Requiem for a renewal bill
Top 100 records on radio in 1974

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Broadcasting Dec 16

The newsweekly of broadcasting and allied arts

Our 44th Year 1974

Mod Squad

Second Sensatio

Early reports confirm Mod Squad to be the most successful one-hour off-network series released for syndication in recent years. Now, in its 2nd year, Mod Squad continues to outperform competition in market after market.

Second season increases (over its **own** 1st season audiences) boosts 18-49 women and 18-34 women viewers by an average of 53%. Keyed to young adult demographics, Mod Squad is a proven winner in early evening and late afternoon time periods.

It's no wonder that in Minneapolis/St. Paul on KSTP-TV 42% **more** 18-49 women and 36% **more** 18-34 women

season

on!

watched the program this year than last year... in Providence on WJAR-TV Mod Squad increased 18-49 viewers by 48% and 18-34 women by 57%... in its second season in Atlanta on WSB-TV Mod Squad continues No. 1 in its time period in all categories and continues to be No. 1 in Portland, Oregon on KPTV and in Buffalo on WBEN-TV with young women viewers.

These are second year carry-over successes and we have not yet begun to talk about Mod Squad's outstanding first year performances in Pittsburgh, Dayton, Hartford, Columbus, Dallas, Charlotte and the more than 85 other stations carrying Mod Squad this year.

Mod Squad, with 124 action-packed hours, may still be available to deliver the key audience in your market.

Source: Oct. '74, ARB

As forecast prior to the release of Mod Squad, programs originally produced for early evening network telecasting will consistently outperform other programs in syndication which were originally produced for later network time slots. You get the same key audiences the network sought to attract (and did!) And you get the same strong lead-in to your night-time schedule as the network did. Fact is, Mod Squad, with attractive young stars in contemporary plots, dominated all network competition for years with an average 33% share.*

Mod Squad on your station will consistently attract the most desired young adult audiences.

*Source: 1968-72 Nielsen National

WORLDVISION
ENTERPRISES INC.

The World's Leading Distributor for Independent Television Producers
660 Madison Avenue, New York, N.Y. 10021 (212) 832-3838

New York, Los Angeles, San Francisco, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Rome

It pays to read more than the name on the front.

There's that old saying about judging a book by its cover. The name does not always indicate the quality inside. The same theory holds true for just about any piece of equipment, typewriters, fleetcars or radio broadcast equipment.

To illustrate this point, we have prepared a list of comparisons based on current published data from the five leading manufacturers of stereo audio consoles.

We want you to examine all manufacturers' audio equipment claims. Inquire. Compare. Read the facts, the whole story . . . carefully. Make up your own mind. We feel that only when you have fully evaluated all equipment claims factually, are your best interests served. And ours.

Manufacturer & Model	GATES Stereo 80	CCA 10S	COLLINS IC-10	SPOT-MASTER BESL-1006	SPARTA Centurion II
No. of Std. Program Busses	2	2	2S & Metered Mono	2	3S & Metered Mono

Only the SPARTA CENTURION II gives you three stereo program busses, plus metered monaural output.

Manufacturer & Model	GATES Stereo 80	CCA 10S	COLLINS IC-10	SPOT-MASTER BESL-1006	SPARTA Centurion II
No. of Input Mixers	8	10	10	6 - 10	8 - 12

Only the SPARTA CENTURION II gives you from eight to twelve mixers in the basic console. With extender options for eighteen or twenty-four mixers.

Manufacturer & Model	GATES Stereo 80	CCA 10S	COLLINS IC-10	SPOT-MASTER BESL-1006	SPARTA Centurion II
No. of Input Sources	18 (4M)	20	28	18 - 30	24 to 36, 54 and 72
Input Level Selection	Set 3 Lo 15 Hi	Optional Cards	Selectable Hi-Lo	Optional Modules	Switch Hi-Med-Lo

Only the SPARTA CENTURION II gives you three inputs per mixer module in every configuration. And every one is switch selectable for high, medium or low level inputs.

Manufacturer & Model	GATES Stereo 80	CCA 10S	COLLINS IC-10	SPOT-MASTER BESL-1006	SPARTA Centurion II
Mixer Expanders Available	No	No	No	No	Yes

Only the SPARTA CENTURION II gives you the availability of mixer extender options.

