their hard earned dollars from becoming a bigger economic casualty.

What tactics should be employed in getting the biggest bang for their bucks in the Supermarket, Housing, Heating Costs, Medicine (and other places).

41 experts will answer over 250 "man on the street"

questions that can help save money the very next day.

Inflation is a battle we must win because it threatens more than the American dollar. It threatens our way of life.

The program, produced in association with Business Week, will be seen in New York on WOR-TV and in Los Angeles on KHJ-TV. It will include money-

saving, down-to-earth advice from people viewers come in contact with every day: The auto mechanic, the butcher, TV and appliance repair people, car dealers, the supermarket manager, and others. It looks into tight mortgage money and the crisis in home owning.

"Inflation: A Few Answers."
A must for survival.

**"Inflation: A Few Answers," with host
Sander Vanocur. Tues., Dec. 10, 8-11 PM.
An RKO General TV Production. RKO
TELEVISION**

2701; Washington 20036, 1150 17th Street, N.W., (202) 872-1130.

36.

Honig-Cooper & Harrington Honig-Cooper & Harrington's \$4-million increase in network-TV purchases accounted for its jump in total broadcast billings this year, from 1973's \$23 million to \$26 million in 1974. (Spot-TV billing went down \$1 million.) Broadcasting's share of the agency's total billings also went up from 58% (1973) to 70% (1974). Two new accounts climbed aboard this year, Norris Industries and the Orowheat Foods Co., and one account, United Vintners, was lost. The agency's broadcast mainstays continued to be Clorox, Levi Strauss, Kal Kan dog and cat food (dry food product) and Rupert's Certi-Fresh. ■ San Francisco 94133, 55 Francisco Street, (415) 398-5200; Los Angeles 90010, 3600 Wilshire Boulevard, (213) 388-3301.

39.

Kelly, Nason Inc. Kelly, Nason Inc. breaks into the top-50 listing with \$24 million in broadcast billings, resulting from ex-

panded spending by clients. Broadcast share was 83%. New account active in TV is Kimberly-Clark (feminine hygiene products). Major accounts in the shop are Church & Dwight Co. (baking soda and disinfectant products), Gillette Toiletries Co., Ocean Spray Cranberries, Stroehmann Bros. (breads), Food Fair/Pantry Pride Roman Products, Cooper Laboratories, Emigrant Savings Bank and Paper-Mate. ■ New York 10017, 800 East 42nd Street, (212) 986-4200; Seattle 98104, 216 First Avenue South, (206) 622-4280; Los Angeles 90069, 9229 Sunset Boulevard, (213) 274-3281; San Francisco 94133, 2310 Mason, (415) 433-3135.

20.

Kenyon & Eckhardt K&E decreased its spending in TV-radio by \$4.6 million this year as its broadcast share fell from 63.2% to 61.2%. Television expenditures sagged \$5 million while radio billings rose \$400,000. Among K & E's substantial users of television and radio: Helena Rubinstein, Quaker State Oil, Beecham Inc., Armour-Dial, Pabst Brewing, Lincoln-Mercury Division of Ford, Air France, Wm. Underwood and New York Savings Banks Association. ■ New York

10017, 200 Park Avenue, (212) 973-2000; Chicago 60606, 10 South Riverside Plaza, (312) FI 6-4020; Dearborn, Mich. 48126, 1 Parklane Boulevard, (313) 336-6600; Atlanta 30329, 4 Executive Park, Northeast, (404) 873-2588; San Francisco 94111, 111 Pine Street, (415) 981-7270; Beverly Hills, Calif. 90212, 120 El Camino Drive, (213) 274-7611; Dallas 75219, 1 Turtle Creek Village, (214) 526-5385; Boston 02116, 535 Boylston Street, (617) 267-8550.

28.

Ketchum, MacLeod & Grove KM&G added \$6.8 million in billings, paced by such new accounts as Hart's Bakeries, Emerson's Ltd. (restaurant chain), International Harvester Co., TexaSweets citrus advertising, Hunt-Wesson Foods and Union Trust Co. of Maryland. It lost Hayden, Stone Inc. (investment firm). Among its other major accounts in broadcast: H. J. Heinz Co., Clorox, Stouffer Foods, and Yamaha International Corp. (motorcycles). ■ Pittsburgh 15222, Four Gateway Center, (412) 261-5100; New York 10016, 90 Park Avenue, (212) 983-8000; Washington 20006, 815 Connecticut Avenue, N.W., (202) 296-5520; Houston 77006, 3334 Richmond Avenue, (713) 523-6811; Memphis 38131, Suite 419, Directors Plaza, 30-35 Directors Row, (901) 332-4045.

34.

Lois Holland Calloway LHC remained stable in all broadcast areas except network radio, where the agency added \$1 million in business in 1974. This accounted for the agency's \$1-million broadcast billings increase over 1973. Broadcasting's share of total billings was up 1%.

Resigned accounts that were broadcast spenders included Pontiac Dealers (radio and TV) and Noxell (TV). Lois Holland Calloway added the following accounts: McCall's (radio and TV); Subaru (radio and TV) and Church & Dwight/Arm & Hammer (TV). ■ New York 10022, 745 Fifth Avenue, (212) 688-1525.

23.

Marschalk Marschalk continues to grow modestly each year, with broadcast spending rising by an estimated \$1.6 million in 1974. Among the broadcast-active accounts were Coca-Cola Co. (Foods Division), Comet Rice Mills, Ohio Bell Telephone, Heublein Inc., MONY, Sherwin-Williams Co., Ohio Edison and Standard Oil Co. (Ohio). ■ New York 10019, 1345 Avenue of the Americas, (212) 974-7700; Cleveland 44114, 601 Rockwell Avenue, (216) 241-6850; Columbus, Ohio 43215, 1237 Dublin Road, (614) 486-0681.

30.

McCaffrey & McCall M&M took another leap—\$4.4 million—in broadcast billings for 1974 which was \$1 million short



Big production. Young & Rubicam International, third-ranked broadcast agency, and its client, Dr Pepper, showed their faith in TV and put over \$50,000 into each of five commercials for the soft drink. Theme of the 30-second spots was "It's the most original soft drink ever." Each of the commercials has a musical comedy format, and uses as many as 50 performers. Settings for the spots ranged from an executive luncheon to a high-school prom to a Texas town celebration. The spots began running this fall and will continue for at least a year in prime-time network TV and, through local dealers, in markets throughout the country. Denny Powers was in charge of production at Y&R; two of the spots were produced by Bob Gaffney Productions, New York, and the others were produced by Rick Levine Productions, New York.

TELEREP

The Rep of the Seventies

We at TeleRep would like to take this occasion of the mid-point in the 70's to thank our agency and advertiser clients for the most successful half-decade in the history of television station representation. Joining with us are our exceptional client stations who have made it all possible. . . .

WTEN	Albany/Schenectady/Troy
WSB-TV	Atlanta
WSOC-TV	Charlotte
WHIO-TV	Dayton
WJRT-TV	Flint/Saginaw/Bay City
WISH-TV	Indianapolis
KCOP	Los Angeles

WIIC-TV	Pittsburgh
KPTV	Portland, Oregon
WPRI-TV	Providence
KXTV	Sacramento
KTVU	San Francisco
KSTW-TV	Seattle/Tacoma
KARD-TV	Wichita

of its radio TV increases for 1973. Again, the step-ups were all in network TV, which gained almost \$6 million over last year. Spot TV, on the other hand, dropped \$2 million. The small radio billing figure, .45 this year, is .1 higher than last year. Despite the TV gains, the broadcast share of the agency's total billings dropped 2%, reflecting increased activity in nonbroadcast media. M&M reported no accounts lost or gained in 1974.

Big TV business was connected to the agency's Norelco account (network participation and sponsorship, spot TV), Exxon Corp. (network TV sponsorship); J.C. Penney (network participation and sponsorship); Hartford Insurance (network sponsorship, spot TV) and Chemical Bank (spot TV). Radio spot business was bought for Chemical Bank, the American Broadcasting

Center, 10 South Riverside Plaza, (312) 454-7700; Detroit 48084, Suite 401, 2401 Big Beaver Road, (313) 643-4540; Houston 77002, 800 Bell, (713) 225-0061; Los Angeles 90005, 3325 Wilshire Boulevard, (213) 385-3302; Portland, Ore. 97204, 900 South West Fifth, (503) 224-0621; San Francisco 94104, 44 Montgomery Street, (415) 981-2262; Seattle 98104, 1001 Fourth Avenue, (206) 682-6360.

47.

Arthur Meyerhoff Arthur Meyerhoff's \$4.3 million TV-radio billings decline in 1974 is a turnabout from 1973 when there was a \$2.7-million broadcast increase. However all areas remained somewhat stable this year except for the spot TV category, which lost some \$3 million. Net-

Better with age. Still fresh after four years are Della Femina, Travisano & Partner's ads for Blue Nun wine featuring the comic team of Ann Meara and Jerry Stiller. Each radio spot is a mini-comedy that, according to an official of this 46th-ranked broadcast billing agency, is "highly successful in fostering brand awareness and reinforcing the theme that Blue Nun is correct with any dish." The commercials put the married comedy team in boy-meets-girl situations. From a recently made spot that takes place in a restaurant:

Girl: Can I get a wine that goes with seafood and meat?

Waiter: Certainly. May I bring a little Blue Nun to your table?

Girl: Oh, I'm sure she would be very sympathetic. But I'd rather be alone.

Waiter: No, no, miss. Blue Nun is a wine. A delicious white wine that's correct with any dish. It goes as well with meat as it does with fish. And perhaps after dinner, cantaloupe?

Girl: I don't see any cantaloupe on the menu.

Waiter: No, that's me. Stanley Cantaloupe. I get off at 11. Maybe we could go out on the town. . . .

Co. and Merck & Co. ■ New York 10022, 575 Lexington Avenue, (212) 421-7500.

8.

McCann-Erickson McCann's broadcast expenditures grew an estimated \$2 million during the year as both television and radio increased modestly. M-E, the largest unit in the Interpublic complex of agencies, was represented in TV and radio by numerous clients, such as Coca-Cola, Del Monte, Miller Brewing, Sears Roebuck, Swift & Co., Warner Lambert Co., General Motors Buick Division, Best Foods Division of CPC International, United Vintners, Uniroyal and Lufthansa German Airlines. ■ New York 10017, 485 Lexington Avenue, (212) 697-6000; Atlanta 30308, 615 Peachtree N.E., (404) 875-0561; Chicago 60606, Gateway

work TV dropped only \$500,000 and radio billings slipped about \$500,000 for both spot and network. Broadcasting's share in the agency's over-all billings fell 3.4%.

No accounts were lost or gained in the past year, as Meyerhoff placed TV-radio business for its longtime chief account, Wrigley's gums, on network TV, spot TV and network radio and spot radio. Last year's new account, Brach candies, also accounted for substantial broadcast business. Brach is a division of American Homes products, of which another division, Boyle-Midway household products, is an important Meyerhoff client. ■ Chicago 60611, 410 North Michigan Avenue, (312) DE 7-7860.

35.

John F. Murray Advertising

Murray is

the house agency for some of the products of American Home Products Corp. Its largest billing product is Anacin, which is substantially represented on network as well as spot TV. Other TV expenditures come from another Whitehall Laboratories product, Preparation H, as well as from AHP's Boyle-Midway division (Easy Off window cleaner and Aerowax). Murray's billings grew an estimated \$1.6 million in 1974 because of a stronger accent on TV. ■ New York 10017, 685 Third Avenue, (212) YUkon 6-1000.

17.

Needham, Harper & Steers NH&S's broadcast spending decreased by slightly more than \$2 million, attributable to a softening in the spot TV picture. During the year Needham resigned Plumrose Inc., Mallory Battery Co., Kimberly Clark Corp. and U.S. Postal Service and gained Borden Inc. (Action drink), Kraft (Koogle peanut spread), and Beatrice Foods (Miracle White laundry products). Substantial TV-radio clients during 1974 were Campbell Soup, General Mills, Kraft Foods, McDonald's Systems, Miracle Whip Division of Beatrice Foods, Morton Salt, ITT, Borden Inc., Frigidaire and State Farm Insurance Co. ■ New York 10022, 909 Third Avenue, (212) 758-7600; Chicago 60611, 401 North Michigan Avenue, (312) 527-3400; Los Angeles 90024, Kirkeby Center, 10889 Wilshire Boulevard, (213) 478-6525; Dayton, Ohio 45402, Suite 2100, Winters Bank Tower, (513) 226-1515; Vienna, Va. 22180, 8150 Leesburg Pike, (703) 790-1090.

27.

Norman, Craig & Kummel NC&K raised its spending in broadcast this year by \$200,000 as TV expenditures dropped \$500,000 and radio investment increased \$700,000. During 1974 the agency landed new product assignments from Clairol (Happiness) and Colgate-Palmolive (Ram Golf Corp.) and lost Ajax laundry detergent (Colgate). Major NC&K clients in broadcast were Shulton Inc., Colgate, Dow Chemical, Vick Chemical and Playtex, who were active in network TV, spot TV and spot radio, with Colgate also participating in network radio. ■ New York 10022, 919 Third Avenue, (212) 751-0900.

10.

Ogilvy & Mather For the second straight year, O&M has sliced its broadcast share, dropping its percentage to 52% from 63% and total TV-radio billings fell \$9.4 million from the 1973 level. Radio was pared by more than \$6 million. During the year the agency added Uniroyal, Panasonic and Longine and dropped Pacific & Orient. Ogilvy's broadcast billings came principally from such advertisers as Lever Bros., General Foods, American Express, Menley & James, Mattel, Merrill Lynch Pierce Fenner & Smith, Nabisco, Sears Roebuck, and General Cigar. ■ New York 10017, 2 East 48th Street, (212) MU 8-6100; Houston 77002, Two Shell Plaza, (713) 225-1841;

Still... America's

#1

Independent Television Station

WTTV Sets The Pace
Over The Top Independent Station In These Markets

<u>City</u>	<u>Metro Share</u>	<u>City</u>	<u>Metro Share</u>
WTTV			
Indianapolis	16%	Milwaukee	12%
Chicago	14%	New York	12%
Dallas	14%	Atlanta	11%
Minneapolis	14%	Miami	11%
Washington, D.C.	14%	Cincinnati	10%
Portland	13%	Tampa/St. Petersburg	10%
Denver	12%	Sacramento	10%

Source: October '74 ARB
9 a.m.-Midnight

Audience measurement data are estimates only and are subject to qualifications set by the indicated service.



Sold nationally by

RKO
TELEVISION
REPRESENTATIVES
INC.
RTVR

Los Angeles 90036, 5900 Wilshire Boulevard, (213) 937-7900.

39.

Parkson Advertising Parkson, the house agency of the J. B. Williams Co., upped its broadcast billings from \$23.5 million (1973) to \$24 million (1974). It increased its TV-network billings by \$500,000, hiked its spot-TV billings by \$100,000 and got out of spot-radio entirely. (Last year it spent \$100,000 in spot-radio.) The company says the products are the same as they were last year: Geritol, Sominex, Serutan, Femiron, Aqua Velva and Letric Shave. ■ New York 10022, 767 Fifth Avenue, (212) 752-3300; Beverly Hills, Calif. 90210, 9611 Arby Drive.

32.

Post-Keyes-Gardner This year PKG continued its 1973 trend with a virtual leveling-off of radio-TV billings and a sharp decline in broadcasting's share of the agency's total billings. The Chicago-based agency's combined radio and TV billings were \$800,000 more than 1973, but the broadcast share dropped 8.8%, reflecting increased business in other media. The hike, such as it was, was all in network TV business, where a \$1-million increase was offset slightly by a \$200,000 drop in spot TV billing. 1974 radio business was identical to 1973's.

Accounts resigned in 1974 included Old Chicago Beer, formerly in spot TV and radio. Accounts gained in 1974 apparently did not include those with broadcast interests. PKG's main broadcasting activity continued to come from the following; LaChoy (net-

work and spot TV, spot radio); Florists' Transworld Delivery (network TV participation and sponsorship, spot TV, spot radio); Lennox Industries (network and spot TV); Maremont Corp. (network TV sponsorship and participation), and Brown & Williamson Tobacco, Sir Walter Raleigh (network TV participation). PKG's FTD account will fully sponsor NBC-TV's Christmas special, called *The Bear Who Slept Through Christmas*, to be telecast Dec. 16. ■ Chicago 60611, 875 North Michigan Avenue, (312) 943-9400.

50.

Ross Roy Inc. Ross Roy Inc. bounced back into the top-50 listing in 1974 as the agency raised its broadcast share to 45%. Contributing to the Detroit-based agency's TV-radio expenditures were several divisions of Chrysler, S. S. Kresge (K Mart), Michigan Bell Telephone Co., Detroit Bank and Trust Co., Michigan Blue Cross/Blue Shield, Michigan Tourist Council, Bordens Foods, Libbey Glass and Lipton. ■ New York 10017, 555 Fifth Avenue, (212) 986-6800.

12.

SSC&B Broadcast investment by SSC&B rose \$3.4 million, even though radio spending dropped almost \$1 million. New accounts gained during the year included American Can Co. Encyclopaedia Britannica, Tropicana Products, and Sharp Electronics Corp. Hefty TV-radio clients in the SSC&B fold are American Cigar Co., American Can (Dixie Products Division), American Cyanamid Co., Gerber Products, Carter-Wallace,

Lever Bros., Block Drug, Thomas J. Lipton Inc., Norwich Pharmacal and Johnson & Johnson. ■ New York 10017, One Dag Hammarskjold Plaza, (212) 644-5000; Hollywood 90028, 1800 North Highland Avenue, (213) 464-2119; Hato Rey, P.R. 00918, Banco de Economias Bldg., Suite 806, Ponce de Leon 221, (809) 767-4825.

29.

Tatham-Laird & Kudner A \$9-million plunge in broadcast billings was TLK's fate this year, bringing the broadcast share of the billings down almost 10%. A \$4.4-million TV network drop and an equivalent decline in spot-TV billing accounted for the broadcast cutback; TLK's radio billings, traditionally small, stayed that way. The TV decline was a far cry from 1973's cheerful \$11.8-million broadcast billing increase.

The Chicago-based agency acquired several major accounts, primarily print-oriented, which include National Fire Protection Association, volunteer agency; Steak and Ale Restaurants of America; Hiram Walker whiskeys; Marco Beach Hotel & Villas and Bell & Howell Schools training program. Accounts lost included North American Systems (Mr. Coffee) and Goodyear Tire & Rubber Co. truck, farm and cycle tires, which represented substantial broadcast business. TLK continued broadcast affiliation with Coca Cola, Miles Laboratories, Johnson & Johnson, and Procter & Gamble. ■ Chicago 60611, 625 North Michigan Avenue, (312) 337-4400; New York 10016, 605 Third Avenue, (212) 972-9000.

1.

J. Walter Thompson Co. The traditional leader in broadcast billing, JWT continued in its kingpin position in 1974, adding more than \$27 million in television and radio over 1973. During the year Thompson acquired 14 accounts, many broadcast-oriented, including Shakey's Inc., Johnson Products Co., Chock Full O'Nuts, Banquet Foods, Monroe Auto Equipment and Rheingold Breweries. Among accounts departing the agency were Christiana Cos., Franklin State Bank and Western Union. During 1973 JWT was the agency for more than 70 accounts active in TV and radio, including companies that participated in network and spot in both media: Kraft, Seven-Up, Ford Motor Co., RCA, Reynolds Metals, Warner-Lambert and Reader's Digest. Other heavy TV-radio users were Lever Bros., Gillette and Quaker Oats. ■ New York 10017, 420 Lexington Avenue, (212) 686-7000; Chicago 60611, 875 North Michigan Avenue, (312) 664-6700; Detroit 48226, 535 Griswold, (313) 962-8900; Los Angeles 90048, 6505 Wilshire Boulevard, (213) 653-0300; San Francisco 94111, One Maritime Plaza, (415) 421-3510; Atlanta 30361, Suite 2101, 100 Colony Square, (404) 892-2321; Washington 20005, 1156 15th Street, N.W., (202) 296-6450; Honolulu 96814, 1600 Kapiolani Boulevard, (808) 955-4433; Indianapolis 46208, 3901 North Meridian, Suite 301, (317) 925-9021.



Write on. The versatility of Bic Pen Corp.'s Banana is underlined in a 30-second TV commercial that positions the pen as "a fine-line marker that lets you write, sign, mark and draw . . . even allows you to write a love song." The commercial, titled "Love Letter," shows an elderly man advising a young man not to use a ball-point pen to write to his sweetheart. He suggests, "If you must express yourself, get a Bic Banana." The commercial was created by Bic's agency, Wells, Rich, Greene Inc., New York, 16th-ranked among broadcast agencies, and was produced by Alton/Melsky, New York. It was carried for more than a year on a host of prime-time and daytime shows on all three networks. According to an official of WRG, the "Love Letter" commercial was "very well received and contributed to the success of the Bic Banana, whose sales are continuing on a very satisfactory level."

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

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

Express Service

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

Final Destination

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

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

Point of Departure

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

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

Travel Arrangements

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

ABC-FM Spot Sales, Inc.
The American way of radio

Atlanta	(404) 892-1710
Chicago	(312) 372-2267
Detroit	(313) 353-8283
Los Angeles	(213) 838-6839
New York	(212) LT 1-7777
San Francisco	(415) 673-7100

Representing:

Atlanta	WZGC
Baltimore	WKTK
Boston	WBCN
Chicago	WDAI
Cincinnati	WEBN
Cleveland	WGCL
Columbus	WNCI
Dallas	KNUS
Dayton	WVUD
Denver	KBPI
Detroit	WRIF
Fresno	KRIG
Houston	KAUM
Kansas City	KWKI
Los Angeles	KLOS
Louisville	WLRS
Miami	
FL Lauderdale	WSHE/WSRF
Milwaukee	WNUW
Minneapolis	KORS FM/AM
New Orleans	WRNO
New York	WPLJ
Philadelphia	WIL
Pittsburgh	WQVE
Portland	KPAM/KLSC
Providence	WBRU
Rochester	WCMF
Sacramento	KZAP
St. Louis	KADI
San Francisco	KSPX
Seattle	KISW
Tampa/St. Petersburg	
Sarasota	WOSR
Washington, D.C.	WMAL FM





Sir Polaroid. It was not the first time Sir Laurence Olivier had been asked to do a TV commercial (an airline already pitched him), but the Polaroid Co. must have given him an unrefusable offer. The sum meted to the veteran British actor for his appearance in Polaroid's 1973-75 campaign to acquaint the public with its new SX-70 Land camera is a guarded secret. The benefits reaped by Polaroid, however, can be figured out: Since Lord Olivier's first national TV commercial appearance some 12 months ago, Polaroid has sold over one million SX-70 cameras at about \$200 each (a \$200 million gross) and more than doubled the over-\$100 camera market. The SX-70 was introduced for regional distribution in late 1972 on Florida TV with an Olivier spot, then heavily promoted in network prime time with 14 other commercials, half of which featured Lord Olivier himself, and half of which featured his voiceover. (A 60-second radio commercial, among several lifted from the TV commercials and played in the top-50 markets, won a Clio award last year.) Polaroid executives discovered that the Olivier commercials produced the highest audience recall scores in the company's history in test and national market samples, and the SX-70 now accounts for more than 20% of the total U.S. camera dollars this year. All the commercials were produced in France, and the renowned actor also recited his copy in French, German and Italian for Polaroid's world market. Doyle Dane Bernbach produced the Olivier series, which may or may not be augmented before the actor's contract expires early next year. By that time, a second, less expensive SX-70 model will be described on television commercials by Candace Bergen, movie actress and photographer/journalist.

42.

Tracy-Locke Track-Locke showed gains in every area of its broadcast billings, and, as a result, pushed its combined radio and TV total from the 1973 figure of \$13.6 million to this year's \$23 million. The broadcast share of the agency's total billings climbed from 45% (1973) to 58% (1974). Its spot-TV billings showed the biggest jump among all the broadcast categories, from \$6.9 million (1973) to \$12.6 million (1974). The agency's key accounts continued to be Phillips Petroleum, Frito-Lay, Borden, Castle & Cooke, Haggar, Texas Instruments and Wilson & Co. ■ Dallas 75250, Box 50129, (214) 742-3131; Columbus, Ohio 43229, 5900 Roche Drive, Suite 315, (614) 885-6004; Denver 80222, 5500 East Yale Avenue, (303) 757-6423; Houston 77027, 5051 Westheimer Avenue, (713) 622-6222; San Francisco 94111, One Embarcadero Center, (415) 956-5125.

43.

Warren, Muller, Dolobowsky Warren, Muller, Dolobowsky's loss of Breon Laboratories (Disparene perianal cream) offset the agency's addition of Jungle Habitat, Con-Tact (a division of United Merchants Manufacturers) and Nathan's, with the result that total broadcast billings remained the same as last year: \$22.5 million. The agency's other major accounts were The Mennen Co. (network TV, spot TV and spot radio), Winthrop Laboratories' Neo-Synephrine nasal spray (network TV, spot TV and spot radio), Yardley of London Inc. (network TV and spot TV) and *Business Week* magazine (spot radio). ■ New York 10017, 747 Third Avenue, (212) 754-1600.

36.

Warwick, Welsh & Miller Warwick, Welsh & Miller's 1974 broadcast billings in

1974 increased \$500,000. This was despite a \$6-million gain in network TV billings, which was offset by cutbacks in spot TV and network radio. The agency slashed its network radio billings by 80%, down \$3.6 million, and its spot TV figure almost 50%, down \$2.2 million. The TV-radio percentage of the agency's over-all domestic billings remained stable, up .6%.

WW&M added six new accounts. Those in broadcast were *Smithsonian Magazine*, and Heinz, U.S.A. (new product). No accounts were lost in 1974, and the agency continued its heaviest radio-TV business with Lehn & Fink health products (network TV, spot TV, network radio and spot radio); Plough Inc., health and hygiene products (network TV participation and spot TV, spot radio, some network radio); Selchow & Righter games (on network TV participation, spot TV and spot radio), Timex watches (TV participation and specials sponsorship) and United States Tobacco Co. pipe tobacco (network participation in TV sports specials, and spot TV). ■ New York 10022, 375 Park Avenue, (212) 751-4700.

16.

Wells, Rich, Greene TV-radio spending at WRG grew more than \$6 million over last year's \$87 million. (WRG last year had reported \$77.3 million for 1973 broadcast billings but has corrected them, saying lower figure apparently represented 11-month totals.) The 1974 increase is attributed to enlarged spending in TV by clients, as the broadcast share jumped to 66%. The agency's roster of advertisers includes Bic, General Mills, Procter & Gamble, Miles Laboratories, Ralston Purina, Sun Oil, Trans World Airlines and Midas. ■ New York 10022, 767 Fifth Avenue, (212) PL 8-4300; Hollywood 90028, 1717 Highland, (213) 462-6347.

3.

Young & Rubicam This could be called Y & R's "acquisition year," with the agency buying five regional agencies and listing them under Y & R National. It also purchased Ricotta, Wunderman & Kline (direct marketing), which bills more than \$35 million in all media. These buying sprees played a large part in lifting Y & R's broadcast billing in 1974 by more than \$35 million over 1973's total. During the year Y & R also obtained the accounts of the U.S. Postal Service and the Continental Can Co. Among the solid contributors to the agency's broadcast expenditures during 1974 were Bristol-Myers, General Foods, General Electric, General Cigar Co., American Home Products Corp., Gulf Oil Corp., Frito-Lay, Procter & Gamble, Thomas J. Lipton Inc., Union Carbide, United Brands, Goodyear Tire & Rubber and Milton Bradley Co. ■ New York 10017, 285 Madison Avenue, (212) 576-1212; Detroit 48826, 211 West Fort, (313) 963-1345; Los Angeles 90010, 3435 Wilshire Boulevard, (213) 380-6400; Chicago 60601, 1 East Wacker Drive, (312) 329-0750; Houston 77002, 1200 Milam, (713) 224-4055.

The radio news business...

... and the business in radio news, will be the subject of a special report in *Broadcasting* on January 6—1975's year-beginning double issue.

Our design: to tell the story of those radio operations that rely on journalism for a major part of their broadcast way of life—good news, bad news, all news.

At the same time, we'll tell the bottom line story of radio news. What it costs to mount a major news operation. What it can mean in terms of audience and advertiser impact.

That special report will headline the January 6 issue, but that won't be all between those covers.

There'll also be a looking-backward news perspective on the principal stories of 1974.

And a looking-forward business perspective on what's in store for 1975.

Along with a double measure of the good news and bad news that makes *Broadcasting* all news all year long.

You belong in Broadcasting Jan 6

Tanner organizes IOU's

Barterer sets up network of stations where it has time credits coming

William B. Tanner Co. Inc., Memphis, a leading barter advertising organization, has formed the Tanner Radio Network of more than 2,600 stations on which the company has earned time credits.

William B. Tanner, president, reported his company has more than \$40 million in credits on stations accrued through supplying outlets with all types of merchandises and services. He said advertisers and their agencies may buy time on a national, regional or state basis and on stations of particular formats. Tanner already has undertaken campaigns on the Tanner network for Subaru automobiles in more than 400 markets and for Dairy Queen in more than 200 markets.

Another new service of the Tanner organization is called "The Advertiser" and is a source of sales and production material to help radio stations in their quest for local sales. It consists of all types of advertising aids and is designed as a new business-getter. Stations receive a new package of material each month. The service is available in exchange for time credits.

NAD's October boxscore

Sixteen challenges to national advertising, including eight on television and one on radio, were resolved during October by the National Advertising Division of Council of Better Business Bureaus. NAD reviewed and found acceptable TV claims of Airwick Industries Inc. (air freshener), Chattem Drug & Chemical Co. (Pamprin premenstrual tablet), Hunt-Wesson Foods Inc. (Wesson oil), and Pfizer Inc. (Desitin ointment). TV advertising that was discontinued before or after challenges were made involved American Home Product (Black Flag roach killer), Brown Shoe Co. (premium offer to children), Mego International Inc. (Batman/Robin toys) and Mago (Planet of Apes treehouse, toy ensemble). Cotter & Co. (hardware stores) agreed to modify a claim made on a radio commercial in line with NAD's suggestions.

Ayer gets clean bill

The Army has notified N. W. Ayer ABH International, New York, that an inquiry by the Army inspector general has found no improprieties in the award of its advertising contract to Ayer and the account is being "administered effectively considering its scope and complexity." The investigation began last May following news reports alleging improprieties on the part of Ayer in obtaining and managing the account (BROADCASTING, May 13).

In a letter to Neal W. O'Connor, chairman of Ayer, Secretary of the Army Howard H. Calloway said that "no evidence was found that even suggested im-

proprieties on the part of Ayer in the October 1972 award of the contract for fiscal 1974. Nor were family and business relationships in any way factors influencing the selection of any agency."

Mr. Calloway said his decision to open the fiscal year 1976 advertising contract for competitive bidding "is in no way a reflection on the conduct or performance of Ayer." He noted that it "represents normal government procedures" and said that "Ayer and every other potential bidder will receive complete and impartial consideration in the selection process."

The Army spends about \$35 million annually in advertising but, by direction of Congress, spends none in broadcasting.

New demographics. It'll be more or less official early next year that men and women over age 49 are not discards—if they're not more than five years over 49. Arbitron Television reported last week that, beginning in February, its TV reports will carry two new demographic columns in all sections: men 25-54, and women 25-54. The new columns will be in addition to the present 25-49 breakouts and are being introduced, according to Arbitron, at the request of agencies and stations "following a life-style evaluation of 50-to-54-year-olds which demonstrated the group to be an active, high-income, spending segment of the population." The extra years will add about 20% to audience sizes computed by 25-49 standards, Arbitron said. For the last couple of years, Arbitron TV's specific age breakouts have stopped at 49, according to Arbitron officials. A. C. Nielsen Co. said its TV reports introduced the 25-54 columns this fall as replacement for the 25-49 grouping. Nielsen's 50-54-year-olds formerly were counted in the 25-64 column, which is being continued.



Short and sweet. In its first major TV campaign, Pangburn Co., Fort Worth, has begun a four-week spot TV drive in 12 major markets in the South with a heavy schedule in all dayparts on behalf of its boxed chocolates. The campaign, created by The Bloom Agency, Dallas, is part of a TV effort to promote gift giving of Pangburn's chocolates at Christmas, Valentine's Day and Easter.



Scent of history. In its first use of television in U.S., House of Hermes in Paris is advertising its Caleche perfume for women and Equipage for men in a series of history-oriented commercials created by Levine, Huntley, Schmidt Inc., New York. Initial campaign broke last week on WABC-TV, WCBS-TV, WNBC-TV and WNEW-TV in New York. Top shows actors impersonating such historical figures as Frederic Chopin and George Sand, Lord and Lady Randolph and Napoleon II and Princess Eugenie (above) dancing a waltz as voiceover announcer intones that "House of Hermes in Paris has created the finest fashions in Europe for the finest people in Europe" since 1837 and "for today's woman, Hermes offers Caleche . . . for today's man, Hermes has created Equipage."

Business Briefs

Blair TV adds. LIN Broadcasting Co., New York, has appointed Blair Television's station division as national representative for its newly acquired WBAP-TV Fort Worth, Tex. (being changed to KXAS-TV). Blair Television also represents LIN Broadcasting's two other TV stations—WAVY-TV Norfolk-Portsmouth-Newport News-Hampton, Va., and WAND-TV Decatur-Champaign-Urbana-Springfield, Ill.

Easy does it. Riviana Foods Inc., Houston, is introducing "Bake-it-Easy," new rice dish through spot TV and radio campaign in 12 major Northeast markets lasting through March. Campaign was prepared by Bloom Agency, Dallas.

Christmas suggestion. Cooper Laboratories, Personal Health Division, Bedford Hills, N.Y., has scheduled network and spot TV campaign to run until Christmas in support of its Sontac denture cleaning system. Created by Kelly, Nason Inc., New York, 30-second commercial, "Thoughtful Gift for Christmas," shows Fran Allison demonstrating unit and mentioning where it may be bought.

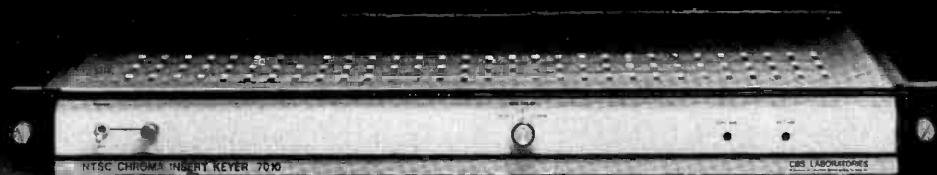
Getting together. Ketchum International Inc., Pittsburgh, and Roberts/Fenton/McConnell Ltd., Vancouver, B.C., have established Roberts Ketchum International, Toronto. New firm will take over accounts formerly handled by Toronto office of R/F/M and all Canadian busi-

Here's a new Chroma Insert Keyer that's clear and simple.

Simple, because it has "zero-H" delay which means no installation and retiming hassle, since through delay is less than 25 nanoseconds! And clear, thanks to a unique comb filter which minimizes noise and color-edge crawl from the key signal.

With this new Chroma Insert Keyer, there's no need for a separate insert keyer, or separate RGB switcher. The unit is also equipped with a remote control unit and 50 feet of cable for easy operator control.

The Model 7010, NTSC Chroma Insert Keyer, from CBS Laboratories. It's that clear and simple.



CBS LABORATORIES

A Division of CBS Inc.
227 High Ridge Road, Stamford, Connecticut 06905

ness placed by Ketchum International, subsidiary of Ketchum, MacLeod & Grove, Pittsburgh.

Rep appointments. KJEO(TV) Fresno, Calif.: Peters, Griffin, Woodward Inc., New York ■ KOGO(AM) San Diego: Major Market Radio, New York ■ WLBZ(AM) Bangor, Me.; WCSH(AM) Portland, Me., and WPOC(FM) [formerly WFMM] Baltimore: Avery-Knodel, New York ■ WFUN(AM) Miami: Alan Torbet Associates, New York ■ KRE-AM-FM Berkeley, Calif.: GCI Sales, New York ■ KGNS-TV Laredo, Tex.: Sociedad Mexicana de Radio, S. A., Mexico City (for sales in Mexico) ■ WAMM(AM) Flint, Mich.: Avco Radio & Television Sales, New York (nationally except for Detroit).

Advertising against adversity. W. T. Grant Co., New York, retail chain with more than 1,180 stores, has placed added \$1 million for advertising through next seven weeks, although company is in financial crunch. Through Cunningham & Walsh, campaign—including four-week spot TV effort currently in at least 33 markets—is designed to clear excess inventories built up through new-store openings.

Back again. Northwestern Mutual Life Insurance Co., Milwaukee, will co-sponsor for third straight year CBS-TV's *60 Minutes* (Sundays, 6-7 p.m.), starting in January. Agency is J. Walter Thompson Co., New York.

Media

NAB to make its case to FCC on free refunds

Cable gets back \$14 million; association wants same consideration for broadcasters

The National Association of Broadcasters' legal staff last week was drafting a petition aimed at persuading the FCC to refund to NAB members the fees they paid the commission over the last three years. A "conservative" estimate of the amount involved is said to be \$30 million.

If that petition does not get anywhere, NAB has a fall-back position: it will seek a refund of the difference between the fees broadcasters have paid and what they would have paid under the new fee schedule that the commission is now preparing.

The preparations were begun in light of the action by the commission, taken last week but anticipated for the past three, to refund \$4.1 million in annual subscriber fees to some 5,000 cable television systems ("Closed Circuit," Dec. 4).

The commission acted in response to several petitions by cable industry interests, including the National Cable Television Association. But in granting the refund of annual fees paid by cable tele-

vision systems while ignoring the petitions of a number of broadcasters for refunds, the commission cited the case in which the Supreme Court held invalid the annual fees paid by cable systems—13 cents per subscriber—under the fee schedule adopted in 1970. The NAB had dropped its opposition to that fee schedule after losing in the U.S. Court of Appeals for the Fifth Circuit, in New Orleans.

As a result of the Supreme Court decision, issued in March (BROADCASTING, March 11), the commission suspended the annual fees paid by cable systems and broadcasters, and initiated a rulemaking aimed at developing new fees that would meet the Supreme Court test of reflecting value to the recipient. The 1970 schedule was designed to return virtually 100% of the commission's costs to the U.S. Treasury; the total cost of running the commission was simply divided among the various services it regulates. The new schedule is expected to permit the commission to recover about 39% of fiscal year 1975's budget of \$46.9 million.

The manner in which the commission chose to make refunds to cable television systems was dictated by administration convenience. The commission said it had no doubt it could legally recompute the appropriate cable fees after concluding the pending rulemaking proceeding to revise the fee schedule. But, it said, "in view of the amount which would be recoverable and the expense involved in recomputing and collecting the appropriate fees for a large number of parties, we believe the best course is to refund the total fees collected to the parties who originally submitted them."

The job of making the 15,000 individual refunds—which involves preparing requisitions to Treasury—was to get under way promptly.

NAB General Counsel John Summers, who said the association's petition seeking refunds for NAB members would be filed with the commission this week or next, noted that "everybody's doing it"—that is, requesting refunds, and added, "There's no reason why we shouldn't also."

The commission staff is expected to prepare an agenda item including recommendations on the refund requests, along with a proposed new fee schedule, early in January ("Closed Circuit," Nov. 25). However, it appears unlikely that the staff will recommend further refunds.

Officials note that Senator William Proxmire (D-Wis.), chairman of the appropriations subcommittee with jurisdiction over the commission's appropriation request, urged the commission to take a hard line on refund requests. Another reason the staff probably will not recommend an open-handed approach is that wholesale refunds would impose a heavy administrative burden on the commission. Some 80,000 fees are received by the commission each month, most of them filed by persons and companies regulated by the Safety and Special Radio Services.

The requests now pending at the commission include one—for \$14 million filed by AT&T—and others by various broadcasters. And, as Mr. Summers said, if the commission were to grant those

Price list *

Empty	\$1.75
40 sec.	2.00
70 sec.	2.10
100 sec.	2.15
2.5 min.	2.30
3.5 min.	2.40
5.5 min.	2.80
10.5 min.	3.85

TOLL FREE Order Number
800 638-0977

Price list effective November 15, 1974 (subject to change without notice)

Orders of 24 or More SHIPPED PREPAID

TAPECASTER TCM, INC.
Box 662
Rockville, Maryland 20851

MODEL A-2 Caplora

MADE EXPRESSLY FOR PROFESSIONAL BROADCAST STUDIOS

Audiotape

Candid Camera delivers the most women 18-49 and 18-34

in these markets as reported by ARB for Oct. '74.

All ratings shown are from the
ARB TELEVISION MARKET REPORTS
of OCT. 1974 (ADI & METRO)
They are estimates only, subject
to certain effects and limitations
described in the report.

TAMPA WTVT/7:30 P.M./SAT.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
WTVT	CANDID CMRA	113	46	29
A	GREAT ADVN	47	14	8
B	LAWRENCE WELK	137	19	4

Also No. 1 (tie) in rating & share (ADI)

DALLAS KDFW/6:30 P.M./MON.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
KDFW	CANDID CMRA	173	97	68
A	MAKE A DEAL	154	70	42
B	SCNE 6 PT II	77	46	18

Also No. 1 (tie) in rating & share (ADI/METRO) & homes
Candid Camera is highest rated 6:30 program on KDFW (M-F)

MIAMI WTVJ/7:30 P.M./WED.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
WTVJ	CANDID CMRA	183	94	52
A		92	12	5
B	25,000 PYRAMD	79	49	33

Also No. 1 in rating, share (ADI/METRO) & homes
Candid Camera is highest rated 7:30 program on WTVJ (M-F)

MEMPHIS WMC/9:30 P.M./SUN.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
WMC	CANDID CMRA	137	90	57
A	ABC SN NT MV	77	57	40
B	CH 3 REPORTS	36	19	9

Also No. 1 in rating, share (ADI/METRO) & homes

BALTIMORE WMAR/7:00 P.M./SUN.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
WMAR	CANDID CMRA	115	71	46
A	ACTION NWS	43	21	11
B	WILD KINGDOM	78	33	13

Also No. 1 in rating, share (ADI/METRO) & homes
600% increase from lead-in

SEATTLE KIRO/8:30 P.M./SAT.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
KIRO	CANDID CMRA	152	95	58
A	NEW LAND	56	28	18
B	EMERGENCY	130	86	57

Also No. 1 in rating & share (METRO) (ADI tie)

COLUMBUS, O. WTVN/7:30 P.M./FRI.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
WTVN	CANDID CMRA	67	42	30
A	MASQUURDE PRTY	51	26	12
B	TREASUR HUNT	70	33	21

Also No. 1 (tie) in rating & share (ADI)

CLEVELAND WJW/7:30 P.M./FRI.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
WJW	CANDID CMRA	138	78	45
A	NME TUNE	109	43	19
B	MAKE A DEAL	128	60	40

Also No. 1 (tie) in rating, share (METRO) & homes

PORTLAND KATU/7:30 P.M./TUES.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
KATU	CANDID CMRA	72	48	28
A	HEE HAW	69	29	19
B	MAKE A DEAL	73	20	11

Also No. 1 in rating & share (METRO)

PROVIDENCE WPRI/7:00 P.M./FRI.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
WPRI	CANDID CMRA	51	33	19
A	DUCKPINS S	37	16	10
B	CONCENTRATN	76	25	12

Also No. 1 in rating & share (METRO)
Candid Camera is highest rated 7:00 program on WPRI (M-F)

Candid Camera is also No. 1 in these same markets in rating, share and homes against established Prime Access Shows like Let's Make A Deal, Concentration, Wild Kingdom, The Price Is Right, Hollywood Squares, Lawrence Welk, Hee Haw and Treasure Hunt and...against this season's new Prime Access offerings like Masquerade Party, Name That Tune and \$25,000 Pyramid.

EXCLUSIVE REPRESENTATION OF ALLEN FUNT
BY DICK LEVINE ENTERPRISES, INC.

BUFFALO WGR/7:30 P.M./MON.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
WGR	CANDID CMRA	165	101	57
A	STRK-SPR-MIS	116	30	13
B	25,000 PYRAMD	78	36	25

Also No. 1 in rating & share (METRO) & homes
Candid Camera is highest rated 7:30 program on WGR (M-F)

MINNEAPOLIS KMSP/6:30 P.M./MON.

NO. 1 WITH WOMEN 18-49 & 18-34

STATION	PROGRAM	TOT.	WOMEN	
			18-49	18-34
KMSP	CANDID CMRA	110	59	38
A	MAKE A DEAL	121	53	31
B	BUD GRANT	54	27	17

Also No. 1 in rating, share (ADI/METRO) & homes
Candid Camera is highest rated 6:30 program on KMSP (M-F)

For your troublesome
one-a-week half hour slot

THE NEW

Candid Camera

starring ALLEN FUNT and
John Bartholomew Tucker

An ALLEN FUNT Production

DISTRIBUTED BY

FIRESTONE
PROGRAM SYNDICATION CO.

540 MADISON AVENUE, NEW YORK, N.Y. 10022
(212) 593-3013

Advertisement CORRECTION

The ad on the inside front cover of the October 7th 1974 BROADCASTING, entitled "Can't see the forest for the trees?" contains an error.

The cabinet dimensions of the Collins transmitter should read **71 1/2" W** and **68 15/16" H**. The ad as printed reversed those figures.

The mistake was a simple, and minor, typesetting error; this sets the record straight.

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

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

NEW YORK CITY

THE *Berkshire* HOTEL

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

(Ask about our special weekend plan.)



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

requests, it would refund fees paid by NAB members. However, NAB's petition would enable the association to seek judicial review if, as seems likely, the petitions are denied.

In any event, several suits seeking refunds have been filed with the U.S. Court of Claims in Washington by a number of broadcasters and cable systems. However, the court has said it will not act until the commission adopts its new fee schedule.

California stations ask for proof in petitions

Responding to denial efforts of citizen groups, licensees say accusations are not backed up by hard evidence

California broadcasters besieged by petitions to deny (BROADCASTING, Nov. 11) generally responded to the barrage with a single bullet—lack of specificity. According to the broadcasters, citizen group allegations of unresponsive programming, faulty ascertainment and employment discrimination were unsupported by any detailed facts and relied instead on statistical comparisons and "numbers games."

SRD Broadcasting Inc., licensee of KSJO(FM) San Jose, and several Sacramento licensees—PSA Broadcasting Inc. (KEZS(FM)), Mediastar Inc. (KNDE(AM)), and KXOA-FM Inc. (KXOA(FM))—suggested that petitions to deny containing charges of employment discrimination were based on broad comparisons of census statistics with the stations' employment files and revealed no attempt to show how the licensees had instituted "barriers" to equal opportunity.

Allegations of unresponsive programming and faulty ascertainment were also refuted by these licensees. They pointed to the commission's repeated rejection of such petitions for not incorporating specific details which show prima facie that licensees are operating in a manner inconsistent with the "public interest, convenience and necessity."

Many licensees added that the general allegations brought against them lacked the support of proper affidavits from individuals with personal knowledge of the matter in dispute.

Broadcasters also questioned whether some citizen groups were in fact representative of the minorities on whose behalf they had filed petitions to deny. CBS Inc., licensee of KCBS-AM-FM San Francisco, disputed the complaint filed by the Chinese for Affirmative Action regarding "responsive programming" to needs of the community. The CAA request for a Cantonese language news program did not square in CBS's view with CAA's plea for more programming directed at the city's "Asian" population. CBS claimed its ascertainment for the stations incorporated many Asian peoples other than Chinese and as a result felt its present English language programs could reach a broader base in the com-

munity than any other one language.

Metromedia Inc., licensee of KTTV(TV) Los Angeles, questioned the validity of a petition to deny filed by the L.A. Women's Coalition for Better Broadcasting, which was submitted on behalf of 10 other organizations. But, said Metromedia, only six of those groups signed the petition and none was signed by officers or directors of the groups.

Another Metromedia renewal, for KNEW(AM) Oakland, was contested by the Community Coalition for Media Change. But, according to Metromedia, the entire petition was based on "one disgruntled employee" whose complaint of discrimination had already been turned down by a state agency. Metromedia submitted therefore that CCMC should not be qualified as a petitioner, since petitioners must show adverse effect from a renewal grant, and in the KNEW case no such adverse effect existed for anyone except the individual employee.

West Coast Media Inc., licensee of KDIG(FM) San Diego, argued that allegations of inadequate programming filed by two university students were inappropriate since the students were only temporary residents of the San Diego community and represented only their "private interest," benefiting no public group or organization.

Patrick Henry, licensee of KJAZ(FM) Alameda, called the group filing against his station, Committee for Open Media, "opportunists who are endeavoring to manipulate the media to their own ends." Charges of misrepresentation, Mr. Henry suggested, were "actually the arguments of self-appointed critics."

Other licensees challenged citizen group petitions to deny which were based on the broadcaster's unwillingness to "negotiate" or enter into an agreement with a group. Great Western Broadcasting Corp., licensee of KXTV(TV) Sacramento, said it could do an "ample" job on its own regarding community programming without having to sign a bilateral contract or negotiate with the Community Coalition for Media Change.

Anticipation. Dr. Everett Parker of Office of Communication of United Church of Christ has expressed concern to FCC Chairman Richard E. Wiley about reports that the FCC is considering a policy statement imposing restrictions on agreements stations can reach with community groups. Dr. Parker, leading figure in the citizen group movement in broadcasting, said in a letter to Chairman Wiley that there must be "some check on autocratic administration of public demands." And to the extent the FCC prevents citizen groups from exercising checks, he said, the FCC itself must settle disputes between groups and stations. He also said that a licensee is free to reject proposed agreement, and added: to call this interference with licensee discretion, "is to use a legal fiction to protect licensee from enforcement of his obligations under the Communications Act."

Pacifica may find a home in Washington

Controversial FM licensee clears big regulatory hurdle toward license for the ears of Congress and FCC

Over the years, Pacifica Foundation has had its problems with the FCC because of the programming of its noncommercial FM's in New York and California. Now Pacifica is a giant step closer to having an FM station in Washington, where members of the commission and Congress could experience Pacifica service at the flick of the dial. Administrative Law Judge James F. Tierney last week issued an initial decision granting Pacifica's application for a construction permit for a noncommercial FM on channel 207 (101.9 mhz) in Washington. The decision becomes final in 50 days unless the commission's Broadcast Bureau appeals to the commission or the commission reviews the case on its own motion.

If the grant becomes final, the station's programming will probably be of more than passing interest to government officials, particularly since programming containing questionable material is of evident concern among them. Five years ago, members of the commission and Congress were outraged by the broadcast on Pacifica's KPFF(FM) Los Angeles of a poem, "Jehovah's Child," which contains slang expressions for genitals and for sex acts it ascribes to Jesus and Jehovah. Earlier, in 1969, the commission cleared Pacifica's WBAI(FM) New York of failing to live up to its responsibility as a result of the broadcast of allegedly antisemitic material; the station had complied with the fairness doctrine on the question of antisemitism, the only issue involved, the commission said (BROADCASTING, March 31, 1969).

Pacifica's four licenses (for KPFA(FM) and KPFB(FM) Berkeley, Calif., as well as the Los Angeles and New York stations; Pacifica now also has a conditional permit for KPFT(FM) Houston) were in jeopardy in the early 1960's as a result of charges the stations broadcast "filthy" language and left-wing propaganda and because of a Senate investigation of alleged Communist party infiltration of the foundation. The commission, however, renewed the stations' licenses, in January 1964, in an order that contained a strongly worded policy declaration on the right of free speech of broadcasters (BROADCASTING, Jan. 27, 1964). Two years later, however, the commission penalized three of the stations—the Berkeley and Los Angeles FM's—with one-year license renewals because of the foundation's "admitted failure" to conform to its program supervisory policies and procedures "on which the commission relied" in granting the previous renewals. The question of compliance, the commission said at the time, arose as the result of complaints about the stations' programming.

Judge Tierney's decision comes six and

a half years after Pacifica filed its application. In the meantime, a would-be competitor for the channel, National Education Foundation, dropped out of the contest, and issues that had been designated for hearing were stripped down to eliminate some that placed in question Pacifica's right to operate on noncommercial channels.

The only issues left for Judge Tierney to resolve were whether Pacifica had violated the ex parte rules by soliciting or encouraging members of its stations' audience to contact the commission on the proceeding, and whether it had complied with commission rules requiring it to keep the commission advised of changes in its officers and directors.

Judge Tierney found violations in both instances but said they did not warrant disqualification. He said there was no evidence that, in failing to amend its application, Pacifica tried to deceive or mislead the commission. Nor, he said, was there any deliberate intention on the part of the managers of KPFA Berkeley and KPFF Los Angeles in contacting listener subscribers with a request that they write to the commission in Pacifica's behalf, to interfere with the hearing in Washington.

The station managers had acted after *Barron's*, in April 1970, published a lengthy article attacking Pacifica. Judge Tierney said the evidence in the case revealed "little more than heightened

"A splendid service..."

"Unduplicated by any other source..."

"An honest approach..."

"Clear, Concise, Unbiased..."

These are typical of scores of user comments on State Farm's *No-Fault Press Reference Manual*. Since its publication in January of 1973, it's become the standard reference work on auto insurance reform. More than 800 copies are in use in the nation's newsrooms.

Encyclopedic in scope, the 300-page loose leaf manual is a tab-indexed guide to every aspect of the no-fault auto insurance story. For every state that's passed major auto insurance legislation, the manual provides a concise run-down of the law's principal provisions, along with an analysis and its complete text.

Other sections include a historical overview of the auto insurance reform effort, proposed federal legislation and a glossary. Updates are mailed to all manual users as laws are amended and new ones passed. They also get *Advisory*, a one-page newsletter that thumbnails interim developments.

Altogether, the manual, updates, and newsletter offer authoritative, unbiased help to everyone reporting on auto insurance reform. For this free service, write to:



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Public Relations Department
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**To celebrate our 50th anniversary,
we're planning our next 50 years.**

We've been communicating for 50 years.
We're proud of that. And we're having the
traditional parties and special events to celebrate.

But we never stop thinking of the future. We're
already planning our next 50 years.

We're planning new ways to entertain and
inform you.

We're planning new ways to keep up with
changing demands—to match our programming
to your needs and interests.

Our anniversary's important. But we're looking
ahead to the future—to the next 50 years of KOA.



anxiety on the part of an experienced licensee fearful of a prospective permit and license, and the jeopardy of its existing licenses."

At stake in the case besides the permit for the Washington channel is the commission's conditional grant of Pacifica's application for KPFT Houston. Judge Tierney said nothing was developed in the Washington hearing that affected the operation of the Houston facility and that, as a result, the grant should be affirmed.

Dean Burch hangs out his shingle

**Counselor to President quits
to join Washington law firm**

For months, former FCC Chairman Dean Burch was known to be planning to leave his present post as a top White House aide on Dec. 31 ("Closed Circuit," Sept. 23). Last week, those plans were officially disclosed by the White House in releasing an exchange of letters between President Ford and Mr. Burch.

"I have your letter and it is with deepest regret that I accept your resignation as counselor to the President, effective Dec. 31, 1974," President Ford wrote in a "Dear Dean" letter.

After more than five years in government service—including more than four years as FCC chairman and 10 months as presidential aide—Mr. Burch had written, "It is now time for me to return to the private sector to carry out my nondelegable duties as father and husband."

Mr. Burch is scheduled to become a partner in the Washington law firm of Pierson, Ball & Dowd, which specializes in communications law ("Closed Circuit," Nov. 25). The conflict-of-interest provision of the Communications Act bars commissioners who do not complete their term from representing anyone before the commission for a period of one year following their resignation. Thus, Mr. Burch would be free to practice be-



Burch

fore the commission next March.

Mr. Burch, a former chairman of the Republican National Committee, was President Nixon's choice to succeed Rosel H. Hyde as FCC chairman, in October 1969. After more than four years in that job, he was expected to resign to enter private law practice in Washington.

However, in February, President Nixon asked him to join the White House staff. His job was to be the key White House liaison with the administrative agencies as well as to serve as a top political adviser. In the former role, he had a major voice in the selection of Glen O. Robinson and Abbott Washburn as members of the FCC; in the latter, he advised on Watergate-defense strategy and helped serve as White House spokesman to the news media and Congress.

After Mr. Nixon resigned, President Ford asked Mr. Burch to remain in his job. He became the principal White House strategist in the use of the President as a campaigner in the congressional election campaigns. The President's extensive efforts to help Republican candidates failed to stem a tide of Democratic victories in both Senate and House races.

President Ford, in accepting Mr. Burch's resignation, expressed his appreciation "for the unhesitating and skillful assistance you have rendered to my administration these past four months." He said he was particularly grateful for Mr. Burch's help "during those early, critical-

ly important days following my assumption to the Presidency when I could with confidence call upon your good counsel as well as your leadership."

Mr. Burch, who in his Nov. 29 letter of resignation described the last five years as "at once satisfying, frustrating, rewarding and painful," said his work for President Ford had been "truly gratifying." And, referring to the extraordinary circumstances under which Mr. Ford assumed office, Mr. Burch said, "You have grasped the falling standard and by generous applications of hard work, wisdom and above all human sensitivity, have restored this country's faith in the constitutional system."

U on air in L.A. gets pay permit

Fourth station to be authorized for subscription operation, it hopes to open box office in 1976

Although people now think of cable when the subject of programming-for-a-fee comes up, there continue to be signs of life in over-the-air pay television. The FCC in a routine action has granted its fourth authorization for pay-television operation to KWHY-TV Los Angeles, which operates on channel 22. And Wiley D. Bunn, president of Coast Television Broadcasting Corp., licensee of the station, began talk-

ing of reaching a potential audience of 10 million with "the best entertainment not shown on TV, such as current movies, sports, Broadway plays, concerts, and other events—not cut to fit time slots and not interrupted by commercials."

The station plans a five-fold increase in signal strength to expand its coverage area by 85%, from 8,500 to 15,272 square miles. Mr. Bunn said work will begin soon and, he hopes, be completed in time for pay-TV programming by the beginning of 1976. Pay programs will occupy a maximum of 30% of the station's scheduling. The commission's rules would require the station to broadcast at least 28 hours weekly (and two hours daily seven days a week) of nonpay programming—the minimum required of all stations that have been operating at least three years.

The equipment and programming for pay television programming will be supplied by American Subscription Television of California Inc. The firm is headed by Robert S. Block, who operates Teleset Inc., which holds the licensing rights for the commission-approved Teleglobe 410 Pay-TV System. The system transmits a scrambled picture which can be unscrambled by a decoder on the subscriber's set. Viewers pay only for what they choose to watch, plus a rental fee for the decoder.

Mr. Block said that the rental charge for the decoder would be \$5 per month and that the charge for viewing programs will vary from 50 cents to \$5, with the

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average between \$2 and \$2.50. He has hopes of 15% of the 3.5 million families in KWHY-TV's expanded service area signing up as subscribers by the end of the second year of pay-TV operations.

KWHY-TV is the fourth pay-TV authorization to be granted by the FCC. Mr. Block, through B&F Broadcasting Inc., holds one of the other three; it is for WCVG(TV) to be built in channel 24 in Milwaukee.

The other pay-TV grants were made in June 1972 to Blonder-Tongue Laboratories for ch. 68 WBTB-TV Newark, N.J. (see story below), and in March 1973 to Boston Heritage Broadcasting Inc., for a station on channel 68 in Boston (WQTV(TV)). The Boston station as well as the one proposed for Newark would use Blonder Tongue's scrambler-decoder system.

On-air pay TV: ready to go if . . .

**Newark U says technology works,
but hang-up is in money market
and production of box-office box**

WBTB-TV Newark, N.J., has proved its over-the-air pay TV system workable in two full-scale over-the-air tests, but it still has a couple of barriers to clear before the pay system can become operational with real, live customers, Isaac S. Blonder, president, said last week.