Other SPARTA CENTURION II features include: remote turning on/off of all mixers; remote start capability through the mixers; motherboard construction with ground plane PC techniques for elimination of wiring harness; silent operation; audio-follow-video switching; fully interchangeable mixing modules; only three types of amplifiers throughout; optically isolated audio switching; either slide or rotary attenuators as options, at the same price; 25 Watts per channel monitor amplification; five VU meters as standard equipment.

There's much more to the story, theirs and ours, that you should know. We're only too happy to tell you ours. Write or call us collect, today, for all the facts on SPARTA Audio Equipment.

We're in the business of You.

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Broadcasting Dec 16
Vol. 87 No. 25

Closed Circuit®

Crosscurrent. Clearest signal yet that first-quarter TV business will remain strong, despite recession, came last week. Network officials, who had been awaiting surge in first-quarter buying as harbinger ("Closed Circuit," Nov. 25), said it definitely had started. "Exploded" and "erupted" were terms used by NBC and CBS sources to describe it. ABC officials were not quite that enthusiastic but said first-quarter sales had picked up considerably. All three were talking about prime time, emphasizing that other periods are virtually sold out anyway.

There were reports, too, that auto manufacturers were beginning to move with new first-quarter buys. American Motors, for one, was said to have set concentrated campaign for January on NBC. Datsun was also buying, and number of others appeared near to signing, though in most cases details were guarded for competitive reasons.

Equal for everybody. Move is on in Washington to eliminate misinterpretations of government-initiated affirmative-action programs in employment of women and minorities. Department of Health, Education and Welfare found it necessary to announce last week that recruitment of minorities and women was not to mean discrimination against white males. FCC officials say similarly explicit warning is contained in draft of policy statement FCC is expected to issue next spring on equal employment opportunity programs it expects in industries it regulates.

Ford in cable's future? It's believed that Dean Burch, former FCC chairman soon to exit White House counselorship for Washington law firm of Pierson, Ball & Dowd, has tentative commitment from President Ford to speak at annual convention of National Cable Television Association in New Orleans in April. Report revives speculation about kind of clients – broadcast, cable or common carrier – Mr. Burch is liable to attract to firm, where it's reported he has annual guarantee at six figures.

Austerity. FCC got bad news last week that Office of Management and Budget has cut 100 new jobs and $1.5 million from FCC's 1976 budget request, which totaled $50 million ("Closed Circuit," July 22). It's part of government-wide economy drive. OMB version would give FCC money for only 77 new jobs. FCC will appeal to OMB to give back some 25 others in hopes of making dent in backlog – which is always target of criticism by congressional appropriations committees whenever FCC budget comes up.

Less nonduplication. FCC appears to be moving toward loosening of its policy of protecting television stations against duplication of their network programing by cable-imported signals. Officials say consensus is developing around idea of assuring protection to stations that existing rules require cable systems to carry – those within 35 miles of system site. Officials say this would be simpler than present rule which provides protection on basis of priorities geared to predicted signal contours. Thus, station putting city-grade signal over system would not be protected against station putting Grade A signal over it. And distant signal would be one beyond 35-mile zone of station, not Grade B contour. In addition, under proposal being considered, system would not be required to black out distant signal if it is "significantly viewed" off air. One exception would involve hyphenated markets; systems there would carry all stations within market, but would not be required to protect stations more than 35 miles away.

Most emotional question in exclusivity issue – which is scheduled for discussion this week – involves request of cable systems in Rocky Mountain area that FCC reduce protection stations there receive from same day to simultaneous, as in rest of country. There is no indication which way commission will go on that one.

Real handle. Mark Evans, vice president, public affairs, Metromedia, Washington, is slated for nomination for ambassadorship by President Ford. Nation isn't mentioned, though it's likely to be Scandinavian, and diplomatic clearance reportedly is awaited following full FBI investigation. Mr. Evans will use his legal name, Mark Austad, in diplomatic post.

Hard to sell. ABC-TV has contractually agreed to limit itself to four sponsors on its three-hour dramatic special, "The Missiles of October" (Wednesday, Dec. 18, 8-11 p.m., NYT). Clause was demanded by Travelers Insurance Co. as part of its deal to buy nine of 18 commercial minutes in program (at $90,000 per minute). Travelers wanted to avoid "the clutter of a whole slew of different 30-second spots," one source said. Eastman Kodak has picked up four of remaining nine minutes, and Ford Motor Co. two, but ABC as of midday Friday (Dec. 13) was still looking for one buyer for final three minutes.