One problem, he said, is getting into full-scale production of the decoders that subscribers will use to unscramble the pay TV signals they want to view; Mr. Blonder hopes to get this started by next fall. The other, he said, is "putting all the financing together," a project that in the current economy he is finding "somewhat slow," although he hopes to clear that hurdle within a reasonable time.

In the meantime WBTB-TV, which is owned by Blonder-Tongue Laboratories, a TV equipment manufacturer, is broadcasting from about 4:30 p.m. to around midnight, using feature movies as its basic programming. It's on channel 68 and has been on the air since Sept. 29. It has picked up some advertising business but not enough, according to Mr. Blonder, who hopes it will be self-sustaining by next fall.

The station's two on-air tests of the so-called BTV system of pay television were conducted Nov. 12 and Nov. 19. In one, said to be the first full-scale test of the system, encoded signals from WBTB-TV's tower at West Orange, N.J., were picked up and decoded in an office building on lower Park Avenue in Manhattan; in the second test the decoder was in the Time-Life building in mid-Manhattan. In both, Mr. Blonder said, the system worked like a charm. Eventually he hopes to offer a pay schedule of new movies, sports and cultural events, probably concentrating on the period from about 9 p.m. to around 1 a.m. as subscription TV's "prime time" (BROADCASTING, Aug. 19).

'Chicanery' charged to cable interests in 1971 consensus on cable rules

**Wasilewski says they reneged
on copyright cooperation,
that FCC should reopen rules**

National Association of Broadcasters President Vincent Wasilewski had some tough words for the cable industry last week, speaking of cable's "trail of broken promises" and calling for the FCC to "revisit" the 1972 cable rules.

In a speech last week at the Arizona Broadcasters Association winter convention in Scottsdale, Mr. Wasilewski said it is "all too clear" what to expect from cable in the future: "Don't expect much other than the opportunity to pay for what you now see on free TV."

In the early days, Mr. Wasilewski said, cable managed a series of regulatory relaxations from the FCC with "blue sky" promises: that cable had the potential to offer "theater, ballet, opera and other minority-interest programming not generally available on free TV." He added that cable officials "still toss out the threadbare proposition that the old blue sky promises will be fulfilled as soon as unlimited pay-cable is achieved. But mostly they rely on those old tried and true starry-eyed intellectuals to push this message. These dreamers still believe cable's fairy tales. . . . Fortunately," he continued, "cable no longer dazzles the FCC with this pap."

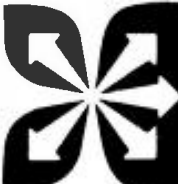
In return for the importation of distant signals and reduced nonduplication protection which cable was given in the 1971 "consensus agreement" among cable, broadcast and copyright interests, Mr. Wasilewski said, cable promised to support copyright legislation.

"Obviously, with all the interested parties agreeing on the difficult copyright question, legislation was assured. Not so." In subsequent Senate hearings on copyright, the National Cable Television Association reneged, Mr. Wasilewski charged. "Just last week, the NCTA board withdrew its support for even the emasculated copyright bill which evolved from those hearings," he said.

Then he asked: "What was behind the chicanery it [cable] exhibited in the whole 'consensus agreement' episode? You guessed it! A nationwide system of pay cable selling the movies and sports the public now sees on free TV." And later in the speech, "NCTA has done everything but change its name to the National Pay Cable Television Association."

Mr. Wasilewski had a warning for radio, too. "The message should be clear. . . . You are to be excluded from sports coverage under pay TV's grand plan," he said.

Mr. Wasilewski recalled that shortly after the FCC adopted its 1972 cable rules, then Chairman Dean Burch testified in the Senate that those rules should be re-examined if copyright legislation



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did not materialize in a reasonable time. Since then, no new copyright law has been passed.

"It is high time the FCC lived up to Chairman Burch's promise to revisit the 1972 rules," Mr. Wasilewski said, "and it is incumbent upon us to remind them of that obligation."

Book antitrust could affect broadcast end

FCC attorneys reluctant to say how much carryover might result from suits against publishing houses owned by broadcast firms

Four companies with substantial broadcasting interests are involved in the major antitrust suit that has been brought by the Department of Justice. The cause of action is not the broadcasting activities of the companies but their book-publishing ventures. However, the suit could affect them as broadcast licensees.

The four—CBS (through Holt Rinehart), Random House (owned by RCA, parent of NBC), McGraw-Hill Inc. and The Times Mirror Co.—are among 21 accused by the Justice Department of conspiring with British publishers to eliminate competition by dividing up major portions of the world market among them. The civil suit filed in U.S. District Court in New York, seeks a permanent injunction to end the alleged conspiracy.

Attorneys at the FCC were reluctant to speculate on what impact the suit would have on the four companies in their role as licensees. However, one noted that it is customary for the commission in considering renewal applications of stations whose owners are the subject of an antitrust action to condition renewal on the outcome of the suit. "There is no way of predicting what would happen to licenses in the event the companies were held to have been in violation of the antitrust laws," one attorney said. "The commission must make sure renewal is in the public interest, so while an antitrust matter would be taken into consideration, it would not necessarily be controlling."

Ten years ago, the commission renewed the licenses of Westinghouse Broadcasting Co. and General Electric Co. stations despite the conviction of officials of both parent companies on criminal antitrust charges, but renewal came only after extensive hearings that the FCC initiated.

Changing Hands

Announced

The following broadcast station sale was reported last week, subject to FCC approval:

■ **WWIT(AM)** Canton, N.C.: Sold by Western North Carolina Broadcasters Inc. to WWIT Inc. for approximately \$180,000. Principals in seller are Dalton R. Paxton, WWIT general manager, and Sidney Watts, local businessman. Principal in buyer is Dan Greene Jr., employee of

WTVM(TV) Columbus, Ga. WWIT is daytimer on 970 khz with 1 kw. Broker: Chapman Associates.

Approved

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

■ **WREC-AM-FM** Memphis: Sold by Cowles Communications Inc. to Summit Communications Inc. (formerly Triangle Broadcasting Corp.), Winston-Salem, N.C., for \$3.1 million. Cowles, which is publicly traded, retains KRNT-TV Des Moines, Iowa, and WESH-TV Daytona Beach-Orlando, Fla. Summit, owned by Gordon Gray and family, is licensee of WSJS(AM)-WTQR-FM Winston-Salem, and own several CATV systems. Summit's purchase of WCOA(AM)-WJLQ(FM) Pensacola, Fla., from WCOA Inc. for \$1.9 million (BROADCASTING, July 15) is pending FCC approval. WREC is on 600 khz with 5 kw full time. WREC-FM is on 102.7 mhz with 100 kw and antenna 900 feet above average terrain.

■ **WRSC(AM)-WQWK(FM)** State College, Pa.: Sold by Edorea Corp. to State College Communications Corp. for \$850,000. Principals in seller are Michael M. Rea (75%) and J. Albert Dame (25%) who also own WKBO(AM) Harrisburg, Pa. Principals in buyer are Eastern Broadcasting Corp. (80%) and Robert Zimmerman, vice president (20%). Roger A. Neuhoff is president and 76.7% owner of Eastern Broadcasting, licensee of WCVS(AM) Springfield, Ill., and WHUT(AM)-WLHN(FM) Anderson and WBOW-

(AM)-WBOQ(FM) Terre Haute, both Indiana. Mr. Zimmerman is general manager of WRSC-WQWK. WRSC is daytimer on 1390 khz with 1 kw. WQWK is on 96.7 mhz with 3 kw and antenna 78 feet above average terrain.

■ **WNAE(AM)-WRRN(FM)** Warren, Pa.: Sold by Northern Allegheny Broadcasting Co. to Kinzua Broadcasting Co. for \$570,000. Principals in seller are A. David and James Potter who are retiring. Principals in buyer are W. LeRoy Schneck (62.5%) and Rockwell O'Shiel (25%). Mr. Schneck had 17% interest in Northern Allegheny and is program director at WNAE and WRRN. Mr. O'Shiel, Warren attorney, owns outdoor recreational facilities company. WNAE is daytimer on 1310 khz with 5 kw. WRRN(FM) is on 92.3 mhz with 26 kw and antenna 410 feet above average terrain.

All-channel bill buried under Rules workload

AM-FM legislation dies quietly as committee deals only with 'emergency' legislation—including the lottery-reform measure

The House Rules Committee last Tuesday closed its doors to all but emergency legislation for the remainder of the 93d

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Congress, thereby killing the AM-FM radio bill (H.R. 8266). But while the AM-FM bill does not qualify as emergency legislation demanding passage this year, the lottery reform bill (H.R. 6668) does, and presumably it will pass before Congress adjourns.

Of the AM-FM bill, a spokesman for the National Association of Broadcasters said, "We came a long way with a piece of legislation that . . . has caused divisions in both party and philosophical lines." The bill's troubles (BROADCASTING, Dec. 2), he indicated, stemmed in part from its consideration "during a time when inflation has become such a raging issue that any measure which poses any real or imaginary threat is in trouble."

The bill would have made it mandatory that all radios installed in cars and trucks at the factory be equipped with both AM and FM bands. It has been vigorously advocated for some time by the National Association of FM Broadcasters and at this session of Congress by the NAB.

The NAB spokesman said, "We hope in the next Congress to have a much more favorable climate [for the bill], if and when inflation is brought under control." There are other factors, he added, however, that might weigh against the bill next year.

For one thing, the FM industry continues to develop, "slowly, but it is developing," he said, and the longer the matter drags on, the less forceful becomes the argument that passage of the bill is necessary for the industry's health.

On the other hand, if the Justice Department follows through on its investigation into the pricing policies of the automobile industry (BROADCASTING, Aug. 26) he said, it is possible the auto companies might re-adjust the prices of radio receivers downward, thereby weakening the argument that the AM-FM bill is inflationary. But then AM-FM car radio sales may increase automatically if that happens, removing the need for a bill altogether.

In the meantime, a bill which would, among other things, remove the federal ban on broadcasting of state lottery information and advertising (BROADCASTING, Dec. 2) was reported out of the House Judiciary Committee last week and, according to a Judiciary Committee aide, will probably receive a hearing before the House Rules Committee. If Congress takes no action, Attorney General William Saxbe has said the Justice Department is prepared to begin enforcing the federal antigambling laws, a move that could result in shutting down the state lotteries (BROADCASTING, Nov. 24).

Chinchilla show logging proves expense to two

The FCC has ordered WMUR-TV Manchester, N.H., and WRET-TV Charlotte, N.C., to forfeit \$6,000 and \$4,000, respectively, for improper program logging. At issue was a program-length promotional show sponsored by National Chinchilla Inc. The commission said that the entire show should have been logged as

commercial time, since the noncommercial segments were closely interwoven and related to the promotional aspects.

Both United Television Co. of New Hampshire (licensee of WMUR-TV) and Turner Broadcasting of North Carolina (licensee of WRET-TV) did not dispute the FCC's finding, but claimed that the whole area of program-length commercials is confusing and misunderstood by broadcasters. The FCC said a licensee should not be excused because its officials are not familiar with commission rules.

The difference between the amount assessed in the two forfeitures, according to the chief of the FCC complaints and compliance division, was attributed to the number of times the violation occurred and the financial status of the stations.

WMUR-TV had broadcast the program 27 times between March and October 1972; WRET-TV had telecast the program 11 times between June and October 1972.

Media Briefs

BIAS for 102. Nine more TV stations have signed for Broadcast Industry Automation System (BIAS) of Data Communications Corp., Memphis. They are: KTAR-TV Phoenix; KOCO-TV Oklahoma City; KARK-TV Little Rock, Ark.; WLKY-TV Louisville, Ky.; WPTA Fort Wayne, Ind.; WDSU-TV New Orleans; WTOL-TV Toledo, Ohio; KPLR-TV St. Louis and WOKR-TV Rochester, N.Y. Signings bring to 102 total radio and TV clients using system that automates station sales, traffic and accounting procedures.

Back in fold. WFIR (AM) Roanoke, Va., rejoined CBS Radio as affiliate Dec. 1. As WDBJ, station formerly had been affiliated with CBS for many years, starting in 1929. WFIR, on 960 khz with 5 kw, is owned by Beaverkettle Co.

Holiday mini-vacation. CBS employees were told last week they'd have a couple of extra days off at Christmas—as a sort of advance thank-you for their help in what looks likely to be "a very difficult" 1975. CBS President Arthur R. Taylor, speaking for himself and Board Chairman William S. Paley in a memo distributed Wednesday (Dec. 4), thanked the employees for their "fine efforts" in 1974. He continued: "We recognize that next year we may be called upon to expend even greater efforts than in the past and we would like to express our appreciation in advance by suggesting that you take the two days following Christmas, Thursday and Friday, Dec. 26 and 27, to spend that time with your family. I would hope that union personnel might also enjoy these extra days off where operating conditions permit. . . ."

Arundel expands. Arthur W. Arundel, owner of WAVA-AM-FM Arlington, Va., and Loudoun Times Mirror (Leesburg, Va.) and Reston (Va.) Times, has purchased Fauquier Democrat (Warrenton, Va.) and the Metro Virginia News (Leesburg) from Carr Printing and Publishing Co. Purchase price was not disclosed. Helmi E. Carr and family are principals in seller. Broker for sale was Blackburn & Co.

Bazon converts a liberal on fairness

'Village Voice' columnist cites dissent that points out how others suffer doctrine's backwash

Nat Hentoff, a self-described civil-libertarian who writes a column for the *Village Voice* in New York and serves on the faculty of New York University's Graduate School of Education and the New School for Social Research, has become a convert to the ranks of those who feel the FCC's fairness doctrine should be abolished on the ground it violates the First Amendment.

Mr. Hentoff, who explained his "heresy" in an article that originally appeared in a publication of Local One of the Amalgamated Lithographers of America and that was reprinted by the Television Information Office, said he began changing his mind about the fairness doctrine as a result of Chief Judge David Bazelon's dissenting opinion in the WXUR case (BROADCASTING, Nov. 13, 1972).

The commission had denied renewal of WXUR-AM-FM Media, Pa., which were under the control of the fundamentalist preacher, Dr. Carl McIntire, on grounds of violation of the fairness doctrine and misrepresentations to the commission regarding program proposals. The U.S. Court of Appeals upheld the commission, although only one of the three judges on the panel expressly affirmed the commission's decision on the fairness-doctrine issue.

Judge Bazelon originally concurred in the court's opinion, but later dissented and issued the opinion Mr. Hentoff cited. Mr. Hentoff noted that Judge Bazelon pointed out that the commission, by forcing the stations off the air, had deprived residents of the Media area of the ideas of those stations. Mr. Hentoff also cited Judge Bazelon's contention that the fairness doctrine imposes a burden on broadcasters that militates against boldness.

Mr. Hentoff did not contend that broadcasters will be braver or bolder if they are finally accorded the same First Amendment protection as the press. But, he said, "surely it's an option worth taking, particularly since, as Judge Bazelon emphasizes, 'Most Americans now consider television and radio to be their most important news sources. Broadcast journalists have grown up. They see it as in their interests to be guided by the same professional standards of "fairness" as the printed press.'"

Not all of Mr. Hentoff's argument in favor of eliminating the fairness doctrine is likely to appeal to broadcasters. In attacking the spectrum-scarcity rationale the Supreme Court used in affirming the constitutionality of the fairness doctrine, Mr. Hentoff pictured a day when broadcasters will face far more competition than they do now.

For he did not stop with statistics showing that there are far more radio and television stations today than there are daily newspapers. He noted with approval the American Civil Liberties Un-

ion's contention that cable systems should be operated as common carriers, with their channels open to anyone willing to lease them. And he cited a Rand Corporation study which "demonstrates" that it is possible to drop 67 channels into the nation's 100 largest urban centers (BROADCASTING, Jan. 7). The study referred to the Office of Telecommunications Policy's report on the feasibility of additional VHF drop-ins). "It is not at all fanciful, in sum," he added, "that in a decade or so, *TV Guide* will, as a television researcher says, be 'as fat as a telephone directory.'"

House reforms mean key committee changes

But Staggers, Macdonald remain on top of communications affairs

Congress's apparent leftward swing resulting from the Democratic landslide in last month's elections began to show last week as the House Democratic caucus voted to change many of the old ways. Although some of the changes will affect next year's Commerce Committee, it is difficult to predict how at this time.

The Democratic caucus, comprising all House Democrats, voted to make all committees reflect the 67% majority the Democrats won last November by changing the ratio of all committees to two Democrats to every Republican plus an additional Democrat. The Commerce Committee's current 5-to-4 ratio of Democrats to Republicans will obviously change, but precise numbers of Democratic and Republican seats cannot now be predicted. The current total Commerce membership of 44 may itself be changed. There has been speculation that it may decrease, perhaps to 35. The 2-to-1-plus-1 ratio still has to be voted by the full House, but observers are saying its passage is assured because of the Democratic majority.

In another caucus vote, the power to make committee appointments was wrested from the Ways and Means Committee and given to the Steering and Policy Committee, described by observers as an arm of the Democratic leadership and caucus.

There is no indication that these procedural changes will alter the key leadership on communications matters. On the Commerce Committee, Representative Harley Staggers (D-W. Va.) will remain chairman, and presumably Representative Samuel Devine (R-Ohio) will still be ranking minority member. Representative Torbert MacDonald (D-Mass.) remains Communications Subcommittee chairman.

WETA-TV wants action

Noncommercial WETA-TV Washington, now operating on UHF ch. 26, has asked the FCC to expedite action on its 29-month-old proposal that it be allowed to operate on VHF ch. 12 (BROADCASTING, July 3, 1972). Request is for testing in nonprime-time hours to prove non-interference with adjacent channels, after which WETA-TV and any other applicant could file for channel 12 there.

ANPA tries to undercut Roper

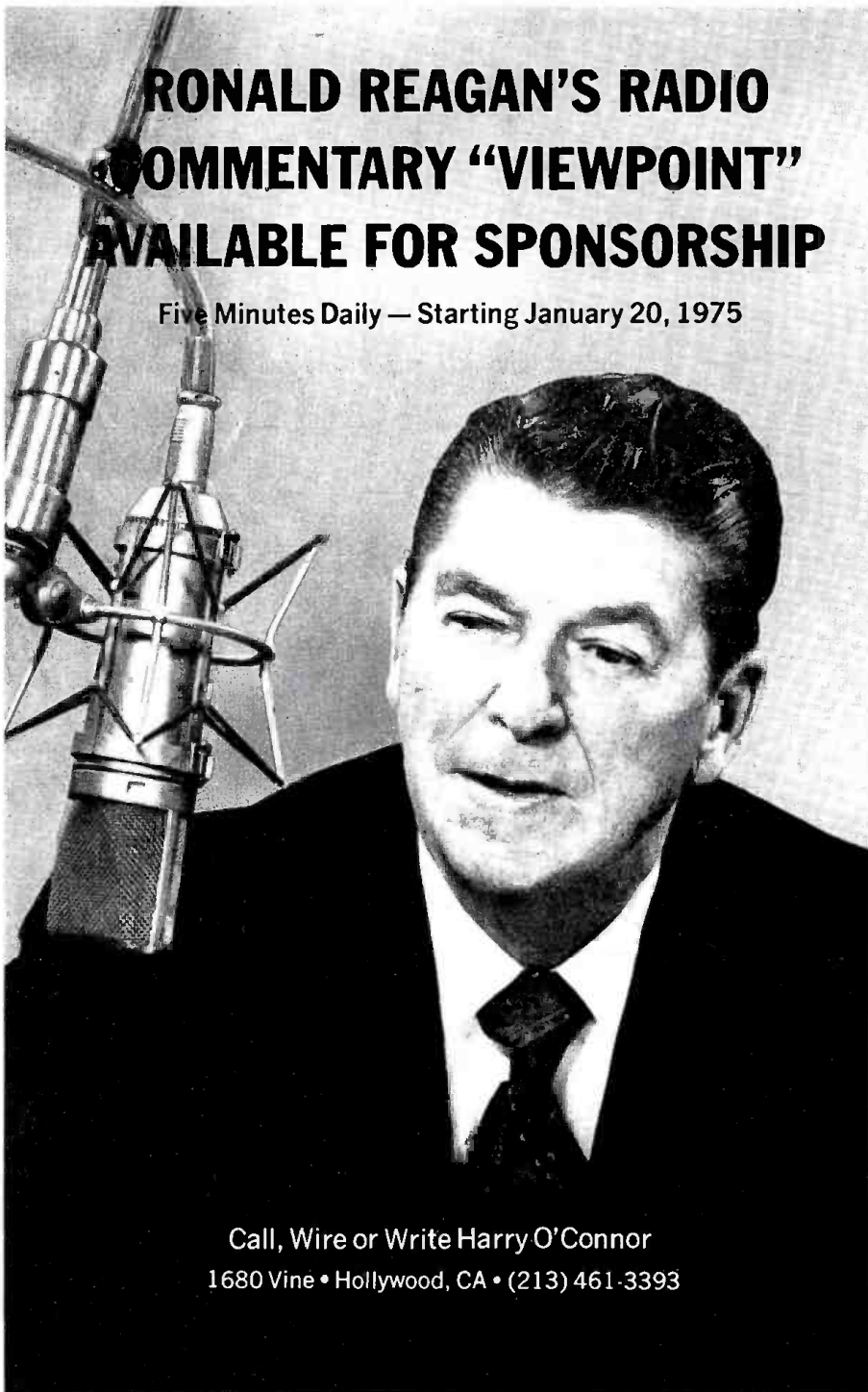
Newspaper-sponsored research says public may rank TV over print for reasons other than news

The public's heavy reliance on television as an entertainment medium and its sense of involvement with TV news personalities may account in large measure for its ranking TV ahead of newspapers both as a news source and in credibility, according to a research study being circulated by the American Newspaper Publishers Association.

These and other possible influences on

the public's use of and attitudes toward various news media ought to be examined in further research, the study asserts. Being distributed as a "news research bulletin" by ANPA, the study obviously seeks to discredit the well-known Roper studies and other research works that over the years have ranked TV news ahead of other media in public esteem.

In the Roper studies specifically, the ANPA study suggests, "one may be getting a flavor of greater public devotion to television rather than to TV news in particular." In addition, the study asserts, in comparing TV news and newspapers, the public is really comparing network TV news with local papers, whereas the real comparison—which ought to be pursued in further research—should be



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on a "local-medium versus local-medium basis."

Among other differences that favor television, the study also contends, are that "large segments of the American population are functionally illiterate" and thus "deal only minimally with the written word," and that reading the newspaper takes "mental and physical effort" whereas a TV viewer "may leisurely listen and attend only to what is most interesting."

The study, which includes an analysis of a number of research papers dealing with media credibility, was done by Dr. Bradley S. Greenberg and Michael E. Roloff of Michigan State University's Department of Communication. They were commissioned by the ANPA News Research Center.

WIN protest may portend more extensive study of PSA's

Network TV not yet ready to comment on action of Rosenthal group; Ad Council readies immediate reply

Officials of the three TV networks appeared to be biding their time last week about responding to the 30 members of Congress who threatened to sue them, under the FCC's fairness doctrine, if they carry free spot announcements in the Ford administration's anti-inflation WIN campaign (BROADCASTING, Dec. 4). One reason they were not hurrying to respond: The announcements in question haven't been produced yet. As one network source said: "How can we decide without seeing them?"

Officials of the Advertising Council, however, were said to be planning a prompt reply to questions the congressmen raised about the council's role not only in connection with the anti-inflation campaign but also in relation to other public-service drives, including the Smo-

ky the Bear campaigns. In the meantime, council sources said the anti-inflation campaign has not been fully established, that no funding has been obtained for production of spot announcements and print ads and that preparations have not even reached the point of agreement between White House and the council on campaign concepts.

The staff of Representative Benjamin Rosenthal (D-N.Y.), the leader of the congressmen opposed to the WIN campaign, has been studying the Ad Council and the "whole question of public service announcements" since the summer, said one aide. What the staff is trying to find out, he said, is who gets PSA's, and how they're used. In some cases the Ad Council has a "virtual monopoly on PSA time," he added. As the Ad Council would have it, the aide said, Smoky the Bear is the answer to forest and wildlife conservation and locking one's car is the solution to street crime.

In their recent letter to the Ad Council, the congressmen said many of the council's campaigns "have a tendency to paper over ineffective governmental action in dealing with root social problems. This type of bland political public relations should be stopped."

The Rosenthal aide said Mr. Rosenthal some time next year will petition the FCC to undertake its own investigation into PSA's. Meanwhile, it is possible that the Rosenthal staff study will lead to congressional hearings next year to study the Ad Council and the use of free broadcast time.

But for now, the WIN campaign is the focus of attention. In their letter to the Ad Council, the congressmen said, the campaign "is probably the most important and controversial in America today and the public must be protected from propaganda which travels under the guise of non-partisan, non-political public service advertising." The Rosenthal aide said he knew the council has not yet produced any WIN spots, that the congressmen's complaint was designed to be a "pre-emptive measure."

Programing

ABC to revisit missile showdown in long drama

U.S.-Russian face-off in 1962 is re-created 'with some license'

ABC-TV will pre-empt an entire evening of regularly scheduled prime-time programming on Wednesday, Dec. 18, to present a three-hour "dramatic re-creation" of how the political leaders of the U.S. and Russia reacted to the Cuban missile crisis of 1962. The play is called "The Missiles of October," and its cast of more than 70 speaking parts includes actors impersonating such personages as John F. Kennedy, Robert F. Kennedy, Nikita Khrushchev, Adlai Stevenson, Dean Acheson, Charles DeGaulle, Dean Rusk and U Thant, in a script by Stanley Greenberg ("Pueblo"). Mr. Greenberg calls the genre "theater of fact." ABC sources pointed out last week that the network's news department had nothing to do with the production.

Irv Wilson, the executive producer, says that "within the framework of its being a play and not a documentary," the production "is as close to the historical facts as we could make it." He adds that President Kennedy and Soviet Premier Khrushchev "come off very well" as characters in the drama, and that "although some dramatic license was used," the positions taken by the various personages, and the decisions they participated in, "are all fully documented in the script." At the request of lawyers for ABC and for Viacom Enterprises (the producer of the show), Mr. Greenberg in his script included annotated references to books, periodicals, newspapers and other secondary source materials, according to Mr. Wilson.

John Scali, now the U.S. ambassador to the U.N. but at the time an ABC News correspondent who inadvertently became directly involved in the events, is on record as saying the play is "about 65% accurate" (Mr. Scali saw a screening of the drama last week), and the producers admit that Senator J. W. Fulbright (D-Ark.), General Maxwell D. Taylor and former CIA Director John McCone, among others, may not be happy about being depicted as advocates of the bomb-now-talk-later approach (although the producers assert that all these depictions are historically accurate).

The actors were not chosen for their physical resemblance to the various historical characters, according to Robert Buzz Berger, the co-producer of "The Missiles of October."

"The only bits of artifice used on the set," he says, "were a Robert McNamara-style hairpiece worn by Dana Elcar, and the buck teeth that Martin Sheen insisted on using because he felt they made him sound more like Bobby Kennedy."

The sets, which Mr. Berger describes as "partially realistic and partially styl-

BAR reports television-network sales as of Nov. 24

ABC \$600,012,900 (30.3%); CBS \$713,554,500 (36.0%); NBC \$666,581,900 (33.7%)

Day parts	Total minutes week ended Nov. 24	Total dollars week ended Nov. 24	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	121	\$ 647,000	3,396	\$ 22,336,100	\$ 23,126,200
Monday-Friday					
10 a.m.-6 p.m.	1,013	10,858,500	46,523	414,094,900	362,269,100
Saturday-Sunday					
Sign-on-6 p.m.	286	6,924,800	13,311	205,536,500	200,192,500
Monday-Saturday					
6 p.m.-7:30 p.m.	98	2,974,700	4,609	101,453,000	91,255,000
Sunday					
6 p.m.-7:30 p.m.	12	404,100	629	15,327,800	15,662,700
Monday-Sunday					
7:30 p.m.-11 p.m.	402	31,667,700	18,485	1,081,114,300	996,562,300
Monday-Sunday					
11 p.m.-Sign-off	181	3,571,700	8,167	140,286,700	120,190,200
Total	2,113	\$57,048,500	95,120	\$1,980,149,300	\$1,809,258,000

Source: Broadcast Advertisers Reports



Act alike. William Devane (l) as President John F. Kennedy, Martin Sheen as his brother Robert in ABC-TV's Dec. 18 three-hour presentation, *The Missiles of October*—an entertainment vehicle with documentary overtones.

ized," were built at ABC's Hollywood facilities, where the drama was taped over a concentrated four-week period last summer. The production came in at \$850,000. Travelers Insurance Co. (through Carl Ally) bought a half-sponsorship earlier this year (which translates into an investment of \$810,000, or \$90,000 each for nine commercial minutes), and Eastman Kodak (J. Walter Thompson) and Ford Motor (Kenyon & Eckhardt) have each picked up three minutes, leaving three minutes still to be sold.

SAG optimistic on 'Burr'

Hope that production of *Burr*, a TV six-hour bicentennial series based on the book by Gore Vidal, will take place in the U.S. instead of England and Ireland was voiced last week by Chester L. Migden, national executive secretary of the Screen Actors Guild. Mr. Migden had just returned from a trip to London where he met with executives of British Actors' Equity, Irish Actors' Equity and the International Federation of Actors. SAG had invoked an FIA procedure dealing with runaway production.

The union representatives, Mr. Migden reported, had "a most productive" meeting with Sir Lew Grade, whose ATV and ITC have contracted to produce the series for ABC. The fact that scripts had not been written or actors and directors engaged, permits reconsideration of production sites, Mr. Migden noted.

The controversy arose some months ago when ABC announced it had acquired TV rights to the book and that the six-hour production would take place in Britain, and it reached the point of formal protests last month (BROADCASTING, Nov. 25).

Sandy Frank, undaunted

Sandy Frank, president of Sandy Frank Program Sales Inc., is continuing his effort to rally support for his proposal that the FCC ban Monday-Friday stripping of programs when it adopts its third version of the prime-time access rule (PTAR III).