Cable crunch. Staff of National Cable Television Association is bracing for second round of personnel cuts in year, consequence of decline in dues from defecting small-system members and associate members among manufacturers. Cuts are expected to be selective, not wholesale, to involve chiefs as well as indians.

Unsolid state. Several lesser equipment manufacturers specializing in CATV may be on brink of failure because of slowdown in cable expansion. Diversified electronic manufacturers are also said to be feeling pinch but have coped with shrinking sales by reductions in force or moves to cheaper labor markets. Officials of Electronic Industries Association see no major upheavals, even in cable, and express confidence "we can make it."

Top job? William P. Hobby Jr., of *Houston Post*-KPRC-AM-TV ownership, may find himself following in late father's footsteps ahead of timetable. On leave as editor of *Post* and vice chairman of KPRC Inc., Mr. Hobby is twice-elected Democratic lieutenant governor of Texas. Governor Dolph Briscoe has been stricken with serious kidney ailment. Mr. Hobby, 42, is son of two famous parents: late Governor Hobby and Oveta Culp Hobby, who heads *Post*-KPRC enterprises and was first director of WACS in World War II.

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Top of the Week

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Wiley thinks he's closing the gap on his, television's violence problem

FCC Chairman Richard E. Wiley hopes to confer with network company heads this week or next in meeting that could determine whether commission will rely principally on networks to solve problem of violence on television, or take responsibility on itself. Chairman last week appeared hopeful that reasonably satisfactory meeting of minds can be achieved that would leave matter one largely of self-regulation. However, he declined to explain basis for that optimism.

Commission staffers conferred in New York Tuesday and Wednesday in separate meetings with representatives of three networks to discuss in detail proposals for self-regulation Chairman Wiley had made in first meeting with networks heads on Nov. 22 (*Broadcasting*, Nov. 25).

Network officials – representing program practices, programing and legal departments – were to take commission proposals back up to corporate officials for further discussion, then contact commission staffers with preliminary corporate response. Time table is inexact. But possibility of meeting this week between chairman and company heads, either in Washington or New York, remains.

Left undecided last week was whether commission would attempt to meet Dec. 31 deadline it faces for reporting to Congress on what has been or is being done about violence on television. Commission is considering submitting interim report or asking for extension of deadline. In any case, Chairman Wiley's new calendar of activities for commission leaves Dec. 20 open for special meeting, at which question of report would be considered.

Principal matters discussed at staff-level meetings last week were proposals for warnings, scheduling and issuance by networks of joint statement that would include new commitment on their part to protect children from adult-oriented programing.

Neither side would discuss meetings in detail, but it's understood that one of tough questions aired was one of what standards are used for determining whether program requires special treatment. "The warnings, scheduling of programs and standards to be followed – these play against each other," said one of those familiar with what was discussed.

Networks do not oppose issuring warnings, on air or in newspaper listings; they do now in some cases. But commission's officials have indicated they thought such warnings have been too few and far between. As for technical matters involved, suggestion that white dot be placed in corner of picture when program unsuitable for children is aired appears to be losing favor on both sides. Networks say dot would be program intrusion and attract children.

Network representatives also are said to have expressed two reservations about warnings: Public will ignore them if they are issued too frequently, and "creative people" who are now said to be difficult to restrain, in terms of strong themes, would be even more difficult if they could simply argue that warning could be issued in advance of material networks feel too strong.

And there apparently is no easy answer to networks' complaint that scheduling certain programs at 9 p.m. in New York puts them on air at 8 p.m. in Chicago. Second feed for such material is no answer, networks say, since their stations in Midwest want to air news at 10 p.m., not 11, as stations do in East.

Main part of problem facing commission in talks with networks is that each has different policies in programing matters, as well as attitude toward dealing with commission. For that reason, among others, commission officials see difficulty ahead in developing joint statement with new commitment on protecting children all three could accept.