Two weeks ago, a meeting he held in New York on the subject attracted some 30 program syndicators and producers, talent agents, and advertising agency representatives, as well as an official of Group W (BROADCASTING, Dec. 2). And last week, he sent a two-part Mailgram totaling six pages to program producers and distributors, as well as a number of stations, urging them to send Mailgrams to each of the seven commissioners expressing support for the proposal.

"The survival of Prime Time Access Rule (PTAR) III is already threatened even before the FCC issues its written report and order . . . if multiple exposure or stripping . . . is permitted in any week," the Mailgram advises.

Program Briefs

Grumbles. FCC received 5,502 complaints from public during October, an increase of 2,345 over September. Over 900 complaints were directed at "crime-violence-horror" on television, with substantial numbers in advance protest of "Godfather" showing Nov. 16 and 18. Profanity and obscenity category drew over 1,000 complaints. Third large complaint area was in FM radio category—"cancellation, substitution or refusal to air programming"—attributed to format change of WNCN(FM) New York, now WQIV(FM).

Crown hands over. Gold Key Entertainment, division of Vidtronics Co., Los Angeles, has acquired worldwide TV rights to 45 feature motion pictures owned by Crown International Pictures. Among titles are "Hell on Wheels," "Little Laura and Big John," "Escape from Hell Island." Films will be sold in categories: action-adventure, science fiction, etc.

Olympic panorama. Cappy Productions Inc., New York, has begun production on series of 10 one-hour sports documentaries, *The Olympiad*, on events and participants in Olympic games of past. Created by Bud Greenspan and his Cappy Productions, series is being produced in association with CTV Network Ltd. of Canada and 20th Century-Fox Television, which will handle worldwide TV distribution for telecasting in 1976.

WGA's best year. Residual payments to writers in the first 10 months of 1974 totaled \$9,300,777, it was reported last week by Writers Guild of America, West. Total for the year is expected to be well over \$10 million, record high. For Jan. 1-Oct. 31:

	1974	1973
TV	\$7,939,391	\$5,585,953
Films-to-TV	1,348,381	875,964
Supplemental markets	13,006	—
Totals	\$9,300,777	\$6,461,917

Blowing Dinah's horn. Dinah Shore was honored Dec. 1 in Los Angeles by Hollywood Chapter of National Academy of Television Arts and Sciences as "Woman of the Year." At annual ball, plaque presented by Burt Reynolds went to Miss Shore "For consistency of excellence in the field of television; for distinction in style, elegance and grace; for merit respected by colleagues and public alike; for qualities extending beyond her profession that have made her one of the most admired women in the entertainment world."

Getting together. Survival Anglia Ltd. London (SAL), international producer of wildlife television specials and syndicated programs, and Trident Television Ltd., Leeds, England, television production house for drama/educational/documentary programs distributed internationally, have announced combining of their equipment and resources for expanded production for worldwide distribution. SAL is best known in U.S. for natural history specials such as *The Incredible Flight of the Snow Geese*, which won two Emmy awards.

Debuts. CBS Radio has two new series: *Your Dollars*, anchored by Ray Brady, editor of *Dun's Review* magazine, and *The Law and You*, hosted by Fred Graham, CBS News's legal correspondent. Both shows will appear regularly on weekends only, beginning Jan. 4.

Tall tales. Sports Legends Inc., Bala Cynwyd, Pa., announces 17 new segments of *Paul Hornung's Greatest Sports Legends*, to be bartered beginning next February by SyndiCable Inc., New York, under sponsorship of Continental Insurance Co. Doyle Dane Bernbach is Continental agency.

Bunny biz. Worldvision Inc. announces

sale of *The World of Hugh Hefner*, 60-minute documentary "glimpse of the man behind the *Playboy* empire," to KABC-TV Los Angeles and KGO-TV San Francisco.

Oldies but goodies. Hayden Huddleston, Roanoke, Va., broadcaster and advertising agency chief, has put together package of 504 classic radio comedy bits under title, "One Liners." Items range in length from two seconds to two minutes, with most under 30 seconds. Talents featured include famous radio comedians such as Abbott & Costello and Marx Brothers. Package, available complete on seven seven-inch reels, is already in use at 150 stations. *Hayden Huddleston Productions Inc., Suite 305 Shenandoah Building, Roanoke, Va. 24011.*

ASAP. Department of Transportation is offering five-part news feature on ASAP (Alcohol Safety Action Program) in which problem of drunk drivers and program to counter situation are discussed. Each segment for radio or TV is 90 seconds long with closing billboard of next segment. *Robert S. Marx, assistant director of public affairs for broadcast and audio-visual services, DOT, 400 Seventh Street, S.W., Washington 20590.*

Texas history. Wolper Productions, Los Angeles, announces fourth of hour-long TV specials for Texaco scheduled to be aired next month on ABC. *The Honorable Sam Houston* deals with the resignation of Sam Houston as governor of Texas during stormy debates on secession from the union.

Cablecasting

Burch criticizes FCC's proposed antisiphoning rules

California cable meeting also hears Quello defend commission's intent; Viacom's Baruch calls for operators to tell their story to Congress

The 2,000 delegates to the California Community Television Association's convention last week were treated to ringing criticisms of the FCC's proposed new pay cable rules and invited to submit to Congress documentary evidence of anticompetitive practices in the broadcasting industry.

Gathered at the Disneyland hotel in Anaheim, Calif., from Dec. 4-7, the delegates heard Dean Burch, counsel to President Ford and former FCC chairman, says that the new antisiphoning rules for pay cable ("Closed Circuit," Nov. 18) will "preclude the development of any marketplace at all." At the Saturday (Dec. 7) convention banquet, Ralph M. Baruch, president of Viacom International Inc., called on cable operators to mount an all-out effort to educate the new Congress as to what cable and pay cable are all about.

FCC Commissioner James E. Quello defended the proposed new rules and said their "underlying message" was that "the restrictions on pay cable will be lifted gradually as we determine the degree of impact, rather than by a wholesale divorce." On other matters such as exclusivity and the 1977 deadline requirements for refranchising and technical rebuilding, Mr. Quello indicated sympathy with cable operators.

Mr. Burch, who is leaving his present post on Dec. 31 to practice communications law in Washington (see page 48), noted that President Ford has proposed a National Commission on Regulatory Reform and said of the new cable rules: "If this really is all that two years of regulatory process can produce, then the case for reform is indeed compelling."

Mr. Burch said it was a classic "Catch-22" situation: "Because unrestricted access of pay cable systems to movies might somewhere down the road have an unpredictable impact on television programming, make sure in advance that the unpredictable never has a chance to happen."

The new rules governing movies and series programming were indefensible, Mr. Burch said. Both kinds of programming are time-insensitive and not unique, whereas professional sports contests were singular and time-sensitive events and that a reasonable case could therefore be made in support of the commission's rules restricting access of pay cable to sports events.

"I'm a pragmatic sort of person," Mr. Burch said, "and I'm well aware that the very future of this republic is in some mystical way related to keeping Super Bowls and World Series and even the

standard packages of NFL, NBA, and NHL regular season games on free television. I didn't fight it at the FCC, I don't expect my successors there to fight it—and, as I understand it, no one in the cable industry has any great objection to specifying a number of pay cable untouchables."

Mr. Quello followed Mr. Burch at Thursday's session and described the new rules in detail, but he did not dwell long on the justifications for them. Moving on to more pleasing topics for the delegates, he said that he was generally in favor of the commission's easing of the exclusivity requirements, which, he said, he has come to realize "cause you cable people no end of grief." Still, he added, he could not agree that "there should be no protection afforded to TV programming—after all, this is the goose that lays the golden egg."

On the matter of the 1977 deadline for total compliance with the commission's cable rules, Mr. Quello voiced sympathy for cable operators faced with meeting refranchising and technical rebuilding expenses that are expected to cost one-third of the total current investment in cable.

He said the deadline must be adjusted to the reality of the depressed economy and the high cost of financing but that the deadline was only part of the problem. He said the "one-for-one" rule requiring one broadband channel for every TV signal channel was "unreasonable" because it compels "wasteful investment in advance of demand."

Mr. Quello also said he hoped that the commission would change its 20-channel and top-100 market rules. For the 20-channel requirement, he said he would favor an approach based on "need plus one," provision of whatever service is required by the franchising authority plus the capability for activating an additional channel when demanded.

He said it was "ridiculous for us to require a system to provide 20 channels and access facilities to a town of 1,800 people, only because it happens to be located within a top-100 market area," and said the requirement should be based on population and subscriber count.

Not unexpectedly, the heaviest attack on the commission's rules came from Mr. Baruch, the convention's featured speaker. Last April, he told the delegates, FCC Chairman Richard E. Wiley told cable operators not to seek an ally, what Mr. Wiley called a "regulatory security blanket," among the commissioners.

"You know," Mr. Baruch said, "the broadcasters know, and above all the commission knows, that by cloaking the new pay cable regulations with a thinly veiled cosmetic change, our opponents will in reality be allowed to continue to use, in perpetuity, that very 'regulatory security blanket.'"

Mr. Baruch disputed contentions that the cable industry was parasitical, unethical, and never originated programs. "Our posture is being distorted, wild, unproved and unfounded charges are made against us, specters and ghosts of times to come are being conjured. All of this is being done to perpetuate the entrenched economic interests of our opponents,

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and in complete disregard of that paramount consideration: the public interest."

Urging the cable operators to swamp the 94th Congress with an intensive education effort, Mr. Baruch said: "History teaches us that government will only respond when an entire industry shouts loudly enough. Others have learned: the airlines, the housing industry, agriculture, the oil industry, and, yes, the broadcasting industry."

"No amount of opposition shall stop us from expanding our service to the American home," he declared. "No opposition shall stop us—not even telephone companies, who, like others in the field of communications, not being able to own us or join us have decided to fight us. The cable industry shall not bear a heavy yoke made of utility poles."

At one of Friday's sessions, Gerald Hellerman, special financial adviser to the Senate Antitrust and Monopoly Subcommittee, called on the cable system operators to provide the subcommittee with documented information on anti-competitive practices affecting pay cable operators, especially on the part of networks in the areas of exclusivity, warehousing, and creative control.

Mr. Hellerman said the subcommittee was not interested in supporting cable or pay cable but only that "cable should be given the opportunity to prove its worth to the public in the marketplace."

Frankfort cable fights establishment of translator

Community Service Inc., a Frankfort, Ky., CATV operator, has petitioned the FCC to deny WTVQ-TV Lexington, Ky.'s application for a 100 w translator station to serve Frankfort. The cable operator argued that WTVQ-TV's bid for a translator is not intended to provide better television service for the community, but rather to gain for the station program nonduplication protection against Louisville, Ky., broadcast stations now carried on the Frankfort cable system.

According to Community Service, WTVQ-TV's application failed to demonstrate with engineering data how the proposed translator will provide adequate service for Frankfort. Further, said the cable firm, the application admits that certain areas in the Frankfort region would not be served.

The present waiver from exclusivity protection was granted since Community Service had shown that Lexington stations provide "minimal" usable off-the-air service to Frankfort. The commission, after first denying outright Community Service's request for the waiver, later ruled that denial of the waiver would be conditional upon Lexington stations filing applications for 100 w translators to serve Frankfort.

Community Service questioned why WTVQ-TV had waited over four years to build a translator if in fact any "adverse effect" could be demonstrated on the broadcaster due to the present cable carriage of Louisville station signals.

The paper cable system

Johns Hopkins unit sets up model on computer of urban CATV hookup; it will function as test laboratory for Baltimore, other cities and FCC

Could a city government realistically impose on a cable system seeking a franchise a requirement that it serve the poorer sections of the city as well as the more affluent? And what will be the impact on the system's profit picture of the FCC rule prescribing limits on signal importation?

The answers to these and hosts of other questions are theoretically available from an econometric model of an urban cable television system that is being constructed at Johns Hopkins University's Center for Metropolitan Studies in Baltimore.

Construction of the model involves the storing in a computer of a variety of assumptions and facts concerning an urban system. Included is data on, among other things, a range of kinds of ownership, of system designs, of programming carried and of parts of a city served and in what order.

The model was created with an assumed Baltimore City system in mind. But, with a minimum of adjustment, it is designed to provide answers for other large cities. The principal creator of the model, Katherine Lyall, says it will, for instance, enable a city to determine "the costs of the kinds of service it expects of a cable franchise applicant and, at the same time, evaluate the claims the system makes of the costs it will incur in providing service to the city." And she said a city could use the model to predict subscriber demand for a cable system's service and thus determine whether a franchise for a system would represent a "goldmine" or something less.

The model is also intended to provide answers to questions about the impact on cable systems—in terms of costs and subscriber demand—of the rules the FCC has adopted for systems in each of the top 100 markets, or of rules and technical standards the commission may adopt. Ms. Lyall says the model will enable the commission to "cost out its regulations for each market."

Construction of the model was funded principally by the National Science Foundation, which provided \$185,000. The FCC, which was originally approached last spring with a request for funding, has now agreed to provide another \$47,783. The money will buy the commission a number of studies based on questions as to the impact of its rules on the profits and costs of urban cable systems.

A bureau staffer last week described the model as simply a "sophisticated tool" the commission can use in making "rational decisions" on policy. However, he also said the model could provide the commission with an indication as to whether "cable industry views regarding the requirement that it comply with all

rules—including those requiring rebuilding of plants—by 1977 are true."

Johns Hopkins expects to issue documentation of the model and a report of the Baltimore case study resulting from the model by the end of this month. The studies promised the commission will be issued through next fall.

Cable Briefs

Less paperwork. FCC has proposed revisions in cable television annual financial report (FCC form 326) to eliminate some restrictions in reporting on consolidated and fiscal year. Suggested revisions are subject of proposed rulemaking proceeding, for which comments are due Jan. 3 and reply comments are due Jan. 13. Changes would include permitting single operating entity to consolidate reports for all CATV systems within 40-mile radius of lead system; and deleting calendar year basis of reporting for fiscal year reporting.

Aftershocks. National Cable Television Association has applauded Henry Geller's petition seeking revision of FCC procedures to insure greater fairness and reduce undue delay (BROADCASTING, Oct. 21). NCTA cited recent FCC resolution of pay-cable issue (BROADCASTING, Nov. 18) as example of rulemaking completed in "closed-door sessions" and suggested all rulemaking meetings be open to public.

FCC sets policy on towers and environment

Official rules are promulgated; CP applications involving structures over 300 feet will have to include statement on effects on nature

The FCC has formally issued rules that will implement the National Environmental Policy Act and require broadcasters and others regulated by the commission to file environmental impact statements when applying for permission to construct communications facilities (BROADCASTING, Oct. 14).

The rules, effective Jan. 20, 1975, identify types of facilities considered to be "major" on the basis of their probable impact on the environment and require information on the environmental consequences of such facilities to be submitted along with applications for construction permits. If adverse consequences are determined, the commission staff will discuss the situation with the applicant and other concerned individuals in an effort to outline alternatives that are not, or are less, objectionable. Applicants may then withdraw their application or amend it in accord with the staff's suggestions.

Otherwise, a draft environmental impact statement will be prepared by the staff with the aid of comments from appropriate government agencies and the public. The commission will then consider the impact statement in determining whether to grant an application or des-

ignite it for hearing on an environmental issue.

Under the rules, the following classes of facilities are considered major: all broadcast antenna towers or supporting structures which exceed 300 feet, and all AM directional arrays regardless of height; microwave relay antenna towers or supporting structures over 100 feet high, excluding pole-mounted microwave antennas; underground cable or wave guide and aerial transmission lines for long-distance telecommunications, and satellite earth stations having a 30-foot or greater antenna diameter.

In addition, communications facilities located in officially designated wilderness areas or sites listed in the National Register of Historic Places come under the major category. Also included are areas recognized either nationally or locally for their special scenic or recreational value. Facilities whose construction would involve "extensive" changes in surface features, such as wetland fill, deforestation or water diversion, would also be judged by the major category standard.

The FCC noted that its standards do not include a modification of existing facilities that involve no change in site or substantial change in height. Also excluded are antenna construction on existing antenna farms or temporary antenna structures that would have no lasting effects on the environment. Replacement of an existing structure with a similar one on the same site would also be exempt.

All other classes of facilities are considered "minor" and do not require environmental impact statements to be filed with their construction applications.

FCC concedes need for sale of MDS's

The FCC has authorized the assignment of three multipoint distribution service (MDS) stations by American Communications and Electronics Corp. to Telecommunications Systems Inc. for \$35,000 and assumption of certain leases. (MDS stations provide one-way radio transmissions of subscriber-supplied information from a stationary transmitter to multiple receiving facilities.)

MDS authorizations involved are WPF 46 Baltimore and construction permits for WPG 69 Allentown, Pa., and WQQ 39 Richmond, Va.

American Communications contended the assignments were necessary because of the financial condition of the company and the health of its principals. American Communications had expended over \$84,000 on the Baltimore station, and close to \$5,000 on the applications for CP's.

TSI said it intends to build the Richmond station within nine months and the Allentown station within six months. TSI plans to provide continuing education, institutional communications, convention and data transmission services.

Although American Communications had owned the stations for less than two years, the FCC said, the price involved and the company's circumstances

dispelled any inference of trafficking intent.

Technical Briefs

New from Ampex. Ampex Corp., Redwood City, Calif., announces heterodyne accessory to its new TBC-800 time base corrector permitting either direct color or heterodyne color recovery from helical scan video-tape recorders. Accessory kit is priced at \$1,995. Order for five TBC-800's has been received from ABC, Ampex reported, for use in that network's electronic news programming.

Comsat gets OK. FCC has authorized Communications Satellite Corp. to participate in construction of three high-capacity Intelsat IV-A satellites for use as part of global communications satellite system of International Telecommunications Satellite Organization. Project will cost Intelsat approximately \$126 million, with Comsat's share at \$50 million. In 1973, Comsat was authorized to help construct three IV-A satellites, but after review of satellite facilities requirements, Comsat filed application for procurement of three additional satellites, to avoid service disruptions. FCC in granting application, requested Comsat assurance that three additional spacecraft would be sufficient to provide maximum use of IV-A satellites before new satellite series would be required.

Takeover. Brand-Rex Co., Willimantic, Conn., has acquired Burndy Corp.'s "tape cable" product line which includes specialty cables for communications equipment and electronic instruments. Production equipment and raw material stocks will be relocated to Manchester Industrial Park, Manchester, Conn. Sales, service and engineering functions will be administered at Brand-Rex's electronic and industrial cable division in Willimantic.

Costly errors. FCC has notified Farmers Broadcasting Service Inc., licensee of WELS(AM) Kinston, N.C., of apparent liability for \$2,500 forfeiture for willful and repeated operator and technical violations. Commission charged that WELS failed to maintain operating power within allowed tolerance and failed to have licensed operator in charge of auxiliary transmitter.

Pick of the engineers. John Silva, director of research and development for KTLA(TV) Los Angeles, was named this year's recipient of the National Association of Broadcasters' annual Engineering Achievement Award by NAB's broadcast engineering conference committee, which met in Washington last week. An electronic journalism pioneer, Mr. Silva is most noted for his design of the KTLA Telecopter, a helicopter equipped with camera and transmitter for live coverage of local news happenings. His work on the Telecopter won Mr. Silva an Emmy Award. He has been a broadcast engineer with KTLA since his discharge from the Navy following World War II.

Mickelson parries Lefever's shots at CBS News

Forum is Washington luncheon sponsored by Accuracy in Media

A watchdog and a watchdog of the watchdog faced off last week during a Washington luncheon discussion of CBS News's coverage of national defense. The watchdog's watchdog was Dr. Ernest Lefever, author of *TV and National Defense*, a recently released criticism of CBS News by the Institute of American Strategy, and the watchdog, Sig Mickelson, former president of CBS News, now teaching at Northwestern University's Medill School of Journalism.

The luncheon was sponsored by Accuracy in Media, a self-proclaimed media watchdog organization and was attended by AIM supporters and others, largely hostile toward CBS News's output. Also present were representatives of CBS News, including Washington bureau chief Sanford Socolow, although they did not participate in the discussion.

Dr. Lefever's book was the subject of the presentation, its theme being that CBS has shortchanged the American people in its treatment of news relating to national defense issues. In his speech, Dr. Lefever charged that CBS, in its evening newscasts and documentaries during 1972 and 1973, "failed to give many basic facts essential" to understanding national defense. He said CBS failed to report adequately, for example, "the significant military advances in the Soviet Union" devoting only 60 seconds in the two-year period to a direct comparison between U.S. and Soviet military strength.

In reporting conflicting views on national defense, Dr. Lefever said, "CBS provided a restricted and lopsided forum" which failed to reflect the opinions of large numbers of people who felt the U.S. should increase its national security efforts. Using number of sentences as a measure, he found that in 1972 3.54% of the viewpoints expressed in CBS's national defense reports represented the opinion that the U.S. should increase its national security efforts, as opposed to 61.83% representing the viewpoint that national security efforts should be decreased. And of the viewpoints reported, 34.63% represented the middle ground, that U.S. national security efforts are adequate. These findings were the grounds for his charge that CBS has not complied with the FCC's fairness doctrine, which requires broadcasters to provide reasonable opportunity for presenting conflicting views on controversial issues.

When it came Mr. Mickelson's turn to speak, he opened by agreeing with Dr. Lefever that the news media have an obligation to keep the public informed, that there should not be an adversary relationship between government and the press and that advocacy should be carefully

identified as such in news broadcasts.

Then he began his defense. Because evening news programs can only handle 14 to 16 stories per broadcast, they cannot be expected to cover as many events in as great a detail as, say, the *New York Times*, Mr. Mickelson said. Television news should be judged differently from print news, given its limitations and its emphasis on visual presentation. He said that in measuring broadcast news against the fairness doctrine, one should look at the continuing coverage of a wide range of events rather than at a single report or the lack of a report.

It is almost impossible to work out a mathematical formula to insure the fairness of each single report, he said, adding that balance in television reporting is achieved over a period of time.

It is CBS's "will and intent" he said, to be objective, but that objectivity is a function of the news editor's often intuitive judgment and the public attitudes which change from moment to moment. He concluded with a quote from a newspaper column by James J. Kilpatrick: "To some degree, fairness, like beauty, lies in the eyes of the beholder."

News Council to study President and press

Ron Nessen, White House news secretary, is among the panelists scheduled to thresh out the issue of presidential news conferences today (Monday, Dec. 9) in Boston during a two-day meeting of the National News Council.

The panel discussion, to be held at 8 p.m. at Boston University, kicks off the News Council's next formal study: an inquiry into presidential news conferences through canvassing of White House correspondents, editors and "others" with the eventual aim of "recommendations to improve the Chief Executive's mass audience vehicle." Also participating in the panel review will be Tom Brokaw, NBC News White House correspondent, Helen Thomas, UPI White House correspondent, and Godfrey Sperling Jr., of the *Christian Science Monitor*. A background paper on the topic will be presented by John Wicklein, dean, Boston University school of public communication.

The panel event is to be preceded by this afternoon's meeting of the council's Grievance and Freedom of the Press Committees. The full council meets tomorrow (Dec. 10) to review the two committees' findings on a variety of media complaints, including a complaint filed by the former governor of Samoa concerning a segment on NBC News's first installment of *Weekend*, its occasional late-night Saturday magazine show, on conditions on that island.

Journalism Briefs

Recession session. With economy likely to remain one of nation's major stories for months to come, Treasury Department is planning briefing sessions for members of electronic and print press

interested in taking hard look at nation's economic problems and what might be done about them. Treasury Department official said sessions will be held "as soon as possible," perhaps within next couple of weeks. Official added briefings would be done by "top government people" in field of economics. Radio Television News Directors Association will be asked to help in arranging briefing for broadcast journalists. Idea for briefings originated with press, Treasury official said.

Pictures of the year. The National Press Photographers Association has announced 32d annual Television Newsmagazine Competition, sponsored by NPPA and Arizona State University Department of Mass Communications. Deadline for entries (films must have been first broadcast in 1974) is Jan. 15. Contestants may enter up to three films in each of seven categories: spot news, general news, silent, sports, feature, mini-doc and documentary. Questions of eligibility to: Hal Lesser, chairman, TV newsmagazine competition, KGW-TV news department, 1501 S.W. Jefferson Street, Portland, Ore. 97201.

Done with. Newsman William D. Crafton has reached agreement with WISH-TV Indianapolis and has been released from employment contract due to expire Jan. 6, 1975. He joined WNTS(AM) there Nov. 25 as news director. Station previously had gone to court to block move (BROADCASTING, Oct. 21).

Uniroyal awards. Gene Strul, news director of WKBT(TV) Miami, and George Nicholaw, vice president and general manager of KNX-AM-FM Los Angeles, have been selected as TV and radio winners in Uniroyal Tire Co.'s first annual journalism safety awards competition. Competition, which also includes three print categories, is to recognize journalists who created greater awareness of need for safe driving habits. Uniroyal, in Mr. Strul's name, is awarding \$1,000 scholarship to Miami-Dade Community College Department of Journalism. Mr. Nicholaw chose Journalism Department at California State University of Los Angeles to receive his \$1,000 scholarship award.

A network landmark doomed to be razed

Monitor, NBC Radio's weekend granddaddy of the magazine format in broadcast journalism, is on its way out after almost 20 years. Jack Thayer, president of the NBC Radio division, announced last week that *Monitor* will be canceled next February. The program saw affiliate clearances gradually shrink over the years, as larger stations began producing their own weekend programming, to a mere 123 stations, about half of NBC's network affiliates.

Replacing—somewhat—*Monitor*'s 12 hours of weekend air time, will be an expansion of NBC's sports, features and regular news reports, particularly the half-hourly news. The new weekend service is "part of an over-all re-styling of the NBC Radio network."

Music

Gavin picks his cream of the radio crop

Kansas City conference also honors record company personnel

Two Houston stations, KILT(AM) and KENR(AM), were the big winners at the awards ceremony of Bill Gavin's Radio Program Conference in Kansas City Dec. 2. Awards to stations and station personnel, according to format and market size, were given in seven categories, with additional awards going to record company executives.

KILT, a top-40 outlet, swept pop honors in five of the seven fields. Dickie Rosenfeld was named the station manager of the year; Barry Kaye received the disk jockey of the year honors; program director of the year honors went to KILT's Bill Young; and the station received a special award for commercial production, given to producers Bill Young and John Young. KILT was also named top-40 radio station of the year.

KENR's success in the country music categories was not quite as complete, but the station was honored in three areas. Program director Ric Libby and music director Bruce Nelson were named best in their jobs, and KENR was cited as country music station of the year.

The balance of the radio awards went to the following stations and individuals: Station managers of the year: Don N. Nelson, WIRE(AM) Indianapolis (country music); Stan and Sis Kaplan, WAYS(AM) Charlotte, N.C. (medium market); Stanley L. Spero, KMPC(AM) Los Angeles (adult contemporary); Harry and Dick Novik, WBLS(FM) New York (black radio); and James A. Davenport III, WFOM(AM) Marietta, Ga. (smaller market). Disk jockeys of the year: Deano Day, WDEE(AM) Detroit (country); Christopher Haze, XEROK(AM) Ciudad Juarez, Mexico/El Paso (medium market). Disk jockeys of the year: Deano Geles (adult contemporary); and Bobby Bennett, WOL(AM) Washington (black). Radio stations of the year: WAYS(AM) Charlotte, N.C. (medium market); WIP(AM) Philadelphia (adult contemporary); WBLS(FM) New York (black); and WHYY(AM) Montgomery, Ala. (smaller market).

Program directors of the year: John Randolph, WAKY(AM) Louisville, Ky. (medium market); Dean Tyler, WIP(AM) Philadelphia (adult contemporary); Jim Maddox, KDAY(AM) Santa Monica, Calif. (black); and Guy Paul, KSLY(AM) San Luis Obispo, Calif. (smaller market).

Music directors of the year: Dave Sholin, KFRC(AM) San Francisco (top 40); Mike St. John, WERC(AM) Birmingham, Ala. (medium market); LaVerne Drake, KNBR(AM) San Francisco (adult contemporary); Don Mac, KDAY(AM) Santa Monica, Calif. (black); and Mike Welch, KIOA(AM) Des Moines, Iowa (smaller market).

Six record company executives were also honored at the conference: Russ Regan, 20th Century Records (record

The Broadcasting PlaylistTM Dec 9

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

Over-all rank		Title (length) Artist—label	Rank by day Parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
3	1	Kung Fu Fighting (3:18) Carl Douglas—20th Century	3	1	1	1
2	2	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	1	3	2	3
1	3	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	2	2	3	2
11	4	Cats in the Cradle (3:29) Harry Chapin—Elektra	4	4	4	4
10	5	Angie Baby (3:29) Helen Reddy—Capitol	7	5	12	5
8	6	Everlasting Love (2:20) Carl Carlton—Back Beat	6	7	5	9
5	7	Longfellow Serenade (3:30) Neil Diamond—Columbia	5	6	11	10
15	8	You're the First, the Last, My Everything (3:25) Barry White—20th Century	9	8	9	11
6	9	I Can Help (2:57) Billy Swan—Monument	10	11	7	7
16	10	Junior's Farm (4:20) Paul McCartney & Wings—Apple	14	10	8	8
12	11	Whatever Gets You Thru the Night (3:20) John Lennon—Apple	13	9	10	12
9	12	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	15	15	6	6
4	13	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	11	13	13	13
13	14	Wishing You Were Here (2:54) Chicago—Columbia	8	14	14	15
7	15	Tin Man (3:25) America—Warner Brothers	12	12	15	16
19	16	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	19	16	16	14
14	17	Jazzman (3:43) Carole King—Ode	16	19	17	17
24	18	Only You (3:16) Ringo Starr—Apple	17	17	19	21
21	19	Laughter in the Rain (2:50) Neil Sedaka—Rocket	18	18	20	20
23	20	You Got the Love (2:54) Rufus—ABC/Dunhill	21	20	18	18
25	21	Ain't Too Proud to Beg (3:29) Rolling Stones—Rolling Stones	24	22	21	22
18	22	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	20	21	23	23
22	23	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	29	27	22	19
26	24	Please Mr. Postman (2:48) Carpenters—A&M	23	23	24	25
30	25	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	25	24	25	24
51	26	Rockin' Soul (2:59) Hues Corp.—RCA	22	25	27	26
20	27	I've Got the Music in Me (3:40) Kiki Dee—Rocket	26	26	26	27
17	28	Back Home Again (4:42) John Denver—RCA	28	29	28	38
28	29	I Honestly Love You (3:35) Olivia Newton-John—MCA	30	31	30	32
33	30	Fairy Tale (3:11) Pointer Sisters—Blue Thumb	31	35	29	30
38	31	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	27	28	35	41
39	32	Mandy (3:15) Barry Manilow—Bell	33	30	31	29
27	33	Love Me for a Reason (3:45) Osmonds—MGM	34	34	33	35
31	34	After the Goldrush (2:04) Prelude—Island	32	33	37	39
42	35	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	37	32	36	40
35	36	I Feel a Song (in My Heart) (2:48) Gladys Knight & the Pips—Buddah	36	39	32	36
32	37	Boogie On Reggae Woman (4:05) Stevie Wonder—Tamil	38	37	40	37
36	38	Can't Get Enough (3:20) Bad Company—Swan Song	46	38	38	34
29	39	The Bitch Is Back (3:50) Elton John—MCA	35	36	48	31
45	40	Must of Got Lost (2:53) J. Geils Band—Atlantic	43	43	34	33
43	41	Promised Land (2:50) Elvis Presley—RCA	44	41	43	44

Over-all rank		Title (length) Artist—label	Rank by day Parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
47	42	Beach Baby (3:02) First Class—U.K. Records	39	56	39	51
37	43	Dream On (2:58) Righteous Brothers—Haven	49	40	44	43
34	44	Do It Baby (2:55) Miracles—Tamil	42	42	47	49
72	45	Free Bird (4:41) Lynyrd Skynyrd—MCA	54	50	41	42
40	46	The Need to Be (3:53) Jim Weatherly—Buddah	40	48	49	54
48	47	So You Are a Star (3:45) Hudson Brothers—Casablanca	45	49	52	47
46	48	Ride'em Cowboy (3:52) Paul Davis—Bang	51	45	51	45
—	49	Rock 'n' Roll (I Gave You the Best Years of My Life) (3:25) Mac Davis—Columbia	47	44	50	50
52	50	Dark Horse (3:52) George Harrison—Apple	50	47	53	48
44	51	Fire Baby I'm on Fire (3:25) Andy Kim—Capitol	60	46	46	46
41	52	Nothing from Nothing (2:40) Billy Preston—A&M	41	68	42	67
50	53	Dancin' Fool (3:15) Guess Who—RCA	53	51	54	52
—	54	Best of My Love (3:25) Eagles—Asylum	55	52	56	56
61	55	Willie & the Hand Jive (3:10) Eric Clapton—RSO	52	59	57	57
64	56	Doctor's Orders (2:56) Carol Douglas—RCA	56	53	58	53
—	57	Morning Side of the Mountain (2:55) Donny & Marie Osmond—MGM	58	57	55	60
54	58	Sweet Home Alabama (3:20) Lynyrd Skynyrd—MCA	48	*	45	*
—	59	Gee Baby (2:58) Peter Shelley—Bell	62	55	63	62
67	60	Woman to Woman (3:54) Shirley Brown—Truth	72	54	59	58
57	61	(You're) Having My Baby (2:32) Paul Anka—United Artists	63	60	61	61
65	62	Play Something Sweet (3:42) Three Dog Night—ABC/Dunhill	61	58	61	*
—	63	Sally G (3:25) Paul McCartney & Wings—Apple	67	61	64	55
62	64	Let's Straighten It Out (3:14) Latimore—Glades	68	62	65	66
—	65	Lady (2:58) Styx—Wooden Nickel	*	*	*	28
—	66	Honey Honey (2:55) ABBA—Atlantic	59	66	69	*
—	67	The Entertainer (3:05) Billy Joel—Columbia	66	63	72	69
55	68	La La Peace Song (3:24) Al Wilson—Rocky Road	57	73	70	71
56	69	Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	64	71	66	68
—	70	My Eyes Adored You (3:28) Frankie Valli—Private Stock	69	64	71	74
66	71	Evil Boil-Weevil (2:20) Grand Canyon—Bang	*	*	60	59
—	72	Ruby Baby (2:37) Billy "Crash" Craddock—ABC/Dunhill	*	65	*	64
63	73	People Gotta Move (3:18) Gino Vanelli—A&M	65	75	74	*
—	74	One Day at a Time (3:47) Elton John—MCA	70	69	*	75
69	75	You're No Good (3:35) Linda Ronstadt—Capitol	73	70	*	*

Alphabetical list (with this week's over-all rank): After the Goldrush (34), Ain't Too Proud to Beg (21), Angie Baby (5), Back Home Again (28), Beach Baby (42), Best of My Love (54), The Bitch Is Back (39), Boogie On Reggae Woman (37), Bungle in the Jungle (25), Can't Get Enough (38), Cats in the Cradle (4), Dancin' Fool (53), Dark Horse (50), Do It Till You're Satisfied (12), Do It Baby (44), Doctor's Orders (56), Dream On (43), The Entertainer (67), Everlasting Love (6), Evil Boil Weevil (71), Fairy Tale (30), Fire Baby I'm on Fire (51), Free Bird (45), Gee Baby (59), Honey Honey (66), (You're) Having My Baby (61), I Can Help (9), I Feel a Song (in My Heart) (36), I Honestly Love You (29), I've Got the Music in Me (27), Jazzman (17), Junior's Farm (10), Kung Fu Fighting (1), La La Peace Song (68), Lady (65), Laughter in the Rain (19), Let's Straighten It Out (64), Life Is a Rock (But the Radio Rolled Me) (22), Longfellow Serenade (7), Love Me for a Reason (33), Lucy in the Sky with Diamonds (16), Mandy (32), Morning Side of the Mountain (57), Must of Got Lost (40), My Eyes Adored You (70), My Melody of Love (3), The Need to Be (46), Never Can Say Goodbye (35), Nothing from Nothing (52), One Man Woman, One Woman Man (31), One Day at a Time (74), Only You (18), People Gotta Move (73), Play Something Sweet (62), Please Mr. Postman (24), Promised Land (41), Ride'em Cowboy (48), Rockin' Soul (26), Rock 'n' Roll (49), Ruby Baby (72), Sally G (63), Sha-La-La (Make Me Happy) (23), So You Are a Star (47), Sweet Home Alabama (58), Then Came You (69), Tin Man (15), Whatever Gets You Thru the Night (11), When Will I See You Again (2), Willie & the Hand Jive (55), Wishing You Were Here (14), Woman to Woman (60), You Ain't Seen Nothin' Yet (13), You Got the Love (20), You're the First, the Last, My Everything (8), You're No Good (75).

executive); Harold Childs, A&M Records (national promotion executive); Larry Baunach, Dot Records (national country promotion); Cecil Holmes, Casablanca Records (national R&B promotion); Bud O'Shea, Epic Records (regional promotion); and Lu Fields, Los Angeles (multi-label promotion).

In addition, Mr. Gavin presented personal awards to WMC(AM) Memphis as the radio station of the year, and to A&M Records as the record company of the year.

The awards ceremony climaxed two days of meetings between radio executives and record company representatives at the Crown Center hotel. Featured speakers included Thomas Schattenfeld of the Washington law firm of Arent, Fox, Kintner, Plotkin, & Kahn; Recording Industry Association of America's Stanley Gortikov; George Wilson, Bartell Broadcasting; and George Burns, Burns Media Consultants.

Breaking In

Best of My Love—Eagles (Asylum) ■ Glen Frey and company have yet to match their initial top-40 successes (*Take It Easy*, *Peaceful Easy Feeling*), though their following among FM listeners is substantial. But the reception of their latest single indicates that a return to pop success may be at hand. Their *Already Gone* had some regional play earlier in the year, but *Best of My Love*, in its first week, is off to a much stronger start. It enters the "Playlist" at 54 this week, and is being played by WNOE(AM) New Orleans and KFYR(AM) Bismarck, N.D., among others.

Hoppy, Gene and Me—Roy Rogers (20th Century) ■ 1974 has seen a number of comebacks, but the most offbeat to date may be the return of Roy Rogers

from fast-food franchising to popular music. The song's title refers to Mr. Rogers and the two other cowboy entertainers of past years, Hopalong Cassidy and Gene Autry. While the single would appear to have potential in C&W outlets, its initial success has come from contemporary stations: KQV(AM) Pittsburgh, KLIV(AM) San Jose, Calif., and KJOY(AM) Stockton, Calif., are among the stations playing it.

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

- BABY HANG UP THE PHONE, Carl Graves (A&M).
- BLACK LASSIE, Cheech & Chong (Ode).
- BLACKWATER, Doobie Brothers (Warner Bros.).
- CAN'T GET IT OUT OF MY HEAD, Electric Light Orchestra (United Artists).
- CHANGES, David Bowie (RCA).
- DON'T CALL US, WE' CALL YOU, Sugarloaf (Claridge).
- EVERGREEN, Booker T. (Epic).
- GET DANCIN', Disco Tex & The Sexettes (Chelsea).
- GET INTO THE WIND, Steppenwolf (Mums).
- HEARTBREAK KID, Bo Donaldson & the Heywoods (ABC/Dunhill).
- HOPPY, GENE AND ME, Roy Rogers (20th Century).
- LOVE DON'T LOVE NOBODY, Spinners (Atlantic).
- READY, Cat Stevens (A&M).
- SOMEDAY, Dave Loggins (Epic).
- TOUCH ME, Fancy (Big Tree).
- WHATEVER YOU GOT, I WANT, Jackson Five (Motown).
- WHEN A CHILD IS BORN, Michael Holm (Mercury).

Tracking the 'Playlist.' Carl Douglas's unlikely R&B single *Kung Fu Fighting*, already a number-one hit in England, moves to the top of this week's "Playlist," replacing *My Melody of Love*, which slips to third. Harry Chapin and Helen Reddy make strong gains within the top 10, moving to four and five respectively. The remarkable success of Barry White continues, as his *You're the First, the Last, My Everything* makes yet another big jump, from 15 to eight. Paul McCartney's *Junior's Farm* is the other new addition to the top 10, moving up six places. Four newer releases break into the second 10. Elton John's elaborate rendition of *Lucy in the Sky with Diamonds* moves to 16 in its third week on the chart. Ringo Starr's low-key *Only You* moves up to 18, followed by Neil Sedaka's comeback hit *Laughter in the Rain* at 19. Rufus, with its second hit *You Got the Love*, is at 20. Another R&B group with a second hit is the Hues Corp., whose *Rockin' Soul* makes one of the weeks' larger gains to 26. Releases from Paul Anka and Barry Manilow continue to climb, as does Gloria Gaynor's fast-paced version of *Never Can Say Goodbye*. Lynyrd Skynyrd's *Free Bird* will apparently match the success of *Sweet Home Alabama*—the new release makes a large gain and is bolted at 45. Several singles make solid "Playlist" entrances, led by Mac Davis's follow-up to *Stop and Smell the Roses*, entitled *Rock 'n' Roll (I Gave You the Best Years of My Life)*, bolted at 49. The Eagles, with *Best of my Love*, arrive at 54, followed by two more pop-oriented songs, Donny and Marie Osmond's *Morning Side of the Mountain* and Peter Shelley's *Gee Baby*, at 57 and 59, respectively. It has been some years since the Beatles and other artists regularly received airplay on both sides of their single releases, but this week's chart shows two flip sides, Paul McCartney's *Sally G* (bolted at 63) and Elton John's *One Day at a Time* (74) breaking into the list. New releases from Chicago-based Styx (making its strongest bid for nationwide attention, bolted at 65), Billy Joel, Frankie Valli, and Billy "Crash" Craddock all make "Playlist" debuts.

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Financial Briefs

Merger accomplished. Creative Management Associates Inc., New York, and International Famous Agency division of Marvin Josephson Associates Inc., New York, have signed formal agreement covering merger of two talent agencies. As previously announced (BROADCASTING, Nov. 11) CMA shareholders will receive \$6.10 per share, with transaction having value of about \$6.2 million.

Up. Filmways Inc., Los Angeles, reported increases in both revenues and

net income for its fiscal year ended Aug. 31. Total revenues were \$70,794,000, compared with \$54,756,000 for 1973 year. Net income reached \$1,483,000 (72 cents per share) compared to \$1,106,000 (50 cents per share) for prior fiscal year.

More time. Wells, Rich, Greene Inc., New York, has extended until Dec. 17 expiration date of its offer to exchange \$3 in cash and \$8 principal amount of 10% subordinated debentures for each share of WRG common stock (BROADCASTING, Oct. 14 et seq.) Offer, made as part of

agency's plan to "go private," resulted in approximately 883,350 shares tendered, representing 63% of 1,405,008 shares to which proposal relates. Payment for shares accepted as of last Monday (Nov. 25), original expiration date, and for those tendered during extended period is subject to temporary restraining order issued by the U.S. Southern District Court of New York on an action brought by Albert Kaufman, dissident stockholder. WRG said decision on plaintiff's motion for preliminary injunction, which charges violation of federal securities laws, is expected shortly.

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

Company	Period/Ended	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Kaiser Industries	9 mo. 9/30	205,241,000	+ 19.9%	56,571,000	+ 54.6%	2.03	171,100,000	36,586,000	1.30
Outlet Co.	9 mo. 10/31	66,564,660	+ 10.1%	2,085,856	+ 33.6%	1.32	60,445,507	1,560,935	.93
Westinghouse	9 mo. 9/30	249,273,000	- 16.2%	104,282,000	- 24.6%	1.18	297,661,000	138,337,000	1.56

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Dec. 4	Closing Tues. Nov. 26	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N 12 3/8	13 3/4	- 1 3/8	- 10.00	28 3/8	12 3/8	4	16,582	205,202
CAPITAL CITIES	CCB	N 24 3/4	22 1/2	+ 2 1/4	+ 10.00	39 1/4	19 1/2	9	7,164	177,309
CBS	CBS	N 30 1/4	30 1/4		.00	40	25	9	28,092	849,783
CONCERT NETWORK***	O	1 1/4	1 1/4		.00	7/8	1/4		2,200	550
COX	COX	N 9 3/4	9 3/4		.00	19 3/8	9 3/8	5	5,831	56,852
GROSS TELECASTING	GGG	A 6 1/2	6 3/4	- 1/4	- 3.70	13 5/8	6 1/2	4	800	5,200
LIN	LINB	O 2 3/4	2 5/8	+ 1/8	+ 4.76	6 3/4	2	3	2,297	6,316
MOONEY*	MOON	O 1 3/8	1 1/2	- 1/8	- 8.33	3 5/8	1 3/8	4	385	529
PACIFIC & SOUTHERN**	PSOU	O 4 3/4	4 3/4		.00	6 1/4	3 1/8	1	1,750	8,312
RAHALL	RAHL	O 2	2		.00	6	1 3/4	4	1,297	2,594
SCRIPPS-HOWARD	SCRIP	O 14	14		.00	17 1/2	13 1/2	6	2,589	36,246
STARR	SBG	M 3 7/8	3 3/4	+ 1/8	+ 3.33	9	3 1/4	3	1,069	4,142
STORER	SBK	N 11 5/8	12 1/8	- 1/2	- 4.12	17 3/8	11 1/4	5	4,751	55,230
TAFT	TFB	N 11 3/4	12	- 1/4	- 2.08	23 3/8	11 3/4	4	4,011	47,129
WOODS COMM.*	O	3/4	3/4		.00	1	1/4	6	292	219
TOTAL									79,110	1,455,613

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3/4	7/8	-	1/8	-	14.28	2 1/2	3/4	3	1,259	944
AVCO	AV	N	2 3/4	2 3/4				.00	8 7/8	2 3/4	8	11,481	31,572
BARTLETT MEDIA	BMC	A	3/4	7/8	-	1/8	-	14.28	2 3/8	5/8	1	2,257	1,692
JOHN BLAIR	BJ	N	3 3/4	4	-	1/4	-	6.25	7 1/2	3 1/2	3	2,403	9,011
CAMPTOWN INDUSTRIES*	O		1/8	1/8				.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	1 5/8	1 3/4	-	1/8	-	7.14	4 1/4	1 5/8	6	4,162	6,763
COMBINED COMM.	CCA	A	5 1/2	5 1/8	+	3/8	+	7.31	13	5 1/8	4	3,280	18,040
COWLES	CWL	N	4 1/8	4 5/8	-	1/2	-	10.81	7 1/8	4	8	3,969	16,372
DUN & BRADSTREET	DNB	N	14 5/8	16 1/8	-	1 1/2	-	9.30	36	14 5/8	10	26,555	388,366
FAIRCHILD IND.	FEN	N	4 1/4	4 1/2	-	1/4	-	5.55	6 3/4	4 1/8	6	4,550	19,337
FUQUA	FOA	N	3 1/2	4 1/8	-	5/8	-	15.15	10 3/4	3 1/2	2	7,273	25,455
GANNETT CO.	GCI	N	20 1/2	22 1/4	-	1 3/4	-	7.86	38 1/4	20 1/2	13	21,080	432,140
GENERAL TIRE	GY	N	11 1/8	11 5/8	-	1/2	-	4.30	18 1/4	11 5/8	3	21,515	239,354
GLOBETROTTER	GLBTA	O	1 5/8	1 5/8				.00	4 3/4	1 5/8	2	2,731	4,437
GRAY COMMUN.*	O		6	6				.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N	7 1/4	7 3/4	-	1/2	-	6.45	14 1/4	7 1/8	5	4,340	31,465
JEFFERSON-PILOT	JP	N	28	29	-	1	-	3.44	38 1/4	20 1/2	12	24,195	677,460
KAISER INDUSTRIES*	KI	A	4 7/8	4 7/8				.00	8 1/2	4 3/4	3	27,487	133,999
KANSAS STATE NET.*	KSN	O	3	3 1/8	-	1/8	-	4.00	3 7/8	3	5	1,741	5,223
KINGSTIP	KTP	A	2 5/8	2 1/2	+	1/8	+	5.00	6 3/4	1 1/2	4	1,154	3,029
LAMB COMMUN.***	P		1 1/4	1 1/4				.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	11 7/8	12 1/4	-	3/8	-	3.06	16 1/4	10 3/4	8	3,352	39,805
LIBERTY	LC	N	8	8 1/4	-	1/4	-	3.03	15 5/8	8	3	6,632	53,056
MCGRAW-HILL	MHP	N	5 5/8	5 3/4	-	1/8	-	2.17	9	5 5/8	5	23,426	131,771
MEDIA GENERAL	MEG	A	15 1/2	16	-	1/2	-	3.12	26 1/2	15 1/2	7	3,552	55,056
MEREDITH	MDP	N	8 1/2	9	-	1/2	-	5.55	11 3/8	8 1/4	3	2,966	25,211
METROMEDIA	MET	N	5	5 3/8	-	3/8	-	6.97	10 5/8	4 1/2	5	6,447	32,235
MULTIMEDIA	MMED	O	9 1/2	9 1/4	+	1/4	+	2.70	14 1/4	8 3/4	7	4,388	41,686
NEW YORK TIMES CO.	NYKA	A	7 1/2	8 1/4	-	3/4	-	9.09	13 3/4	7 1/2	5	10,231	76,732
OUTLET CO.	OTU	N	7 3/4	7 3/4				.00	9 3/4	7	3	1,379	10,687
POST CORP.	POST	O	5 3/4	5 3/4				.00	16 1/2	4 3/4	4	882	5,071
PSA	PSA	N	4 1/4	4 3/4	-	1/2	-	10.52	10	4 1/4	5	3,181	13,519
REEVES TELECOM	RBT	A	7/8	1	-	1/8	-	12.50	1 3/4	7/8	10	2,376	2,079
RIDDER PUBLICATIONS	RPI	N	10 1/2	10 7/8	-	3/8	-	3.44	16 5/8	9 1/4	7	8,305	87,202
ROLLINS	ROL	N	11 7/8	12 3/8	-	1/2	-	4.04	19 3/4	6 1/2	9	13,341	158,424
RUST CRAFT	RUS	A	5 5/8	5 5/8				.00	10 1/4	5 5/8	4	2,366	13,308
SAN JUAN RACING	SJR	N	7 1/8	7 5/8	-	1/2	-	6.55	13 3/8	7 1/8	5	2,191	15,610

	Stock symbol	Exch.	Closing Wed. Dec. 4	Closing Tues. Nov. 26	Net change In week	% change In week	1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
SCHERING-PLOUGH	SGP	N	53 1/4	55	- 1 3/4	- 3.18	74 3/8	44 3/4	25	53,823	2,866,074
SONDERLING	SDR	A	3 7/8	4 1/8	- 1/4	- 6.06	10	3 7/8	2	788	3,053
TECHNICAL OPERATIONS	TO	A	3	3 1/8	- 1/8	- 4.00	6 3/4	3	3	1,344	4,032
TIMES MIRROR CO.	TMC	N	10 3/4	11	- 1/4	- 2.27	17 5/8	9 1/4	6	31,385	337,388
TURNER COMM.***	O		3 3/8	3 3/8		.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	16 1/8	18	- 1 7/8	- 10.41	24 3/8	14 3/4	6	4,749	76,577
WOMETCO	WOM	N	6 1/2	6 5/8	- 1/8	- 1.88	10 1/4	6 1/4	5	6,034	39,221
TOTAL										368,031	6,140,674
Cablecasting											
AMECO**	ACO	O	1/4	5/8	- 3/8	- 60.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	7/8	1	- 1/8	- 12.50	2 1/8	3/4	3	1,672	1,463
AMERICAN TV & COMM.	AMTV	O	6 1/2	7	- 1/2	- 7.14	19 1/4	5 3/4	14	3,192	20,748
ATHENA COMM.***	O		1 1/4	1 1/4		.00	1 1/4	1/4		2,374	2,967
BURNUP & SIMS	BSIM	O	2 7/8	2 7/8		.00	24 1/8	2 3/4	3	7,933	22,807
CABLECOM-GENERAL	CCG	A	1 1/2	1 3/4	- 1/4	- 14.28	4 1/2	1 1/2	8	2,560	3,840
CABLE FUNDING*	CFUN	O	4 3/4	4 3/4		.00	7 3/8	3 7/8	22	1,121	5,324
CABLE INFO.++	O		1 1/4	1 1/4		.00	1 1/4	1/4	4	663	828
CITIZENS FIN.**	CPN	A	7/8	1 1/8	- 1/4	- 22.22	4 1/4	7/8	1	2,697	2,359
COMCAST*	O		1 1/2	1 1/2		.00	2 1/2	1 1/2	6	1,705	2,557
COMMUNICATIONS PROP.	COMU	O	1 3/8	1 1/2	- 1/8	- 8.33	3 3/8	1	28	4,761	6,546
COX CABLE	CXC	A	3 7/8	4 3/8	- 1/2	- 11.42	15 1/4	3 3/4	7	3,560	13,795
ENTRON*	ENT	O	3/8	1/2	- 1/8	- 25.00	7/8	3/8	3	1,358	509
GENERAL INSTRUMENT	GRL	N	5 3/8	6 1/8	- 3/4	- 12.24	17 1/8	5 7/8	3	7,060	37,947
GENERAL TV*	O		3/8	3/8		.00	1 1/2	3/8	19	1,000	375
SCIENTIFIC-ATLANTA	SFA	A	4 3/4	4 3/4		.00	9 1/2	4 5/8	5	917	4,355
TELE-COMMUNICATION	TCOM	O	1 1/8	1 1/4	- 1/8	- 10.00	5 3/4	1	1	5,181	5,828
TELEPROMPTER	TP	N	1 5/8	1 7/8	- 1/4	- 13.33	8 1/4	1 5/8	1	16,013	26,021
TIME INC.	TL	N	26 1/4	26	+ 1/4	+ .96	40 1/4	26	5	9,986	262,132
TOCOM*	TOCM	O	2 5/8	2 3/4	- 1/8	- 4.54	4 7/8	2 1/2	6	634	1,664
UA-COLUMBIA CABLE	UACC	O	4 3/4	5	- 1/4	- 5.00	6	3 3/4	9	1,795	8,526
UNITED CABLE TV CORP	UCTV	O	1 5/8	1 5/8		.00	4 5/8	1/4	9	1,879	3,053
VIACOM	VIA	N	3	3 3/8	- 3/8	- 11.11	7 1/2	2 5/8	4	3,850	11,550
VIKOA**	VJK	A	7/8	1	- 1/8	- 12.50	4	7/8	1	2,534	2,217
TOTAL										85,645	447,711
Programing											
COLUMBIA PICTURES	CPS	N	1 3/4	1 7/8	- 1/8	- 6.66	4 3/4	1 5/8	5	6,748	11,809
DISNEY	DIS	N	21 3/8	23 1/8	- 1 3/4	- 7.56	54 1/2	21 3/8	13	29,155	623,188
FILMWAYS	FWY	A	2 1/4	2 5/8	- 3/8	- 14.28	6	2 1/8	3	1,791	4,029
FOUR STAR			1/4	1/8	+ 1/8	+ 100.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	22	22 7/8	- 7/8	- 3.82	29 1/8	18 3/8	4	14,088	309,936
MCA	MCA	N	25 5/8	26	- 3/8	- 1.44	26 1/2	19 1/4	6	8,401	215,275
MGM	MGM	N	17 1/8	17 1/2	- 3/8	- 2.14	17 1/2	9 1/4	5	5,918	101,345
TELE-TAPE**	O		1/8	1/4	- 1/8	- 50.00	3/4	1/8		2,190	273
TELETRONICS INTL.*	O		1 1/4	1 1/4		.00	4 1/8	1 1/4	3	943	1,178
TRANSAMERICA	TA	N	5 3/4	6 1/8	- 3/8	- 6.12	10 3/8	5 1/2	6	65,115	374,411
20TH CENTURY-FOX	TF	N	4 5/8	4 5/8		.00	9 1/8	4 5/8	7	8,240	38,110
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	7 5/8	8	- 3/8	- 4.68	18 1/2	6 7/8	3	16,317	124,417
WRATHER	WCO	A	1 1/2	1 5/8	- 1/8	- 7.69	8 1/8	1 1/2	150	2,229	3,343
TOTAL										166,268	1,808,596
Service											
ARDO INC.	O		12 1/8	12	+ 1/8	+ 1.04	14 1/4	10	6	2,513	30,470
COMSAT	CO	N	29	30 1/4	- 1 1/4	- 4.13	40 3/8	23 3/4	7	10,000	290,000
CREATIVE MANAGEMENT	CMA	A	5 1/2	5 3/8	+ 1/8	+ 2.32	7 1/4	3	7	1,016	5,588
DOYLE DANE BERNBACH	DOYL	O	6 3/8	6 1/2	- 1/8	- 1.92	11 1/2	5 3/4	4	1,796	11,449
ELKINS INSTITUTE**	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELOING	FCB	N	6 3/8	6 3/4	- 3/8	- 5.55	11 1/4	6	4	2,065	13,164
GREY ADVERTISING	GREY	O	5 5/8	5 3/4	- 1/8	- 2.17	8 3/8	5 3/4	3	1,255	7,059
INTERPUBLIC GROUP	IPG	N	8 1/8	9	- 7/8	- 9.72	13	8 1/8	3	2,319	18,841
MARVIN JOSEPHSON*	MRVN	O	4 1/2	4 1/2		.00	8 1/2	3 1/4	3	802	3,609
MCI COMMUNICATIONS	MCIC	O	2 3/8	2 1/2	- 1/8	- 5.00	4 1/2	1		12,912	30,666
MOVIELAB	MOV	A	1/2	1/2		.00	1 5/8	1/2	4	1,407	703
MPO VIDEOTRONICS	MPO	A	1 3/8	1 1/2	- 1/8	- 8.33	2 5/8	1 1/8		539	741
NEEDHAM, HARPER	NOHMA	O	3 7/8	4	- 1/8	- 3.12	7 1/2	3 7/8	2	918	3,557
A. C. NIELSEN	NIELB	O	7 3/8	7 7/8	- 1/2	- 6.34	28	7 3/8	7	10,598	78,160
OGILVY & MATHER	OGIL	O	10	10		.00	17 1/4	10	4	1,807	18,070
PKL CO.***	PKL	O	1	1		.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	5 5/8	6 1/8	- 1/2	- 8.16	12	5 5/8	13	2,624	14,760
UNIVERSAL COMM.***	O		5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	8	8 5/8	- 5/8	- 7.24	9 5/8	5 1/2	4	1,632	13,056
TOTAL										57,633	541,394
Electronics											
AMPEX	APX	N	2 7/8	3 1/8	- 1/4	- 8.00	4 7/8	2 7/8	3	10,883	31,288
CCA ELECTRONICS*	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 1/8	1 3/8	- 1/4	- 18.18	2 1/8	1 1/8	6	2,333	2,624
CDHU, INC.	CDH	A	1 5/8	1 7/8	- 1/4	- 13.33	3 7/8	1 5/8	5	1,542	2,505
CONRAC	CAX	N	11 1/2	11 7/8	- 3/8	- 3.15	21	10	5	1,261	14,501
GENERAL ELECTRIC	GE	N	35 3/8	35 1/8	+ 1/4	+ .71	65	30	11	182,048	6,439,948
HARRIS CORP.	HRS	N	14	14 5/8	- 5/8	- 4.27	33 1/2	13 1/8	5	6,224	87,136
INTERNATIONAL VIDEO	IVCP	O	1 5/8	1 3/4	- 1/8	- 7.14	7 1/2	1 5/8	6	2,728	4,433
MAGNAVOX	MAG	N	5 1/8	5 1/2	- 3/8	- 6.81	9 7/8	4	28	17,799	91,219
3M	MMM	N	47 5/8	53	- 5 3/8	- 10.14	80 1/2	47 5/8	17	113,729	5,416,343
MOTOROLA	MOT	N	40 7/8	42 1/2	- 1 5/8	- 3.82	61 7/8	35 1/2	13	27,968	1,143,192
OAK INDUSTRIES	OEN	N	5 1/4	6 1/8	- 7/8	- 14.28	12 7/8	5 1/4	2	1,639	8,604
RCA	RCA	N	10 5/8	11	- 3/8	- 3.40	21 1/2	10 1/2	5	74,661	793,273

	Stock symbol	Exch.	Closing Wed. Dec. 4	Closing Tues. Nov. 26	Net change in week	% change in week	1974		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low				
ROCKWELL INTL.	RDK	N	18 3/8	18 1/2	-	1/8	-	28 3/8	18 3/8	4	30,356	557,791
RSC INDUSTRIES	RSC	A	3/4	7/8	-	1/8	-	14.28	2 1/8	4	3,458	2,593
SONY CORP.	SNE	N	4 3/4	5 1/8	-	3/8	-	29 7/8	4 3/4	9	165,625	786,718
TEKTRONIX	TEK	N	20 1/8	21	-	7/8	-	47 3/4	19 5/8	8	8,651	174,101
TELEMATION	TMT	O	1 1/4	1 1/4				2 3/4	1 1/4	7	1,050	1,312
TELEPRO IND.*	PI		6	5	+ 1		20.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	6 1/2	6 7/8	-	3/8	-	13 1/4	6 3/8	6	6,617	43,010
WESTINGHOUSE	WX	N	8 3/4	9	-	1/4	-	26	8 3/4	6	87,876	768,015
ZENITH	ZE	N	11 1/8	11 1/2	+	3/8	+	31 5/8	11 1/8	5	18,797	223,214
TOTAL										766,601	16,595,680	
GRAND TOTAL										1,523,288	26,989,666	

Standard & Poor's Industrial Average

75.1 77.6 -2.5

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

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

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

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

Fates & Fortunes®

Media

Ward L. Huey Jr., VP-station manager, WFAA-TV Dallas-Fort Worth, named VP-general manager of licensee, Belo Broadcasting Corp. Mr. Huey is succeeded by **David T. Lane**, VP-station manager, Belo's KFDM-TV Beaumont, Tex. **Terrence S. Ford**, general sales manager, WFAA-TV, elected VP-station manager of KFDM-TV, succeeding Mr. Lane. **John K. Dew**, station manager, WFAA(AM)-KZEW(FM) Dallas, elected VP.



Huey



Lane



Ford



Dew

Edward F. Ryan, community affairs director, WTOP-AM-TV Washington, elected VP and director of licensee, Post-Newsweek Stations, Capital Area. **Donald E. Macfarlane**, VP-general manager, WTOP(AM), also elected to board of licensee.

Neil Wagner, VP-sales manager, WAYE(AM) Baltimore, named VP-general manager, WHAG(AM)-WQCM(FM) Halfway, Md., succeeding **Gary L. Portmess**, resigned.

Joseph Thompson, VP, KKEE(AM)-KWYT(FM) Salinas, Calif., named to additional duties as general manager and continuing as VP of KKZZ(AM)-KOTE(FM) Lancaster, Calif.

Richard Mack, local sales manager, WEBR(AM) Buffalo, N.Y., named general manager, WWOL-AM-FM Buffalo, succeeding **Robert R. Mycek**, resigned.

Gail P. Neylan, media director, Earle Palmer Brown & Associates, Washington agency, named research director, WTOP-AM-TV Washington.

J. Shannon Sweatte, sales manager and assistant manager, KJR(AM) Seattle, named manager, succeeding **Pat O'Day**, who will head new division of Kaye-Smith Enterprises, parent company.

Rodger Earle Ownby, director and secretary-treasurer, WJXN(AM) Jackson, Miss., assumes additional duties as acting general manager and VP.

Al Stewart, production manager, KOMO-TV Seattle, named station services manager, same station.

Gordon Mason, KJCI(AM) Los Angeles, elected chairman, Southern California Broadcasters Association, succeeding **Ira**

Laufer, KVEN-AM-FM Ventura. Others elected, all from Los Angeles: **Jack Siegal**, KLVE(AM), vice-chairman; **Peter Newell**, KPOL(AM), treasurer; **Arthur Schreiber**, KFWR(AM), secretary. Board members: **Ben Hoberman**, KABC(AM); **George Nicholas**, KNX(AM); **Stanley Spero**, KMPC(AM); **Bill Ward**, KLAC(AM); **James Wesley Jr.**, KFI(AM); **John Winna-**
men, KLOS(FM). **Robert M. Light** continues as paid president.

Jack Everton, manager, KCOW(AM) Alliance, Neb., named commercial manager of Artesia Broadcasting Co. and manager, KSVP-FM Artesia, N.M. **Dave Button** is general manager, Artesia Broadcasting



The way it is. CBS News correspondent **Walter Cronkite** was recipient of The First Freedom Award presented by John Marshall Law School, Chicago. **Louis L. Biro**, (r), president of John Marshall board of trustees, presented award at McCormick Place dinner.

Co., which owns KSVP-AM-FM (corrects item, BROADCASTING, Nov. 11).

Lin Wallace, marketing coordinator, Lincoln Properties Co., joins Jefferson-Pilot Broadcasting, Charlotte, N.C., as research assistant.

Broadcast Advertising

Bill Frank, account executive at, variously, Petry Television and Metro Television Sales, named national sales manager, KCOP-TV Los Angeles.

Jerry Walsh, account executive, WNAC-TV Boston, rejoins WLVI-TV Boston as sales manager.

Don Dalton, VP-director of sports, Major Market Radio, station representative firm, named national sales manager, KFI(AM) Los Angeles.

Robert McDermott, general manager, KXLR(AM) Little Rock, Ark., named sales manager, WSPA(AM) Spartanburg, S.C.

Paul Parker, general manager, WLAS(AM) Jacksonville, N.C., named sales manager, WRAL-FM Raleigh, N.C.

Dan Wiberg, assistant sales manager, KCST(TV) San Diego, named regional sales manager and assistant to the general sales manager. **Tony Rogers**, account executive, KFMB-TV San Diego, named local sales manager, KCST.

Dennis Rossman, general sales manager, WFBG-AM-FM Altoona, Pa., named local sales manager, WLEE(AM) Richmond, Va.

Winford C. Ashley, announcer, WJXN(AM) Jackson, Miss., named executive sales manager.

Thomas L. Klotz, general sales manager, WWEL-AM-FM Medford, Mass., joins WEZE(AM) Boston as local sales manager.

Allene Johnson Gray, media director, Lieberman-Harrison Advertising, Atlanta, named associate media director-broadcasting, McCann-Erickson, Los Angeles.

Robert Conlan, senior producer; **Charles Decker**, **John Dunning** and **Jan Hedquist**, account supervisors, and **Irving Merson**, senior associate research director, all BBDO, New York, elected VP's.

Frank Hoag, account supervisor-broadcast activities for Chevrolet account, Campbell-Ewald Co., Detroit, elected VP.

Robert E. Lee Jr., director of marketing services, Hughes Television Network, New York, named sales promotion manager, WPIX(TV) New York.

Jeff Martin, regional sales manager, WHAG(AM)-WQCM(FM) Halfway, Md., named general sales manager.

John C. Morris, director of commercial production, WJZ-TV Baltimore, named account supervisor and creative director, Goldman-Russo Associates Inc., Baltimore agency.

Edward N. Ney, president of Young & Rubicam International, New York, to receive American Academy of Achievement's Golden Plate Award, presented annually to leaders in various professional fields as inspiration to youth.

Robert Z. Morrison, sales manager, WKBT-TV La Crosse, Wis., since station

began operation in 1954, and president and principal owner of KCLN(AM) Clinton, Iowa, will retire from WKBT-TV at end of year.

Programing

Joe Cook, director of public relations, ABC News, appointed writer, *A.M. America*, responsible for essays, commentary, etc., for co-hosts Bill Beutel and Stephanie Edwards.

Bill Schwartz, feature film and TV series producer and 1974 Emmy winner for children's special (*The Runaways*, for Hanna-Barbera on ABC), named VP and general manager, Cine Guarantors, motion picture and TV production financial bonding subsidiary of Cinemobile Systems, both Los Angeles.

Harold Harris, announcer, KIKK(AM) Pasadena, Tex., named program manager and commercial sales consultant, WJXN(AM) Jackson, Miss.

Kenneth W. Hoffman, formerly with REA Air Express, named manager-distribution sales, Vidistrib Inc., Los Angeles.

Patrick Michael Scott, producer-director, KOMO-TV Seattle, named production manager for station.

Steve Edwards, talk show host, KHOU-TV Houston, joins WLS-TV Chicago in same capacity. **Doug Brown**, KHOU-TV weatherman, succeeds Mr. Edwards and is replaced by **Alexis South**, meteorologist at affiliated KXTV(TV) Sacramento, Calif.

Bill Boggs, talk show host, WGHP-TV High Point, N.C., joins WNEW-TV New York in same capacity.



Helen's day. Approximately 400 Benton & Bowles employees in New York crowded into an EUE studio on Nov. 19, renamed "Helen's Place" for the evening, to honor Helen Scofield on her 40th anniversary with B & B. Ms. Scofield, now an administrative secretary in the agency's creative department, was formerly personal secretary to the late B & B presidents, Clarence Goshorn and Robert Lusk, and is the senior employee at B & B in terms of active service.

Broadcast Journalism



Archer



Pfister



Lord

Nicholas Archer, director of news services, ABC News, elected vice president, TV news services; **Walter Pfister Jr.**, executive producer of special events, ABC News, elected vice president, special TV news programs, and **William E. Lord**, senior producer, Washington, *ABC Evening News*, elected vice president, Washington news bureau. Succeeding Mr. Pfister is **Robert Siegenthaler**, ABC News producer. **John Lynch**, ABC News Washington bureau chief, named director, plans and logistics, ABC News political unit.

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Jim Graham, announcer, WCJW(AM) Warsaw, N.Y., named news director, WUTV(TV) Buffalo, N.Y.

Arthur Hackett, news director, KZEE(AM) Weatherford, Tex., named to same post, KHAS(AM) Hastings, Neb.

Cable

Edward E. Drake, senior VP, United Cable Television Corp., Tulsa, Okla., elected president, Mid-America CATV Association, at annual meeting in Kansas City.

Ed Dextraze, director of programming, Montachusett Cable TV, Fitchburg, Mass., named television media specialist, Raytheon Corp., Jeddah, Saudi Arabia.

Equipment & Engineering

James A. Smith, Western regional sales manager, Central Dynamics Corp., Los Angeles, named to same post, Professional Products Department of CBS Laboratories, Stamford, Conn., to be based in Los Angeles.

Herb R. Hammer, account executive, Meltzer, Aron & Leman Advertising, San Francisco, named corporate news manager, Ampex Corp., Redwood City, Calif.

Thomas B. Sheally, chief engineer, WJKS-TV Jacksonville, Fla., named manager of engineering of parent Rust Craft Broad-

casting Co., Pittsburgh. No successor at WJKS-TV named.

Howard G. McClure, television project manager, Gates Division of Harris Inter-type, named general manager, Electronics Division, Lenco Inc., Jackson, Mo.

Allied Fields



Shooshan

Harry M. (Chip) Shooshan, administrative assistant to Representative Torbert H. Macdonald (D-Mass.) for past six years, named counsel to House Subcommittee on Communications and Power, which Mr. Macdonald heads. Appointment follows departure of **Richard Krolik** as special assistant to Chairman Macdonald on communications matters. Mr. Krolik is now on special assignment to L. William Seidman, assistant to President Ford for economic affairs.

James Hobson, special assistant to FCC Chairman Richard E. Wiley, named chief of renewal branch of renewal and transfer division. **James Brown**, assistant chief, renewal branch, named assistant chief, renewal and transfer division. **Lawrence Sechrest**, legal assistant to Mr. Wiley,

named administrative assistant. **R. Michael Senkowski**, special assistant to Mr. Wiley, named legal assistant.

Stanley Adams, lyricist and president of American Society of Composers, Authors and Publishers, elected VP, Country Music Association.

Deaths

Bert Gordon, 76, "Mad Russian" of early radio (appearing frequently with Eddie Cantor, as well as with Milton Berle, Rudy Vallee and Jack Benny), died of cancer Nov. 30 at City of Hope Hospital in Duarte, Calif. He is survived by two brothers and two sisters.

Cecil Sansbury, 59, retired general manager of WNFL(AM) Green Bay, Wis., and previously in same post at WHP-AM-FM Harrisburg, Pa., died Nov. 21 in Falls Church, Va. He is survived by his wife, Ann.

Joseph Hudack, 63, VP and broadcast supervisor, Warwick, Welch & Miller, New York, died Nov. 28 at his Hartsdale, N.Y., home. He is survived by his wife, Catherine.

Wilfrid K. Perrin, 58, morning announcer, WLCM(AM) Lancaster, S.C., and formerly network announcer in New York, died Nov. 22 in Charlotte, N.C. Survivors include his wife, Mary Lea, two daughters and two sons.

For the Record®

As compiled by BROADCASTING, Nov. 25 through Nov. 29 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

■ **Phoenix**—New Television Corp. seeks ch. 15 (476-482 mhz); ERP 285 kw vis., 28.5 kw aur., HAAT 1753 ft. P.O. address: 3033 N. Central Ave., Suite 209, Phoenix 85012. Estimated construction cost \$100,600; first-year operating cost \$427,700; revenue \$297,990. Legal counsel Fly. Shuebruk. Blume & Gaguine, Washington; consulting engineer A. Earl Cullum Jr. Principals: Edwin Cooperstein (50.5%), Thomas H. Brodek (36.4%), et al. Mr. Cooperstein, former president and general manager of WNUJ-TV Newark, is national trustee, National Academy of Television Arts & Sciences. Mr. Brodek was recently president and general manager of Southwestern Productions Inc., TV and film production company. Ann. Nov. 27.

TV start

■ **WEDY** New Haven, Conn.—Authorized program operation on UHF ch. 65 (776-782 mhz);

ERP 4.47 kw vis., .5 kw aur. HAAT 270 ft. Action Nov. 4.

AM applications

■ **KAVE(AM)** Carlsbad, N.M.—Zia Communications, former licensee of KAVE, requests interim authority of deleted KAVE Carlsbad; and seeks new station on 1240 khz (frequency of deleted KAVE). Ann. Nov. 25.

■ **Penuelas, Puerto Rico**—Penuelas Broadcasters seeks 1330 khz, 500 w-D. P.O. address: Calle 14, L-S, Bayamon Gardens, Bayamon, Puerto Rico 00619. Estimated construction cost \$23,570; first-year operating cost \$16,600; revenue \$60,000. Format: Standard pops. Principals: Nephtali Rodriguez (75%) and Rafael Serra (25%) are respectively news director at WQBS(AM) San Juan and general sales manager at WBRQ-FM Cidra, both Puerto Rico. Ann. Nov. 25.

■ **Brunswick, Tenn.**—Southwestern Inc. seeks 1220 khz, 250 w-D. P.O. address: 2000 N. Parkway, Memphis 38112. Estimated construction cost \$1,455; first-year operating cost \$600. Principals: George McClintock, station manager. Ann. Nov. 26.

AM action

■ **Canton, Miss.**—LLES Communications. Broadcast Bureau granted 101.7 mhz, 2.9 kw. HAAT 30 ft. P.O. address: 70 West Burton Place, Chicago 60610. Estimated construction cost \$12,848; first-year operating cost \$17,000; revenue \$40,000. Principals: Lawrence Manguary (49%), Langston Richards (49%), et al. Mr. Manguary is former partner in radio program production firm; Mr. Richards owns auto repair shop in Chicago (BPH-8927). Action Nov. 19.

AM licenses

Broadcast Bureau granted following licenses covering new stations:

■ **KJEL** Lebanon, Mo., Risner Broadcasting (BL-

13531). Action Nov. 19.

■ **KACO** Bellville, Tex., Radio 1090 (BL-13759). Action Nov. 19.

FM applications

■ **Pasadena, Calif.**—Stanfield Gates Radio Co. seeks 106.7 mhz, 25.7 kw., HAAT 660 ft. P.O. address: 11900 Woodley Ave., Granada Hills, Calif. 91344. Estimated construction cost \$138,962; first-year operating cost \$430,600; revenue \$174,250. Format: Spanish. Principals: James C. Gates (75%) and Ray M. Stanfield (25%). Mr. Gates owns KLRO (FM) San Diego, radio and TV representative company and film production corporation. Mr. Stanfield, former general manager of KGBS(AM) Los Angeles, has interest in automobile repair shop. Ann. Nov. 27.

■ **Susanville, Calif.**—Radio Lassen seeks 92.7 mhz, 2.77 kw., HAAT minus 748.5 ft. P.O. address: Box 501, Susanville 96130. Estimated construction cost \$16,135; first-year operating cost \$17,915; revenue \$18,250. Format: beautiful music. Principal: H. Cecil Webb Jr. owns KSUE(AM) Susanville. Ann. Nov. 20.

■ **Durango, Colo.**—Fort Lewis College seeks 91.9 mhz, 10 w., HAAT minus 100 ft. P.O. address: College Heights, Durango 81301. Estimated construction cost \$4,800; first-year operating cost \$1,500. Principal: Betty Shoulders, supervisor of student activities. Ann. Nov. 22.

■ **Jensen Beach, Fla.**—Jensen Beach Broadcasting Co. seeks 107.1 mhz, 3 kw., HAAT 268 ft. P.O. address: Box 647, Jensen Beach 33457. Estimated construction cost \$55,399; first-year operating cost \$54,442; revenue \$45,000. Format: MOR and standard pops. Principals: Charles G. Karafotias, Ernest E. Tealey and Richard E. Campbell (1/3 each). Mr. Karafotias is electronics instructor in Stuart, Fla. Mr. Tealey is dean of Florida Institute of Technology. Mr. Campbell has 60% interest in Mirror Newspapers, Jensen Beach and Port St. Lucie, Fla. weekly newspapers, and owns R. E.

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Summary of broadcasting

FCC tabulations as of Oct. 31, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,403	2	17	4,422	54	4,476
Commercial FM	2,548	0	57	2,605	166	2,771
Educational FM	685	0	26	711	92	803
Total radio	7,636	2	100	7,738	312	8,050
Commercial TV	698	1	11	710	34	757
VHF	507	1	6	514	5	521
UHF	191	0	5	196	29	236
Educational TV	221	0	18	239	9	252
VHF	88	0	7	95	2	98
UHF	133	0	11	144	7	154
Total TV	919	1	29	949	43	1,009

* Special temporary authorization

** Includes off-air licenses

Campbell Advertising, publisher of Florida Recreation and Parks News. Ann. Nov. 27.

■ **Lakeland, Fla.**—Evangel Christian School Inc. seeks 91.3 mhz, 10 w., HAAT 403 ft. P.O. address: 360 E. Main St., Lakeland 33801. Estimated construction cost \$59,401; first-year operating cost \$38,448. Principal: Karl D. Strader, president. Ann. Nov. 22.

■ **Newport, Ore.**—Yaquina Radio Inc. seeks 102.5 mhz, 100 kw., HAAT 891 ft. P.O. address: 1932 N. Coast Hwy., Newport 97365. Estimated construction cost \$69,250; first-year operating cost \$24,000; revenue \$35,000. Format: easy listening/rock & roll. Principals: Thomas R. Becker (81.1%), et al. own KNPT(AM) Newport and KBCH(AM) Lincoln City, Ore. Ann. Nov. 27.

■ **Amarillo, Tex.**—Tascosa Broadcasting seeks 98.7 mhz, 30.5 kw., HAAT 161 ft. P.O. address: Box 9024, Amarillo 79105. Estimated construction cost \$45,270; first-year operating cost \$20,000; revenue \$50,000. Format: modern C&W. Principals: James D. Shelton, Keith Adams (35% each), et al. Mr. Shelton is projects manager of oil and gas distributing company and Mr. Adams is former assistant general manager at KGNC-AM-FM-TV Amarillo. Tascosa is applying for acquisition of KRAY(AM) Amarillo. Ann. Nov. 27.

■ **Terrell Hills, Tex.**—S.S.S. Broadcasting seeks 106.3 mhz, 3 kw., HAAT 300 ft. P.O. address: 608 E. Travis St., San Antonio, Tex. 78205. Estimated construction cost \$40,362; first-year operating cost \$34,000; revenue \$125,000. Format: R&B. Principal: Center Atkins Jr. (100%) owns KAPE(AM) San Antonio, Tex. Ann. Nov. 22.

FM starts

■ **KIOQ-FM Bishop, Calif.**—Authorized program operation on 100.7 mhz, ERP 5 kw., HAAT minus 800 ft. Action Nov. 11.

■ **KALS Kalispell, Mont.**—Authorized program operation on 97.1 mhz, ERP 96 kw, HAAT minus 195 ft. Action Nov. 11.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ **KRWN Farmington, N.M.**, Music Men (BLH-6426). Action Nov. 19.

■ **WDHK Wilmington, Ohio**, Clinton County Broadcasting Corp. (BLH-6327). Action Nov. 19.

■ **WWIB Ladysmith, Wis.**, Stewards of Sound Radio Co. (BLH-5807). Action Nov. 19.

Ownership changes

Applications

■ **WMAL-AM-FM Washington** (AM: 630 khz, 5 kw, DA-1; FM: 107.3 mhz, 50 kw); WCIV(TV) (ch. 4) Charleston, S.C.; WLVA(AM) Lynchburg, Va. (590 khz, 1 kw, DA-2)—Seek transfer of control of Evening Star Broadcasting Co., First Charleston Corp. and WLVA Inc. respectively, from Washington Star Communications (90% before; 66.5% after) to Perpetual Corp. of Delaware (10% before; 33.5% after) for \$16,140,000. Principals in Star Communications: Adams, Kauffman and Noyes families. Principal in Perpetual Corp.: Joe L. Albritton (100%), Texas financier, is chairman and chief executive officer of Washington Star-News. Ann. Nov. 22.

■ **WQQT(AM) Savannah, Ga.** (1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of WQQT Inc. from Norrell Broadcasting Group (100% before; none after) to Robert A. Powers, Leonard A. Morton and John W. Collins (none before; 100% after jointly). Consideration: \$300,000. Principals: Robert A. Powers, 100% owner of Norrell, will control 51% of WQQT Inc. He is general manager of WQQT and WGRI(AM) Griffin, Ga. Mr. Morton

(39%) owns aluminum building supply and venetian blind companies. Mr. Collins (10%) is vice president of leasing company. Ann. Nov. 22.

■ **WCTT-AM-FM Corbin, Ky.** (AM: 680 khz, 1 kw, DA-N; FM: 107.1 mhz, 3 kw)—Seeks transfer of control of Corbin Times-Tribune from R. Springer Hoskins, executor of estate of J. Springer Robinson to R. Springer Hoskins and Mary Heath Robinson. Consideration: none. Principals: Mrs. Robinson and Mr. Hoskins are widow and nephew of late Mr. Robinson. Ann. Nov. 22.

■ **WPAM(AM) Pottsville, Pa.** (1450 kw, 1 kw-D, 250 w-N) and WLSH(AM) Lansford, Pa. (1410 khz, 5 kw-D, DA)—Seek transfer of control of Miners Broadcasting Service Inc. from Phyllis B. Maguire and Mellon Bank, executors of estate of Kenneth F. Maguire (63.2% before; none after) to John W. Angst (36.8% before; 100% after). Consideration: \$629,047. Ann. Nov. 22.

■ **KJDY(AM) John Day, Ore.** (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from John Day Valley Broadcasters to T. A. Smith for \$25,000. Seller: Edna E. Fisher, executrix of estate of late C. H. Fisher (50%). Buyer: T. A. Smith, 50% owner of KJDY. Ann. Nov. 22.

■ **KSDN(AM) Aberdeen, S.D.** (AM: 930 khz)—Seeks assignment of license from KSDN Inc. to Green Bay Broadcasting Co. for \$175,000. Seller: Aberdeen News Co., owned 80% by Ridder Publications Inc., which has interest in WCCO-AM-FM-TV Minneapolis, KSSS(AM) Colorado Springs and WDSM(AM) Superior, Wis. Ridder is merging with Knight Publications. Buyer: Ben A. Laird (100%) owns WDUZ-AM-FM Green Bay, Wis. Ann. Nov. 22.

■ **KBUS(AM) Mexia, Tex.**—Seeks transfer of control of Limestone Broadcasting from Lucile U. Herin (100% before; none after) to Sarah Frances Collins (none before; 100% after), niece. No consideration. Ann. Nov. 22.

Facilities changes

TV actions

■ **WTVB Durham, N.C.**—Broadcast Bureau granted request to operate trans. by remote control from 2410 Broad St., Durham (BRCTV-221). Action Nov. 19.

■ **KTRK-TV Houston**—Broadcast Bureau granted authority to operate trans. by remote control from 3316 Bissonnet St., Houston (BRCTV-222). Action Nov. 19.

TV start

■ Following station was authorized program operating authority for changed facilities on date shown: WBBJ Jackson, Tenn. (BMPCT 7517, 21), Nov. 15.

AM applications

■ **WSRF Fort Lauderdale, Fla.**—Seeks mod. of CP to make changes in DA system. Ann. Nov. 27.

■ **WIAF Clarksville, Ga.**—Seeks mod. of CP to change ant. and trans. location to W. Water St. at city limits of Clarksville; main studio location to 109 Washington St., Clarksville; and operate trans. by remote control from main studio location. Ann. Nov. 25.

■ **KIPA Hilo, Hawaii**—Seeks to increase daytime and nighttime power from 1 kw to 5 kw. Ann. Nov. 26.

■ **WNOP Newport, Ky.**—Seeks mod. of CP to make changes in MEOW's on DA pattern. Ann. Nov. 27.

■ **KNEB Scottsbluff, Neb.**—Seeks waiver of rules to identify as Scottsbluff and Gering, Neb. Ann. Nov. 26.

■ **WLIL Lenoir City, N.C.**—Seeks to identify as Lenoir City-Loudon, N.C. Ann. Nov. 29.

AM action

■ **KEYH Houston**—Broadcast Bureau granted CP to install trans. on 850 khz, 1 kw DA-D for aux. purposes only (BP-19836). Action Nov. 19.

FM applications

■ **WDFP Battle Creek, Mich.**—Seeks to change trans. location; operate by remote control from studio site: Main St., south of Golden Ave., Battle Creek; change trans.; change ant.; increase ant. height; change TPO and HAAT: 268 ft. Ann. Nov. 25.

■ **WSGM Staunton, Va.**—Seeks to install new trans. and ant.; change TPO; ERP: 2.09 kw, and HAAT: 348 ft. Ann. Nov. 25.

FM actions

■ **KFMG Des Moines, Iowa**—FCC dismissed application by Stoner Broadcasting System for CP to change trans. and ant. location of KFMG. KWMT Inc., licensee of KWMT-FM Fort Dodge, Iowa, filed petition to deny application and waiver request. Since Stoner requested waiver of minimum mileage separation rules, KWMT contended there was no question that proposal was contrary to rules. Action Nov. 19.

■ ***WVSS Menomonic, Wis.**—Broadcast Bureau granted CP to change frequency to 90.7 mhz; install new trans.; change TPO; ERP 1.05 kw; ant. height 14 ft.; make changes in transmitting equipment (BPED-1839). Action Nov. 19.

FM start

■ Following station was authorized program operating authority for changed facilities on date shown: KWHP Edmond, Okla. (BPH-8733), Nov. 14.

In contest

Designated for hearing

■ **Canilla, Ga.**, FM proceeding: Capel Broadcasting Co. and Enterprise Broadcasting, competing for 105.5 mhz (Docs. 20245-6)—Broadcast Bureau designated for hearing mutually exclusive applications. Hearing issues include financial qualifications. Action Nov. 22.

■ **Monticello, N.Y.**, FM proceeding: Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—Broadcast Bureau designated for hearing mutually exclusive applications. Hearing issue is which proposal would best serve public interest. Action Nov. 22.

Case assignment

Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:

■ **Richlands, Va.**, FM proceeding: Clinch Valley Broadcasting Corp. and High Knob Broadcasters, competing for 105.5 mhz (Docs. 20240-1)—Designated ALJ Reuben Lozner to serve as presiding judge; scheduled hearing for Feb. 3, 1975. Action Nov. 22.

Procedural rulings

■ **South Lake Tahoe, Calif.**, FM proceeding: KOWL Inc., New World Broadcasting Co. and Entertainment Enterprises, competing for 100.1 mhz at South Lake Tahoe (Docs. 19978-80)—Review board added real party in interest, site availability and ascertainment issues against New World and financial issue against Entertainment Enterprises. Action is result of petition by KOWL Inc. Action Nov. 15.

■ **Washington, AM proceeding:** United Broadcasting Co. (WOOK(AM)) and Washington Community Broadcasting, competing for 1340 khz (Docs. 18562-3)—FCC scheduled oral argument for Dec. 10, on exceptions and briefs to initial decision, released Feb. 22, 1973. In initial decision ALJ Forest L. McClenning proposed granting application of Washington Community and denying competing application of United for renewal of license of WOOK. Action Nov. 27.

■ **Perry, Fla.**, AM proceeding: H. S. Hagan Jr. and His World, competing for 1400 khz (Docs. 20131-2)—Review board denied petition for deletion and addition of issues. Hagan requested that ascertainment issue against him be deleted. He also requested addition of promotion of nonbroadcast activities issue and informing FCC of significant application changes issue against His World. Action Nov. 21.

■ **Fort Valley, Ga.**, FM proceeding: Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—Review board added site suitability and availability issues against Apostolic Council of Churches. Action was in response to motion by Rocket Radio, which also sought to add issue to determine whether Apostolic would place adequate signal over Fort Valley business section. Action Nov. 25.

■ **Decatur, Ill.**, FM proceeding: Prairiecland Broadcasters, WBIZ Inc., Superior Media, Decatur Broad-

casting and Soy Communications Co., competing for 95.1 mhz at Decatur (Docs. 20055-9)—ALJ Thomas B. Fitzpatrick scheduled hearing for Feb. 18, 1975. Action Nov. 25.

■ WKYZ(AM) Madisonville, Tenn.—renewal proceeding: Monroe Broadcasters (Doc. 19829)—ALJ Reuben Lozner, on request of Broadcast Bureau, canceled hearing scheduled for Dec. 11 and rescheduled it for Jan. 29, 1975. Action Nov. 20.

Complaints

■ KYW-TV Philadelphia—FCC denied application of Leonard M. Sagot, counsel for Philadelphia Federation of Teachers, for review of Broadcast Bureau ruling denying personal attack and fairness doctrine complaint against KYW-TV. Mr. Sagot claimed that KYW-TV broadcasted controversial address by Mayor Frank Rizzo concerning Philadelphia teachers strike. Action Nov. 20.

■ ABC, CBS and NBC—FCC denied Rodney D. Driver review of Aug. 7 ruling by Broadcast Bureau denying his fairness complaint alleging network news suppression of events in Indochina. In application for review, Driver reiterated his position that networks presented false conclusions, gave Nixon administration point of view, and did not fairly air contrasting viewpoints. FCC said licensees have "considerable leeway for exercising reasonable judgment as to what statements or shades of opinion require offsetting presentation." Action Nov. 19.

Fines

■ WRET-TV Charlotte, N.C.—FCC ordered Turner Broadcasting of North Carolina, licensee of WRET-TV, for forfeit \$4,000 for repeated violations of program logging rules. Action Nov. 27.

■ WELS(AM) Kinston, N.C.—FCC notified Farmers Broadcasting Service that it incurred apparent liability for forfeiture of \$2,500 for willful or repeated operator and technical violations. Action Nov. 27.

■ KLEN(AM) Killeen, Tex.—FCC rescinded notice of apparent liability issued to Highlite Broadcasting Co., former licensee of KLEN. FCC said Highlite could not be located, and therefore, forfeiture is uncollectible. Action Nov. 20.

Other action

■ WXPO-TV Manchester, N.H.—CP canceled and call letters deleted, at request of permittee. Ann. Nov. 25.

Allocations

Applications

FCC received following petitions to amend FM table of assignments (ann. Nov. 29):

■ Matco Inc., Chicago—Seeks to assign ch. 275 to Billings, Mont., ch. 260 to Eugene, Ore. and ch. 262 in lieu of ch. 260 at Grants Pass, Ore. (RM-2478-9).

■ Richard E. King, Orangeburg, S.C.—Seeks to assign ch. 259 to Walterboro, S.C. (RM-2480).

■ KVLG-AM-FM La Grange, Tex.—Seeks to assign ch. 272A to Yoakum, Tex. (RM-2483).

Actions

FCC took following action on TV allocations:

■ Georgia—FCC, on basis of petition by Georgia State Board of Education added to Carnesville, ch. *52; Carrollton, ch. *49; Cedartown, ch. *65; Columbus, ch. *48; Elberton, ch. *60; Flintstone, ch. *51; Lafayette, ch. *35; Toccoa, ch. *68, and Young Harris, ch. *50 (Doc. 20135). Action Nov. 19.

Rulemaking

Action

■ FCC proposed to amend its rules regarding AM station assignment standards and, if necessary, to modify its present 5 mV/m suburban policy. FCC said that it would be in public interest to amend its rules to permit day and nighttime power increases for existing AM stations if done without weakening rules prohibiting increased interference (Doc. 20265). Action Nov. 29.

Translators

Applications

■ University of Alaska, Healy, Alaska—Seeks ch.

7, rebroadcasting KUAC-TV Fairbanks, Alaska (BPTTV-5181). Action Nov. 25.

■ K06IH Ponderosa Basin, Calif.—Seeks to change frequency from ch. 6 to ch. 5 and make changes in ant. system (BMPPTV-R24). Ann. Nov. 29.

■ Inkam TV Association, Inkam and Blackrock, Idaho—Seeks ch. 7, rebroadcasting KPVI Pocatello, Idaho (BPTTV-5182). Ann. Nov. 25.

Action

■ K13MO Healy, Alaska—Broadcast authorization canceled and call letters deleted. Ann. Nov. 27.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 29 (stations listed are TV signals proposed for carriage):

■ T.V. Cable Service, 613 Gault Ave. N. Ft. Payne, Ala. 35967, for Valley Head, Ala. (CAC-4515); WSB, WAGA, WTGC, Atlanta, Ga.; WRCB, WTVC, WDEF, Chattanooga, Tenn.; WMSL-TV, WAAY, WHNT, Huntsville, Ala.; WCIO Mt. Cheha, Ala.; WPTI Birmingham, Ala.

■ Martin County Cable Co., Box 866, Stuart, Fla., for Martin county, Fla. (CAC-4504): Requests certification of existing CATV operations.

■ Full V. U. Television, 1029 N. 4th St., Vincennes, Ind. 47591, for Washington, Ind. (CAC-4512); Lawrenceville (CAC-4513) and Bridgeport (CAC-4514), both Illinois; Add WGN-TV Chicago; and for Knox county (CAC-2987) and Vincennes (CAC-4505), both Indiana: Delete WCIA Champaign Ill. and add WGN-TV Chicago.

■ Community Antenna Systems, Box 829, Junction City, Kan. 66441, for Council Grove, Kan. (CAC-4510): Add KMBC-TV Kansas City, Mo.

■ Wonderland Ventures, Box 1808, Toledo, Ohio 43604, for Flint, Mich. (CAC-4509): Requests certification of existing CATV operations.

■ Telecommunications, 27 E. Blackwell St., Dover, N.J. 07801, for Rockaway, N.J. (CAC-4506): WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV, WOR-TV, WPIX-TV, WNYE-TV, WNYC-TV New York; WNUJ-TV Linden, N.J.; WXTV Paterson, N.J.; WNET, WBTB-TV Newark, N.J.; WNJM Montclair, N.J.; WPHL-TV, WTAF-TV Philadelphia.

■ TeleMedia Company of Addil, 40 N. Park Ave., Lisbon, Ohio 44432, for Plain township (CAC-4507) and Nimishillin township (CAC-4508), both Ohio: WAKR-TV Akron, Ohio; WKYC-TV, WEWS, WJW-TV, WKBF-TV, WVIZ-TV, Cleveland; WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; WJAN Canton, Ohio; WUAB Lorain, Ohio; WNEO-TV Alliance, Ohio; WFMJ-TV, WKBN-TV Youngstown, Ohio.

■ Community Antenna Systems, 1828 S. Perry, Spokane, Wash. 99203, for Tekoa, Wash. (CAC-4511); KREM-TV, KXLY-TV, KHQ-TV, KSPS-TV Spokane, Wash.; KWSU-TV Pullman, Wash.; KUID-TV Moscow, Idaho.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Big Horn Televents, Basin, Wyo. (CAC-3876); Telepromper of Lakeland, Lakeland, Fla. (CAC-3945); Six Star Cablevision, Genoa township, Mich. (CAC-3977); V-R Corporation of Virginia, Hillsville, Va. (CAC-3981); Brunswick County Cable TV, Brunswick county Va. (CAC-3989); Lockhart Cable wick county, Va. (CAC-3989); Lockhart Cable TV Corp., village of Hopedale, Ohio (CAC-3993); Shasta Cable TV, Siskiyou county (CAC-4115) and Dunsuir (CAC-4116), both California; Mt. Morris Cable Co., Mt. Morris (CAC-4118), Mt. Morris township (CAC-4119) and Genese township (CAC-4120), all Michigan; Continental Cablevision of Ohio, Fairborn, Ohio (CAC-4138); Continental Cablevision of Springfield, Springfield, Ohio (CAC-4139); Continental Cablevision of Ohio, Wayne township, Ohio (CAC-4145); Tiffin Valley Cable, Montpelier, Ohio (CAC-4150); Television Cable Co., Myrtle Beach AFB, S.C. (CAC-4151); Suburban Cablevision, town of West Orange (CAC-4160), Irvington (CAC-4161), West Caldwell borough (CAC-4162) and Livingston township (CAC-4163), all New Jersey; Long Island Cablevision Corp. of Greenport, Greenport, N.Y. (CAC-2402); Montachusett Cable Television, Lunenburg, Mass. (CAC-3048); Clear View Cable TV, Oakland, Ore. (CAC-3519); Morris Cablevision, Morris township (CAC-3771), Morris Plains borough (CAC-3772), East Hanover township (CAC-3773) and Chatham borough (CAC-3774), all New Jersey; Palmetto Cablevision, Forest Acres, S.C. (CAC-3812); Cobb Cherokee Communications, Acworth (CAC-3851) and Kennesaw (CAC-3852), both Georgia; Henderson All-Channel Cablevision, Henderson, Ky. (CAC-4172); Gulf Coast Cablevision, Moss Point (CAC-4200) and Pascagoula (CAC-4201), both Mississippi; Cable Haven TV, Stafford township, N.J., (CAC-4205);

Marion Cable Television, Gas City, Ind. (CAC-4227); West Hawaii Cablevision, Kamuela (CAC-4321); Captain Cook (CAC-4327), Kalaea (CAC-4328), Keauhou (CAC-4329), Kailua-Kona (CAC-4330), Holualoa (CAC-4331), Kealahou (CAC-4332), Honanau (CAC-4333), Kawaihae-Puako (CAC-4334) and Waikoloa (CAC-4335), all Hawaii.

■ Manteca, Calif.—FCC granted Storer Cable TV certificate of compliance for new 24-channel cable system at Manteca, located in Sacramento-Stockton-Modesto major TV market. Storer was authorized to carry KCRA-TV, *KVIE, KXTV, KTXL and KMUV-TV Sacramento; KLOC-TV Modesto; KQVR Stockton; KTVU Oakland; and KBHK-TV San Francisco. Storer was denied carriage of distant signals of KEMO-TV San Francisco and KGSC-TV San Jose (CAC-1737). Action Nov. 27.

■ Monterey county, Calif.—FCC granted application by Central California Communications Corp. for certification to extend its existing cable service to unincorporated areas of Monterey county adjacent to Salinas, Calif. Central California proposed to provide cable service to Bolsa Knowles, Cablan Acres, Spreckels, Indian village, Pedraza tract, Corral de Tierra and Toro park, all located in Salinas-Monterey smaller TV market. It will provide carriage of KTVU Oakland; KGSC-TV, KNTV San Jose; KRON-TV, KPX, KGO-TV *KQED San Francisco; KSBW-TV, *K56AA Salinas; and KMST Monterey. Action Nov. 19.

■ Minnesota—FCC granted Metro Cable certificates of compliance for new cable systems at Apple Valley, Rosemount and Pipestone. Apple Valley and Rosemount systems, which are located in Minneapolis-St. Paul major TV market, will carry *KTCI-TV, *KTCA-TV, and KSTP-TV St. Paul; WCCO-TV, KMSP-TV, and WTCN-TV Minneapolis; WGN-TV Chicago, and WTV Milwaukee. Pipestone system, which is located outside all TV markets, will carry *KUSD-TV Vermillion; *KESD-TV Brookings; KORN-TV Mitchell; KELO-TV and KSOO-TV Sioux Falls, all South Dakota; and KCAU-TV Sioux City, Iowa, and WTCN-TV Minneapolis (CAC-22C5-7). Action Nov. 27.

■ Carthage, Mo.—FCC granted application of Carthage Cablevision to add KMTC Springfield and KMOX-TV St. Louis to its cable system at Carthage. Carthage is located in Joplin, Mo.-Pittsburg, Kan., smaller TV market. Application was opposed by Springfield Television, licensee of KYTV Springfield; Mid-Continent Broadcasting, licensee of KOAM-TV Pittsburg, and Gilmore Broadcasting Corp., licensee of KODE-TV Joplin. All are carried on Carthage cable system. Action Nov. 19.

■ Bellingham and Whatcom county, Wash.—FCC granted applications of Nation Wide Cablevision for certificates of compliance to add KTVW Tacoma, to its cable systems at Bellingham and Whatcom county, Wash. Action Nov. 27.

Other actions

■ Springfield, Mo.—FCC denied request of International Telemeter of Springfield, operator of cable system at Springfield, for reconsideration of Jan. 20, 1971 action. FCC also held that carriage of KPLR-TV St. Louis is now consistent with its present cable rules and that International Telemeter may file application for certificate of compliance to add St. Louis station to its signal carriage. Action Nov. 19.

■ PA169 Philadelphia—Certificate of compliance canceled at request of applicant. Ann. Nov. 29.

■ North Augusta and Aiken county, S.C.—FCC denied petition by CSRA Cablevision for reconsideration of ruling that WOLO-TV and WNOK-TV Columbia, S.C., were not grandfathered on CSRA's cable systems at North Augusta and Aiken county. Action Nov. 19.

In contest

■ Enumclaw and Buckley, Wash.—FCC directed Clearview TV Cable to cease and desist from importing distant signals of KVOS-TV Bellingham, Wash.; CBUT-TV and CHAN-TV Vancouver and CHEK-TV Victoria, all British Columbia, on its cable systems at Enumclaw and Buckley, in violation of rules (Doc. 17774). Action Nov. 21.

Rulemaking

■ FCC proposed changes in rules that would revise cable TV annual financial report and reduce some restrictions on consolidated and fiscal year reporting. Proposed amendment of Part 76, Subpart I of rules would ease reporting burden by restructuring format of form to resemble normal bookkeeping reporting and would add definitions of all terms for clarification purposes (Doc. 20247). Action Nov. 20.

■ Commission denied requests for reconsideration, clarification or modification of its April 15 clarification of cable TV rules and notice of proposed rulemaking and inquiry (Doc. 20024). Action Nov. 25.

Classified Advertising

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

RADIO

Help Wanted Management

WMSP(FM) has vacancy for station manager. Non-commercial, church-owned radio station is looking for innovative professional who can inspire volunteers and promote station. Candidates should be in tune with church's role in community, be technically competent, and respect classical music. Write to: Pieter Kooistra, Market Square Presbyterian Church, 21 S. River St., Harrisburg, PA 17101.

Sales Manager—Southeast. CCA, media-merchandising firm, 21st year, successful operation, has new opening for mature, Southern broadcaster. Clients: radio, television, newspapers, CATV. Residence required. Territory: Alabama, Georgia, Louisiana or Mississippi. Management experience, asset, not requirement. Sales experience, mandatory. Well-groomed, ability to address, motivate groups of clubwomen. On-the-street sales experience required. Full-time travel necessitates late-model car. Self-starter, ambition and need for \$25,000 minimum income. Salary during training, substantial draw thereafter. No ceiling, earning potential. Reply, pix, full detail, background. Applicants subject to careful scrutiny. Apply John Gilmore, president, Community Club Awards, Box 151, Westport, CT 06880. 203-226-3377.

Help Wanted Sales

Experienced account executive for #1 station will earn \$10,000-15,000 first year. Air experience desirable but not necessary. Excellent growth opportunity. Send resume to GM, WDXI, Jackson, TN 38301.

Salesperson wanted. Salary plus commission. Send resume to Manager, WNCI Radio, P.O. Box 898, Greenville, NC 27834.

Help Wanted Announcers

Announcer-Program Director, must be experienced Top 40 format. Northeast. Box M-223, BROADCASTING.

Small market Maryland station. Immediate opening for first phone announcer with programming ability. Must have a car. Box N-13, BROADCASTING.

Numbers needed! Got 'em and making \$10,000? Get 'em here and make \$12,000! Making \$12,000? What do you need? We're Modern Country in 170,000 metro-area. Need morning or afternoon drive. Send resume. An equal opportunity employer. Box N-20, BROADCASTING.

Announcer for top rated medium market Texas temporary station. Top salary, retirement, hospitalization, and other benefits. Send resume, picture in complete confidence. Start the new year with a good opportunity. Box N-24, 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 968, Powell, WY 82435. An Equal Opportunity Employer.

Announcer for aggressive MOR music station in beautiful vacationland where there are no big city problems. Require conversational DJ format and more than three years experience. No beginners. Contact Charlie Persons, KVBR, Brainerd, MN.

Mature, experienced person for news and DJ combination. MOR format. Apply to George Taylor, WALE, Fall River, MA 02722. EOE.

Southeast Medium Market. Top notch country station needs morning drive personality, a mature entertainer and real communicator. The right person would double as PD. If you are interested in a real people radio station and can handle replacing a real professional, send tape and resume to Buster Pollard, WBHP, P.O. Box 547, Huntsville, AL 35804. Equal opportunity employer.

Experienced Announcer for #1 station will earn \$10,000-15,000 first year. Sales opportunity also, will train if necessary. Excellent growth opportunity. Send resume, air tape to GM, WDXI, Jackson, TN 38301.

First phone, combo, MOR, stable operation, equal opportunity employer. Send tape, resume, salary requirement. Jack Sullivan, WOKW, Box 1410, Brockton, MA 02403.

Help Wanted Announcers Continued

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-returnable tape and resume to Mike Malone, WUNI Radio, P.O. Box 4614 Mobile, AL 36604. An Equal Opportunity Employer.

Good Opportunity for Announcer, Play By Play, Talk, Modern Country Experience. Mgr. 314-586-8577. Opening now.

Help Wanted Technical

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.

Midwest AM-FM planning to build new studios. Need experienced phone first. Permanent position. Write Box N-3, BROADCASTING.

Engineer/Announcer Combo, for top rated West Texas C & W. New equipment, maintenance & airwork required. Send resume & salary requirements to Box N-16, BROADCASTING.

Immediate opening for qualified chief engineer for radio group in southcentral area. Send resume with experience and references. Box N-52, BROADCASTING.

Chief engineer. WHK 5 KW DA-N, WMMS 32 KW-FM Cleveland, Ohio. Experience in directional, FM and audio required. An equal opportunity employer. Salary open, commensurate with experience. Address resume to Tom L. Bracanovich, WHK/WMMS, 5000 Euclid, Cleveland, OH 44103.

WNBH and WMY5, New Bedford, MA seeks 1st class chief. Good equipment, working conditions, benefits. E.O.E. Salary open. Tel. 203-887-1818 or write P.O. Box 551, Norwich, CT. Other tech. opportunities exist in group.

Chief engineer. Southeast, AM/FM. Experienced in proof, FCC, maintenance, transmitting, remote control, audio equipment. No air or board work. Send resume including references, salary requirements to Jim Ragan, 1202 Stahlman Building, Nashville, TN 37201.

Midwest 5k/1k seeks qualified chief engineer. If you know the Rules, can handle full responsibility and have some directional experience, call the Manager, 812-425-2221. E.O.E.

Wanted chief engineer. Must be tops in character and ability. Big gospel AM station in southwest. Send resume to Box 5283, Longview, TX 75601.

Help Wanted News

Morning shift plus news. Serious attitude news and work. Some college radio preferred. Small market. Northeast. Box M-219, BROADCASTING.

News director. Midwest background only. Very strong local news. \$8,000.00 up. Resume, salary requirement first letter. Box N-10, BROADCASTING.

News, sports, excellent opportunity. College town. Board work, local news is most important. Experience necessary. Good pay, fringe benefits. About January 1. Air Check and resume, KMCD, Fairfield, IA 52556.

Midwestern Farm and Agribusiness director. Experience necessary. Tape and resume to Frank Barnako, WMAQ, Merchandise Mart, Chicago 60654.

Help Wanted Programing, Production, Others

Programmer with strong track record for Top Ten Market Black AM/FM. Work afternoon drive. Motivate, direct, maintain professional air staff. Communicate with public and fellow employees. Send tape, resume, recent photo. Mr. McClain, KNOK, Box 7116, Fort Worth 76111.

Situations Wanted Management

Enthusiastic manager and radio pro desires management opportunity in market of 150,000-200,000. Experienced programing, sales, & management. Results oriented. Let's make money together. Box N-9, BROADCASTING.

Situations Wanted Management Continued

Christian man with background in top-40 programing, looking for management opportunity. Excellent references. Good at getting ratings. Box N-63, BROADCASTING.

Need a "take charge" manager? Highly successful, sales orientated? Now available for permanent opportunity in S.W. Manager with demonstrated abilities in organization, programing and profits. Box 1183, Casper, WY 82601.

Presently operations manager. 14 years experience, desires GM position, small or medium market, write: 3040 Snyder Ave., Cheyenne, WY 82001. All replies confidential. 307-632-0069.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Broadcasting veteran seeks change! Desire 3 hour MOR or Country air shift, plus sales or program director position. Also do good adult production work. Experienced as idea and promotion man, program director, salesman, production and announcing. Box M-205, BROADCASTING.

Top 40 jock with 4 months experience seeks new employment. Have done production and some news. Box N-11, BROADCASTING.

Experienced music director/DJ. Vast knowledge all music. Last 2 years L.I., N.Y. market, wants to relocate. Adaptable to your needs. 24, married. Box N-32, BROADCASTING.

Looking for PD that gives direction. Funny, but need break. Two years experience. Currently in medium market. Available January 15. Contemporary. Box N-41, BROADCASTING.

First phone, authoritative news, employed, enjoy sales, 1 1/2 years radio school, including TV news. Happy, seeking light rock MOR or country in Southern Calif. Box N-53, BROADCASTING.

Female w/first phone, currently employed in major market. Looking for staff position in comparable market or larger. Heavy on production. All offers considered. Air check and resume on request. Box N-54, BROADCASTING.

First ticket, 8A, dependable, bright female with personality. DJ, commercials, news, board, copy writing, production. Ready now, anywhere. Box N-57, BROADCASTING.

D.J. Play by play, news, management. 17 years experience. Major or regional market. Box N-67, BROADCASTING.

12 year radio veteran seeks stable position in medium or major market. Top 40, MOR, AM drive my specialty. PD, first phone, maintenance experience. 8 years last employer. Available immediately. Will relocate. Dave Freer, 3101 Link Road, Apt. 89, Lynchburg, VA 24503. 804-384-7894.

You need me! Multi-talented, music, D.J., Rock, Jazz, others. College grad., 3rd endorsed. Dedicated, will work sales, etc. Relocate anywhere, available now. Excellent resume materials upon request. Contact: Peter Shendell, 911 Oakland Ct., N. Bellmore, NY 11710. 516-781-9021.

Keep me insane! Mike Benson's the name, top 40's the game. Ready now! 616-947-7135 or 16336 Harden Circle, Southfield, MI 48075.

Beat inflation! For just one salary you can obtain the experience of a PD, morning man, DJ, newsmen, copy-continguity person and account servicer, plus a dependable, hard-working, dedicated broadcaster. Prefer medium market N.E. station, any format. Tape unavailable, but willing to travel for personal audition. Please contact me only if you have an immediate opening. Larry Kay, 516-791-6557, 58 Fairview Ave., Valley Stream, NY 11581.

Announcer, third phone, BA broadcasting, college and commercial experience, versatile voice, married. Any format, anywhere. Paul Allen, 230 Brockton, Richmond, KY 40475. 606-625-5947.

Third, four years experience, Black, CSB grad., heavy production. Employed automated. Isaiah, B03-558-2150 after 6:30 wk., all day Sun.

Situations Wanted Announcers Continued

Creative Black D.J. Strong production, good news. Will follow directions. East Coast preferred, however, all serious replies considered. Write or phone: Jimmy Walker, 150 West 92 Street, Apt. A, New York, NY 10025. 212-362-0085.

First class pro in country/contemporary radio. Articulate, smooth. Top production. Call 406-452-5732.

Ambitious young announcer, 3rd endorsed. Good news, commercials, sales experience. Dependable. Will relocate immediately. Prefer North Eastern states, including New England. Richard Goodman, 1745 East 8th Street, Brooklyn, NY 11223. 212-645-6486.

First phone CIE Grad, soul, top 40 prod. 4 yrs. exp. Black and versatile. "Mosquito," Rm. 127, 2110 Walton Way, Augusta, GA 404-733-6555.

Energetic personable announcer. Tight, creative production, previous music director, dependable. 23, 3rd, married, prefer warm climate. Jeff Prentice, 330 James Street, Clayton, NY 13624. 315-782-6540.

Situations Wanted Technical

Young aggressive chief looking for a home as chief of a great station or technical director of a group. Experience includes high power AM directional, FM stereo, SCA, audio and RF proofs license renewal, remote control and much more. Currently chief of 50,000 watt AM with FM stereo in western U.S.A. I am an audio bug and our AM is by far the best sounding station in our top 10 market. If you are looking for an experienced, all around radio guy, write to Box N-42, BROADCASTING.

Situations Wanted News

News director of high-powered small-market FM seeks ND or reporter spot in Midwest medium market. Has done national feeds. Box N-51, BROADCASTING.

Alert, bright, anchorman, reporter. Two years, 50,000 watt. 24, married, bachelor science. Want medium-metro. 604-658-5637.

Newsman, announcer, or DJ position wanted, middle or small market. Some experience. Stable, dedicated, professional attitude. Call Tom Franks, 216-825-9996.

Seeking to be part of a professional news operation, former news director, 3 years experience in writing, digging, uncovering news, talk and interview shows. Northeast only. Rod Hensel, 687 Broad Street, Salamanca, NY 14779. Call 716-945-4243.

Digging, experienced, dependable newsman. PBP, sports, 1st phone, degree, married. Phone 415-776-3231. Will relocate.

News director, newsman. Good writer, good street, know sports. Northeast, Southwest or points in between. Douglas Nagy, 1-313-534-0251.

I want another sports position; P-B-P, reporting. If you want a positive addition to your sports staff, you may want me. Currently news-sports director, small market. Bill Brown, 105 G Street, Turners Falls, MA 01376.

Sportscaster. Personable, loyal and dedicated with entertaining ability. 3 years PBP experience: football, basketball, baseball. I enjoy people and talk shows. College grad., 3rd endorsed, will relocate, available now. Peter Cooney, 36 Tanager Rd., Attleboro, MA 02703, or call 617-222-4796.

Situations Wanted Programing, Production, Others

Black R&B Jock has first phone. Worked in New York City. Would like M.D. or Program Dir. Box M-186, BROADCASTING.

I want to move to Chicago. Will consider any possibilities. First phone, broadcasting degree, FM experience, female, 25. Call 317-251-8353 after 5 or write Box N-38, BROADCASTING.

Mr. Manager, are you tired of wooly-headed jocks who can't read? Then hire proven experience. Excellent voice and production that sells! I am a program director who gets results! Box N-55, BROADCASTING.

Six year experienced all-around radio man seeking programing/operations position with future. Production, music knowledge, promotions, sales oriented. BA, first, married, currently employed. Box N-62, BROADCASTING.

First phone professional looking for program director position at Contemporary station. Nearly five years experience in all areas including music director and sales. Contact Henry Kastell, 1204 Hawk Avenue, Virginia Beach, VA 23456. 804-427-6475.

Situations Wanted Programing, Production, Others Continued

Experienced pro for your management team. Knows MOR music, FCC, super production, excellent voice. Works well with people. Could be your strong right arm with background in top 50 market. Midwest preferred. Stable, married, good references. 419-893-7210.

Southeast: Available for the first time in 19 years. Creative PD, production, morning personality, moving on to stable operation after 19 years at same station. Seeking PD or Operations Manager at MOR/contemporary or radio/TV combination. College graduate, family man. Also 4 years on camera TV experience. Excellent references. Minimum salary \$12,000. Let's make my one move the right move, for both of us. Call 912-745-5048 after 4:00 p.m.

Young attorney with Masters in communication wants position in broadcast industry. Box 325, Willimantic, CT.

TELEVISION

Help Wanted Management

Director of Finance, State PTV system. MBA, accounting experience essential. Familiarity with educational TV, state budgeting, federal funding required. Knowledge construction costs helpful. Application deadline: January 3, 1975. Box N-65, BROADCASTING.

Help Wanted Sales

Major market UHF independent television station in the East seeks aggressive, hardworking salesperson who can show immediate and dynamic sales growth from an established list. Excellent income and management potential. Write Box M-59, BROADCASTING.

Excellent opportunity for an aggressive individual with unusually dynamic sales drive and imagination. Will consider persons without prior broadcast sales background. Attractive income and management potential. Write: General Sales Manager, WSNL-TV, Channel 67, Central Islip, NY 11722.

Help Wanted Technical

Chief engineer, top 50 market VHF in South Mid-Atlantic states. Strong maintenance background necessary. Chance for number two man to move up. Group ownership. Excellent working conditions. Box N-45, BROADCASTING.

Opening for transmitter and studio engineer with radio and television station. Maintenance ability and first class license required. Excellent working conditions, paid vacation, pension plan, health insurance and many other benefits. Station has new equipment, including a new Gates Television transmitter. Technical school graduate will be considered. Send resume to director of Engr., KLOE AM-TV, Box 569, Goodland, KS 67735.

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.

Assistant chief engineer, VHF, TV, and AM. NBC affiliate, require first phone, 5 years experience. Some AM helpful, VTR and color camera experience a must. Write chief engineer, Box 1501, Yuma, AZ or call 602-782-3881.

Syracuse University needs a qualified Video Engineer to work in their Newhouse Communication Center. The person must have an AAS in electronics or an equivalent combination of education and experience. Also required are 3-5 years experience in broadcast color television studio maintenance procedures and system troubleshooting. Syracuse University offers liberal benefits, the salary range is \$9922-\$11,859 commensurate with experience. Send resumes to W. F. Denne, Syracuse University-Video Services, 215 University Pl., RM-164, Syracuse, NY 13210. Syracuse University is an equal opportunity employer.

Help Wanted News

Florida VHF needs sports photographer capable of performing interviews/developing reports. Growth opportunity. This is an equal opportunity station. Send resume. Box K-194, BROADCASTING.

Versatile TV personality. Strong in weathercasting, but capable in sports, newsfilm, anchor work. Excellent opportunity for experienced personality in small or medium market to move up. Send resume to Box M-216, BROADCASTING.

Anchorperson/Producer for one of nation's top news operations. Top fifty market in Midwest. Looking for a journalist who comes across on the tube. Send resume and picture immediately. Will contact you by phone for VTR. Box N-46, BROADCASTING.

Help Wanted News Continued

Anchorperson/news director. Must have voice and looks, camera and writing experience, plus the ability to survive on small salary in one of the most pleasant single-station markets in the Midwest. Send tape and resume to Box 2466, Fargo, ND.

Help Wanted Programing, Production, Others

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.

Cinematographer and set designer for major Eastern public television station. Must have samples. Send resume to Box N-47, BROADCASTING.

News/public affairs person, top 40 market, NBC affiliate, to host and produce daily program plus prepare daily news feature. Replies confidential. Equal opportunity employer. Box N-48, BROADCASTING.

TV producer-coordinator for Black programming. Female or male with 2 years experience; writing skills; proficient with 16mm equipment. West Coast location. Salary: \$11,440 to \$14,040 per year. Box N-58, BROADCASTING.

Director of programing and operations. State PTV system. MA or professional equivalent experience required. Background in public and commercial broadcasting essential. Creative administrator with vision. Application deadline: January 3, 1975. Box N-64, BROADCASTING.

Production manager. State PTV system. Minimum eight years experience commercial and public broadcasting studio work required. Remote experience desirable. Creative take-charge position. Equal emphasis studio and remotes. Application deadline: January 3, 1975. Box N-66, BROADCASTING.

Producer/Director. Public and instructional TV and film. BA required, min. 2 yrs. professional experience. Approx. \$10,000. Equal Opportunity Employers. Larry Reid, WBGU, 419-372-0121.

Producer/director. WSIU-TV has opening for creative PD with experience in both studio and film production. University owned station, full color. Salary competitive. Prefer someone with commercial television experience. Master's degree necessary. Equal opportunity employer. Send resume, including references, to David Rochelle, Director of Broadcasting Service, 1056 Communications Building, Southern Illinois University, Carbondale, IL 62901.

Quality control assistant to director, minimum 4-5 years experience in TV, knowledge of engineering equipment, procedures, operations. Fee paid. \$13-\$18M. M. S. Division, Remer Ribolow Agency, 2 W. 45 St., NYC.

Situations Wanted Management

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.

Executive position wanted by single woman. Background in Radio/TV/Market Research, Advertising, PR. For resume, write Box N-30, BROADCASTING.

General manager or sales manager with opportunity to advance. Management experience, 35, excellent record, degree, strong on motivation and sales. Medium market, South or Southwest. Box N-44, BROADCASTING.

Situations Wanted Announcers

Versatile, Experienced TV announcer. Great voice. Excellent on-camera appearance. Married. Let me "freshen your air." Box N-28, BROADCASTING.

Situations Wanted Technical

14 years all phases TV/radio engineering, BSEE. Chief or assistant. Box N-50, BROADCASTING.

Situations Wanted News

Producer, reporter, director. Black, experienced, TV-radio. Box M-139, BROADCASTING.

Meteorologist. Young, college degree. Strong background in radio, some CATV. Personable, clear delivery. Box N-18, BROADCASTING.

Situations Wanted News Continued

Network TV-Radio news correspondent, 10 years experience including overseas & documentaries plus network-local N.Y. anchor. Want major market TV anchor with opportunity produce investigative docs., east-west coasts. Box N-35, BROADCASTING.

Female news photographer, working part time in Miami, seeks full-time position. Willing to relocate. 305-865-0545.

Situations Wanted Programing, Production, Others

Production Manager, employed major market wants to relocate. Heavy sports, commercial background. Excellent credentials and track record. Box N-19, BROADCASTING.

I'll move your tale for you! Major market advertising/promotion director seeks new story to tell. Creative, young & successful. Experienced radio/TV/agency. BS marketing. BS radio/TV. Box N-22, BROADCASTING.

Film, experienced video 16 mm, stills. Documentary, commercial, industrial. Responsible, young, creative. Degree. Resume. Box N-25, BROADCASTING.

Experienced photographer, writer, reporter, graphics. Young, female, creative, degree. Now PR; want challenging production or programing position. Box N-60, BROADCASTING.

College graduate looking for first break in production or promotion. I'm creative, dependable, energetic, and sober. Call 216-499-8542.

CABLE

Help Wanted Technical

TV Engineer to maintain full color CATV studios with Helical VTR's. Chance to get in on ground floor of rapidly growing independent operation. Full company benefits. Send resume including salary requirements to Amherst Cablevision, 602 Grover Cleveland, Amherst, NY 14226 or call 716-837-1120.

Situations Wanted Management

MSO GM anxious to relocate in less crime-ridden community. Excellent qualifications. Let's get together! Box N-49, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted: Old Collins 21-A 5 kw. A.M. Transmitter. Box 52, Greenville, S.C.

Microwave, RCA type TVM-6 with audio sub-carrier for 7 GHz band; interested only in first class equipment capable of meeting FCC Proof Requirements. Advise with best asking price and availability. Chief Engineer, WCCO-TV, 50 South 9th St., Minneapolis, MN 55402.

Wanted for personal collection, MBS or CIE frequency allocation atlas, old broadcast catalogs. Box 10, Wallace, CA 95254.

UHF transmitter. Need used 12½ kw transmitter for use on channel 28. Contact James Meek, P.O. Box 9225, San Antonio, TX 512-CA7-4141.

FOR SALE EQUIPMENT

Used quad tape. Cleaned and evaluated for edge damage, dropouts and splices. Perfect for commercials and short program segments. Length varies 7-28 minutes. \$1.25 per minute. Box N-40, BROADCASTING.

For Sale RCA TT258L 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.

Martel. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

FM exciter and stereo generator: New solid state FM exciter, complete with stereo generator—\$1,975.00, terms. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

We have a few competitively priced used Revox A77 decks available. These have been completely reconditioned by Revox, are virtually indistinguishable from new and have the standard Revox 90-day warranty for rebuilt machines. Satisfaction guaranteed. One example is an A77 Dolby for \$675 plus shipping. Please write stating your requirements to ESS1, Box 854, Hicksville, NY 11802. 212-895-9257.

For Sale Equipment Continued

EC-175 Frequency Counter. Accurate direct frequency measurements of your AM broadcast, FM broadcast, and remote broadcast units through 175 Mhz. Works on AC and 12V DC. Complete with accessories. \$499.95. F.O.B. Terms. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Educational FM Transmitter. Low cost reliable solid state educational FM transmitter. Stereo and SCA available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Antennas. New circularly polarized Class A FM antenna, tuned to your frequency, with mounting hardware. \$400.00 per bay. Terms. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

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Gates BC5P2 5/1kw AM Transmitter, new in '65, 35,000 actual hours, available 60 days, \$7,000.00. 1-205-591-4800.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

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Prizes! Prizes! National brands for promotions, contests, programing. 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.

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The name of the game is profit. We deliver profit and ratings with a personal touch. Automation experts. Write us your needs. All size markets. Proven track record. Concepts 92, P.O. Box 4507, Nashville, TN 37216.

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Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

Instruction Continued

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, Feb. 10, Mar. 24. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

San Francisco. FCC license, 6 weeks, 1/13/75. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell Street 94102. 415-392-0194.

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around; June 1st, Sept. 2nd, Jan. 2nd, April 1st. Enroll now! Write Dave Button, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NW 88210. 505-746-2751.

RADIO

Help Wanted News

MORNING NEWSCASTER

Midwest independent with five man news staff (no jocks) seeks top quality Morning Newscaster. Send details to Box M-188, BROADCASTING.

Help Wanted Programing, Production, Others

CREDIT EXECUTIVE

Broadcasting group based in a top major market is seeking experienced Credit Executive to run Credit Department. Candidate should have financial/credit background, administrative ability, be articulate and self-starter, as well as be willing to relocate and travel 10% of time. An equal opportunity employer. Replies strictly confidential. Send resume and salary requirements to Box N-43, BROADCASTING

Situations Wanted Management

Quality Manager—Not For Hire. I'll manage your property like I owned it—with option to buy. Twenty years in broadcasting. Radio—National Program Director. TV—Major market producer, sales and talent. Remuneration to enable executive life-style in your community. Box N-2, BROADCASTING.

GET YOUR PROTECTION FOR 1975

36 year old GM with 36% sales increase first 10 months of 74. 20 years experience sales, sales management, programing, promotion, motivation, medium and major markets. Married with family, best references. Can make investment for right opportunity. If you have the facility I have the know how. Call Bob Allen, 817-244-2520.

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Box 61, Lincolnville, N.Y. 10540

Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, PD's, News, Sales and Engineers

\$5.00 per month (4 issues); \$12.00 3 months (12 issues); \$30.00 12 months (50 issues)
Remit Cash With Order, Please!

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Owners—GM's: What would you do with;

- 1) a programmer/music man guaranteed to take your old sound and make it better*
 - 2) Plus a copy & production person with 20 "voices" and millions of ideas. . . .
 - 3) Plus a complete mobile disco/light show unit available for station use. . . .
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- when you decide, give us a call . . . 601-896-8031 . . . and make us an Offer we can't refuse!

* (Lennen-McCartney '68)

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AVAILABLE NOW

Experienced TV announcer, show host, commercial talent! 8 years experience radio and TV. B.A. degree radio/TV/film. Background includes show host, weather, writing and producing and talent on regional commercials. Ready for on-air position with major market TV station. Tape on request.
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Situations Wanted News

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If not available, want entry level news/public affairs. Ex-naval officer, responsible positions AFRTS, commercial stations. Master's degree, overseas experience. Excellent delivery, appearance. GI Bill may pay portion of salary. Opportunity to grow more important than initial comp.
Box N-59, BROADCASTING

Situations Wanted Programing, Production, Others

TV Production Assistant. Young man, junior college and recent NYU TV film production workshop graduate, certificate in cinematography, lighting Tungsten-Halogen, editing moviola single and double system sound. Resume on request. Travel to interview. Excellent references, will relocate.
Call 914-337-2824

Miscellaneous

Will trade TV stock in station in Top 50 markets for large farm, balance in cash. Reply

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TV SLIDES: \$6^{ea}

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* SEASON'S GREETINGS
* CHRISTMAS GREETINGS
* MERRY CHRISTMAS
* HAPPY NEW YEAR
SEND FOR COMPLETE LIST

BOB LEBAR FILMS 240 E. 55 ST. NYC 10022

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

Legal Notice

NOTICE OF AVAILABILITY FOR BROADBAND TELECOMMUNICATIONS FRANCHISE IN THE CITY OF MADISON, WISCONSIN

Notice is hereby given that proposal information concerning the availability of a Broadband Telecommunications Franchise in the City of Madison, Wisconsin may be obtained by contacting:

Merry Sue Smoller
CATV Officer
Room 505, City-County Building
Madison, Wisconsin 53709
(608) 266-4964

Each written request for application information shall be accompanied by the payment of a nonrefundable filing fee to the City of \$250.

All applications for the Franchise shall be in accordance with the provisions of Section 36.10 of the Broadband Telecommunications Franchise Enabling Ordinance (Chap. 36 of the Madison General Ordinances) as authorized by the Common Council and shall be submitted in writing to the City Clerk, Rm. 103, City-County Building, Madison, Wisconsin 53709 on or before February 1, 1975. Any such applications received will be available for public inspection during normal business hours at the Office of the City Clerk.

City of Madison
Broadband Telecommunications
Regulatory Board

VILLAGE OF MANCHESTER LEGAL NOTICE

The Village of Manchester in Ontario County, New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 2:00 P.M. E.D.S.T., February 3, 1975 at the Village Clerk's office, 4 Clifton Street, Manchester, New York 14504. All applications received will be available for public inspection at the Clerk's office during normal business hours.

by: Dorothy Ann Liberati
Village Clerk
(315) 289-4340

CITY OF GLEN COVE NOTICE OF PUBLIC HEARING

RESOLVED, that a public hearing be held on Tuesday, December 17th, 1974 at 7:30 p.m. by the Common Council of the City of Glen Cove at the Council Chambers, City Hall, Bridge Street, Glen Cove, New York for the purpose of receiving indications of interest from potential franchisees and to consider appropriate steps toward the granting of a cable television franchise, and

BE IT FURTHER RESOLVED, that a report dated July 24, 1974 of the Special Citizen's Committee appointed by the City Council to consider the granting of a cable television franchise is available at the Office of the City Clerk. Said report recommends requesting a waiver of the normal franchising procedures under the rules of the Cable Television Commission of the State of New York.

BY ORDER OF THE COMMON COUNCIL
OF THE CITY OF GLEN COVE
Lois Stemcosky, City Clerk

Wanted to Buy Stations

Qualified community-minded broadcaster seeking Single Station Facility in midwest area of Mo., Iowa, Kansas, etc. Will consider daytimer with PSA. Range of \$150M. Write to Box N-71, BROADCASTING.

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Broadcasting
The newsworld of broadcasting and allied arts

For Sale Stations

Paradise: Oregon 5,000 Watt Day Timer — Good Equip. — includes choice prop. Terms—\$162,500. No Brokers.

Box N-61, BROADCASTING

CALIFORNIA COAST

Fulltime AM, Single Station market. Very strong current growth with great potential. Beautiful area with outstanding climate. Priced less than 2X Gross.

\$300,000 CASH

Box N-69, BROADCASTING

Daytime, AM station, 1 kw, in East, includes all real estate, equipment under warranty. County spendable income 1 billion plus.

Box N-70, BROADCASTING

Radio Station for sale—AM and FM—in growing South Jersey area. Tremendous opportunity. Call or write Ventresca Co., Realtors, 2432 Route 38, Cherry Hill, New Jersey, 08034. Telephone 609-667-0222.

NE	Small	Daytime	\$280M	\$ 60M
MW	Metro	Fulltime	375M	125M
NE	Metro	Fulltime	325M	29%
SE	Major	Daytime	600M	Cash

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Atlanta, Georgia 30341

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FM VALUES:

Class B—Northeast metro. Favorably priced at \$250M. Substantial cash required.

Class A—Excellent mid-Atlantic market. Growing operation. Terms available on all reasonable offers. \$300M asking.

NEW YORK AM's:

Profitable daytimers currently available in small, medium and metro markets. Priced from \$210M to \$350M. Terms are available.



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Books for Broadcasters

301. 1975 BROADCASTING YEARBOOK, the one-book library of radio and TV facts—the practically indispensable reference work of the broadcast business world. \$17.50, or \$15.00 prepaid
302. 1975 BROADCASTING CABLE SOURCEBOOK, the most complete and comprehensive listing for every operating system in the U.S. and Canada. \$10.00, or \$8.50 prepaid
303. THE LIGHTER SIDE OF BROADCASTING, a selection of 124 Sid Hix cartoons reprinted from BROADCASTING Magazine. An excellent gift item. \$5.50
304. AUDIO CONTROL HANDBOOK—for radio and television broadcasting. 4th Edition, Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronics aspects of audio operation. 192 pages, illustrated, index. \$10.00
305. BROADCAST JOURNALISM, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". \$6.95
306. BROADCAST MANAGEMENT, Radio and Television by Ward L. Quaal and Leo Martin. A comprehensive exploration of all of the management aspects of U.S. broadcast stations. 272 pages, 6 1/8" x 9 1/4", charts, index. \$8.95
308. COLOR FILM FOR COLOR TELEVISION by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/2" x 9 1/2", 75 diagrams, 7 photos. \$12.50
309. COLOR TELEVISION: The Business of Colorcasting edited by Howard W. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6" x 9", 2 color pages, illus., diagrams, charts. \$9.95
310. DOCUMENTARY FILM by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world documentary film movement. 476 pages, 5 1/2" x 8 1/2", with 64 pages of photos. \$12.50
311. DOCUMENTARY IN AMERICAN TELEVISION: Form - Function - Method by A. William Bluem. A critical examination of the documentary movement in American television. 312 pages, 6 1/8" x 9 1/4", illustrated, appendices, notes. \$8.95
313. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. \$37.50
314. THE WORK OF THE MOTION PICTURE CAMERAMAN by Freddie Young and Paul Petzold. Details the working environment, the day-to-day routine and equipment used by the film cameraman. Also covers—at length—the part played by the director of photography. 245 pages, 20 pages of diagrams, 32 pages of halftones, glossary. \$15.00

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered _____. Payment for the full amount is enclosed.

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Address _____

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11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545



LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
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Suite 508, 1735 DeSales St., N.W.
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BROADCASTING!

"Recently I ran an 'Ad' for the sale of my Station in two issues of your publication. You may wish to know that I obtained excellent results in the form of several qualified buyers. You have now, as in the past, a wide range of readers who look to you for this important information."

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Broadcasting
The newsworthy of broadcasting and allied arts

1735 DeSales Street, N.W.
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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number. c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Legal Notices: Billed at run-of-book rate regardless of size or number of words.

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.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

George Wilson and the ground game of radio programing

Any man who is responsible for programming six radio stations in as many major cities will find himself sitting on top of a great deal of authority and prerogative. But what really places George Wilson among the leading radio programmers in the country is not the simple fact that he occupies the office reserved for Bartell Media's chief PD. George Wilson is—in a comparison he himself is fond of drawing—the Vince Lombardi of pop radio, the leading exponent of radio simplicity.

Paul Drew's forte for RKO General is aural excitement; ABC's Rick Sklar is also an exponent of basics, but with a computerized twist; John Rook, the highly successful consultant to several group owners, is a stickler for the "creative" air personality; Buzz Bennet, former head of programming for Heftel Broadcasting, a Wilson protege and pop programming's Peck's bad boy, is manic for radio research. But George Wilson, whose current title is executive vice president, administration, for Bartell's broadcasting division, is the foremost—and perhaps the last—evangelist of rock-bottom, old-time radio basics. And if he didn't follow through so well, he would be an anachronism.

Five of Bartell's six stations are showing a profit, he says, adding that the sixth (the identity of which he refuses to disclose) should be into black ink in the very near future. Except for WADO(AM) New York, which churns out Spanish-language music all day ("We regard it as our oil well," says Mr. Wilson with a smile), Bartell's stations program nothing but top-40 rock and roll, with a 50-50 mix between current hits and golden oldies.

The decisions about which records to play in each market are made by Mr. Wilson and his staff. "Except for our morning men, who are expected to talk more and to provide the kind of community information that people are interested in when they're getting up and getting ready for work," Mr. Wilson says, "we keep very tight control over our disk jockeys. I'm not interested in letting idealistic young guys get on the air and start cutting loose on politics. I leave that sort of thing to the progressive rock stations. My disk jockeys are pieces of meat, and if they don't like it they're free to go work for somebody else."

Mr. Wilson regards the dayparting of his disk jockeys as one of the keys to Bartell's success. If the morning man has to have a little bit more on the ball, be a little more community-oriented, according to Mr. Wilson, the late-morning-to-mid-afternoon DJ will be "a mature kind of guy who has the knack of talking



George Wilson Crowell (professional name, George Wilson)—executive vice president, administration, Bartell Media's broadcasting division; b. July 18, 1929, Katonah, N.Y.; New York Military Academy at Cornwall, 1942-46; outfielder, Philadelphia Phillies farm system, 1946-52; various sales jobs unrelated to broadcasting, 1952-54; disk jockey, WMRB(AM) Greenville, S.C., 1954-56; disk jockey, then program director, KOIL(AM) Omaha, 1956-59; program director, KTLN(AM) Denver, 1959-60; program director, WTMA(AM) Charleston, S.C., 1960-61; program director, WZOO(AM) Spartanburg, S.C., 1961-62; program director, WMBR(AM) Jacksonville, Fla., 1962-63; general manager, WSHO(AM) New Orleans, 1963-64; program director, WIST(AM) Charlotte, N.C., 1964-65; program director, WITH-AM-FM Baltimore, 1965-66; program director, WHAT(AM) Philadelphia, 1966-68; program director, WOKY(AM) Milwaukee, 1968-72; executive vice president and national programming director, Bartell Media, 1972-74; present post, 1974; m. Esther Bird, Oct. 14, 1956; stepson Andy, 24; daughter Terry, 16; son George Jr., 15.

directly to the 18-to-34-year-old housewife," the category that makes up the bulk of the audience at that time of day. As the teen-agers start getting out of school, the DJ's become younger and more raucous and hyped-up. By 7 o'clock at night, he says, "our audience is strictly the 12-to-18 year olds, and we hire the disk jockeys who know how to talk these kids' trash." This daypart pattern is fairly rigidly adhered to Monday through Friday, he says, but all bets are off on the weekend, when the stations program

exclusively for teen-agers.

Bartell's whole radio operation, from the selection of which records to play to the choice of the on-air talent who will play them, has now become so cut-and-dried that it's "damn near computerized," Mr. Wilson says.

George Wilson's methods weren't always as sophisticated.

"George really directed the affairs of WOKY from Rich's Annex Bar, his favorite local gin mill," says Sid Sodos, Mr. Wilson's attorney (and close friend), referring to Bartell's WOKY(AM) Milwaukee, which Mr. Wilson programmed in 1968-72, except for an interlude of rehabilitation.

By his own account, Mr. Wilson drank excessively for 18 years (he's been on the wagon since 1970). Over those same 18 years he was making a good living as program director at a succession of radio stations and raising a family.

Without prompting, Mr. Wilson will relate the reason for his ability to keep going in the face of his serious addiction to alcohol. "Instead of doing my drinking in high-class, country-club-type places," he remembers, "I patronized the local bars, the lower-class—or, let's say, the lower-middle-class—bars, where I was able to get a fix on what the real people were thinking about and talking about, and what music they liked. These are the people who listen to the mass-audience radio stations, not the liberals and the country-club set."

(One friend of Mr. Wilson's who doesn't buy this explanation is Stan Kaplan, the president of WAYS(AM) Charlotte, N.C. "He's romanticizing," says Mr. Kaplan. "I can think of a hell of lot better places to get the feel of your community than in a barroom. His real success with Bartell has come since he stopped drinking.")

But, Mr. Wilson says, it took a series of crises to get him to finally make the decision to dry out in 1970. "I had lost my job with Bartell, I'd had my house repossessed and my wife and kids had walked out on me," he says, his open, friendly face slipping into a deep frown at this remembrance. He adds that he had to endure 36 days of rehabilitation treatment at a facility located in Hazledon, Minn. He then goes on to award the lion's share of the credit for getting him back into productive, rewarding work to Ed Downe, the chairman of the board of Downe Communications, which owns the controlling interest in Bartell. Mr. Wilson got his job back as program director of WOKY Milwaukee in 1970, was named executive vice president and national programming director for all of Bartell's six radio stations in 1972, and just this year received the promotion that gave him his present title.

Editorials

Doing themselves in

At next month's meetings of the National Association of Broadcasters boards, the television directors will be asked to reconsider their decision of last January to make code subscription a condition of NAB television membership. As was to be expected, the NAB members that have opted to remain outside the code are rallying against mandatory subscription, which is to take effect in April 1976. Their case looks better every day.

Perhaps realities will be easier to face at Dorado Beach, Puerto Rico, where the NAB boards convene next Jan. 20-24, than they were last January in the even more exotic Netherlands Antilles, where policies haphazardly emerged like nymphs from a lagoon. The reality of code subscription is that it is being used as an instrument of government control.

That development alone, it seems to us, should cause supporters of mandatory code-NAB membership to wonder about the soundness of their cause. Those supporters, it is important to note, include some of the most respected figures and companies in broadcasting. Yet the principal argument they have historically invoked — that self-regulation is a guarantee against government regulation — is being rebutted by events.

The FCC learned some years ago how to turn self-regulation into government regulation, without the formality of rulemaking or the risk of court appeal. It began by questioning license renewals of radio stations that exceeded the commercial time limits in the NAB radio code. As every radio licensee now knows, the NAB code standards are now government standards — as rigorously enforced as if they had been adopted as FCC rules.

The trick that the FCC learned in regulating radio commercial loading was put to use earlier this year when the NAB tightened its code standards for commercials in children's television programming, according to specifications furnished by the chairman of the FCC. The code's commercial standards for children's television are now the FCC's, to remain until some future chairman of the FCC decides they are too liberal.

And there is more to come. It is known that the commission is working on criteria by which its staff, with delegated authority, may act on television license renewals. Those criteria, it may reasonably be presumed, will include commercial limitations in all kinds of programming, as prescribed by the NAB code. Once again self-regulation will turn into government regulation at the wriggle of a civil servant's finger.

On another front, broadcasters are for the moment resisting suggestions by the FCC for the institution of a central system of censorship applied to sex and violence on TV. Here the FCC is asking broadcasters to erect an apparatus of self-regulation that would be unconstitutional on its face if adopted as government regulation. Yet if the FCC prevails, it can survey applications at renewal time to determine whether performance has conformed to industry standards.

All of these signs point toward the creation of a self-regulatory bureaucracy as oppressive as the government, and indeed available as a mechanism of government control. If that condition is to be avoided, NAB members must be free to join, abide by or ignore the codes, according to their individual conditions and preferences.

Win some, lose some

The FCC last week came through with its expected refund to cable television operators of some \$4 million in annual fees they had paid. Broadcasters are wondering what their prospects are for a similar windfall. The prospects are that they will have to make a fight for it.

As has been explained ("Closed Circuit," Nov. 25), cable was given the mass refund because it was on appeal of the National Cable Television Association that the Supreme Court ruled the old fee schedule illegal and told the FCC to start over again. But the principles of the Supreme Court decision apply as forcibly to broadcasting and the fees it has paid as to cable and its payments, even though the National Association of Broadcasters had abandoned its appeal of the FCC fees after losing in appellate court.

The FCC has a chance to equalize its reparations in its final consideration of revised schedules, now tentatively scheduled for next month. If the broadcasters are left out again, their case for appeal would seem better than it was the first time and their confidence firm enough to go all the way.

What other side?

One of the guiding principles of adversary politics these days seems to be, "When in doubt, invoke the fairness doctrine." Now 30 Democrats in Congress have added a second principle, "If in doubt about the fairness doctrine, invoke it anyway."

The Democratic group is worried about the Republican administration's WIN campaign against inflation. It has warned the networks it will invoke the fairness doctrine if they carry any WIN messages. More sweepingly, the congressmen challenge The Advertising Council's role in the WIN campaign — and they go on to question such other council projects as Smoky the Bear, perhaps in the belief that there is something to be said on behalf of forest fires.

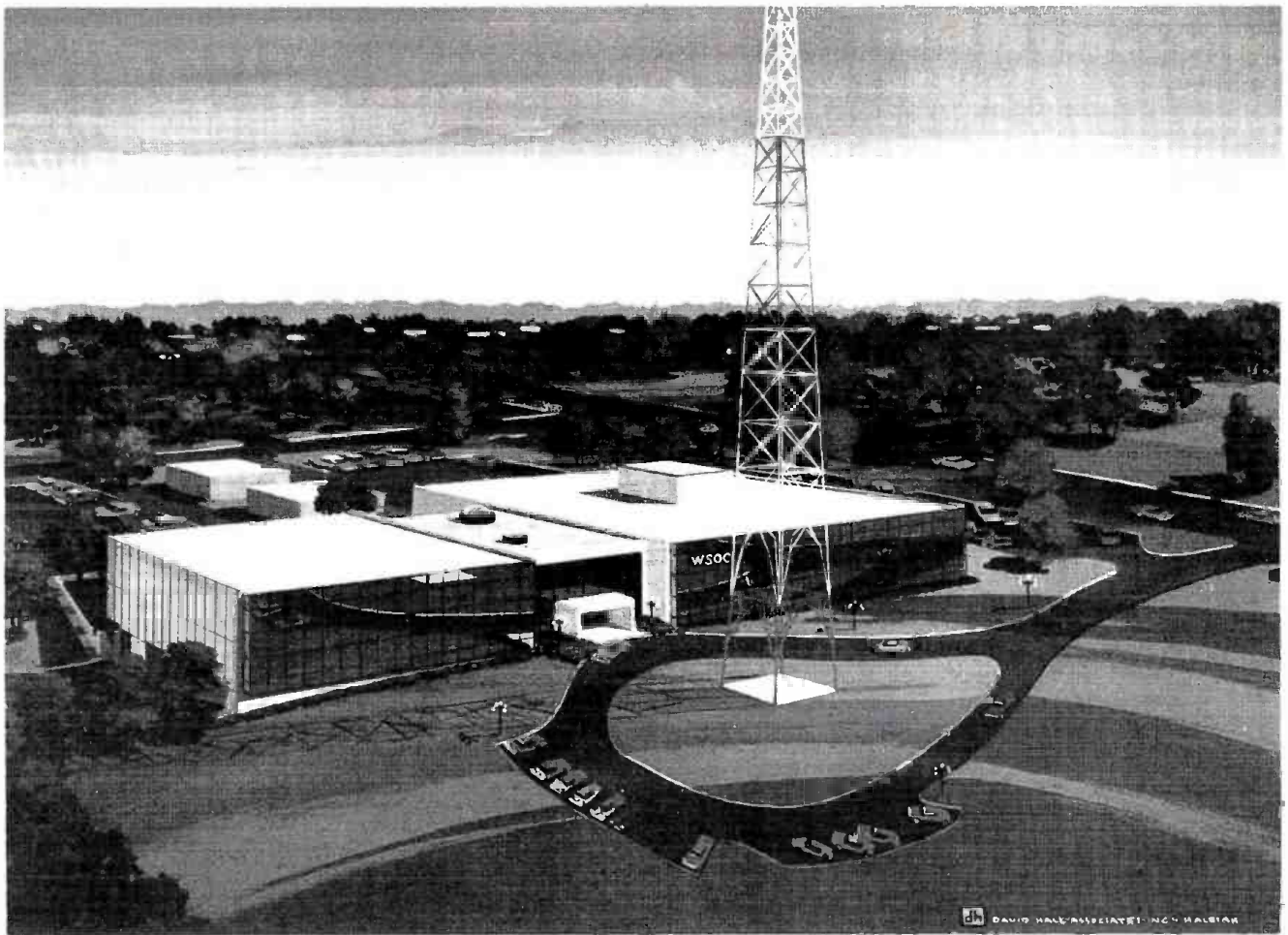
The first problem in the group's attack on the WIN campaign is that as yet there is none. Not even a concept of a campaign has been developed by The Advertising Council. No WIN spots are on the air.

But even if there were one, it is difficult to justify the raising of a fairness question — unless the 30 Democrats involved in this escapade wish to present a case for inflation, complete with buttons reading "LOSE."



Drawn for Broadcasting by Jack Schmidt

"... And now, some Christmas cheer for our friends driving home at this hour... Bing Crosby and 'I'm Dreaming of a White Christmas.'"



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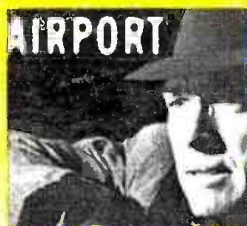
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