Gate-crasher. FCC Chairman Richard E. Wiley showed up unannounced and uninvited at Friday morning session of state and regional cable TV association presidents meeting in Washington. Chairman, who said he had not been invited to any of presidents' business or social events scheduled for Thursday and Friday, said he wanted to have opportunity to talk to cable men, and explain commission's views. He sought to rebut position he feels some cable men have that commission is primarily concerned with protection of broadcasters, said he had "open mind" on all matters before commission. He also invited presidents to visit him in his office later that day to continue dialogue, and number indicated they would. National Cable Television Association spokesman said no commissioners had been invited to sessions because they were designed principally as working meetings. Cable Bureau Chief David Kinley addressed luncheon Thursday.

Staggers rejects colleague's squeeze play to force action on license renewal bill

Representative G. V. Montgomery (D-Miss.), using unusual parliamentary ploy on House floor last week, attempted to force House Commerce Committee Chairman Harley Staggers (D-W.Va.) to appoint conferees on license renewal bill. His tactic was to withhold his consent to consider another unrelated bill that Mr. Staggers tried to introduce until chairman agrees to appoint conferees on renewal. This infuriated Mr. Staggers and at week's end two congressmen were locked in stalemate, each refusing to give in.

Last Thursday, when Representative Staggers asked unanimous consent for consideration of bill for government funding of arthritis research, Representative Montgomery alone refused, demanding explanation for chairman's inaction on renewal bill. Mr. Staggers replied that time was short and there were many other bills more important than renewal (see story, page 19). He accused Mr. Montgomery of killing bill that would benefit "many millions of Americans." Mr. Montgomery accused chairman of doing same with license renewal, which he said also "affects many million Americans."

Mr. Montgomery later said that he has support of House Speaker Carl Albert (D-Okla.), and that Mr. Albert has said Mr. Staggers may not bring up arthritis bill again without Mr. Montgomery being present in House chamber.

Representative Montgomery called chairman's inaction on renewal "bad abuse of a chairman's power," and said that Mr. Staggers's explanation for inaction is "very weak." He said he took it upon himself to fight for it because "broadcasters won't fight [Mr. Staggers] back." Before last Thursday he had approached Representative Staggers "at least 10 times" to urge chairman to appoint conferees, he said.

Spokesman for National Association of Broadcasters, which has not given up on renewal bill, said NAB "has absolutely nothing to do with [Mr. Montgomery's action]." Distressed at prospect that arthritis bill might be dragged down with renewal, Daniel Button, executive director of Arthritis Foundation in New York, sought NAB's help last Friday to free arthritis bill. NAB spokesman said Mr. Button was told that because NAB had no hand in nor wanted hand in Mr. Montgomery's ploy, there was probably nothing it could do to change Mr. Montgomery's mind.

Meanwhile Representative Staggers confirmed, in meeting Friday with NAB President Vincent Wasilewski and government relations VP Roy Elson, that there will be no conference on renewal bill this year. NAB spokesman said meeting produced "helpful dialogue," but said Mr. Staggers told them what he has advised everyone else about his reasons for not appointing conferees, and he offered no promises for renewal bill next session.

Cable-telco turn on Wiley's carpet; Pacific coast utility doubles rates on its own

Unable to agree among themselves on fees to be paid by cable operators for attaching their lines to utility poles, AT&T and National Cable Television Association have been summoned to reading of riot act tomorrow (Dec. 17) by FCC Chairman Richard E. Wiley. Speaking at NCTA workshop for state and regional association presidents in Washington last week, FCC Cable Bureau Chief David Kinley said commission was anxious to have controversy resolved quickly because it "is concerned that the horse will be out of the barn before we can close the door."

Mr. Kinley said that growing number of electric power companies have announced pole attachment fee increases and that more are scheduled to go into effect Jan. 1. He added that if telco and cable representatives can agree on pole attachment formula, it is hoped that power companies will go along, although there is no way FCC can force them to do so and commission is wary of asking Federal Power Commission to enforce agreement. Such solution, said Mr. Kinley, might lead to "bifurcated jurisdiction."

Meanwhile, Pacific Gas & Electric has informed California cable operators that it is doubling pole attachment rates, to $5. California Cable Television Association has urged members not to sign contracts at new rates because hike is unilateral action taken while PG&E was negotiating issue with CCTA. Association also said that agreeing to hike might jeopardize class action antitrust suit against utility's original imposition of pole rates in 1973.

FCC has its work cut out for it in Chairman Wiley's three-month schedule

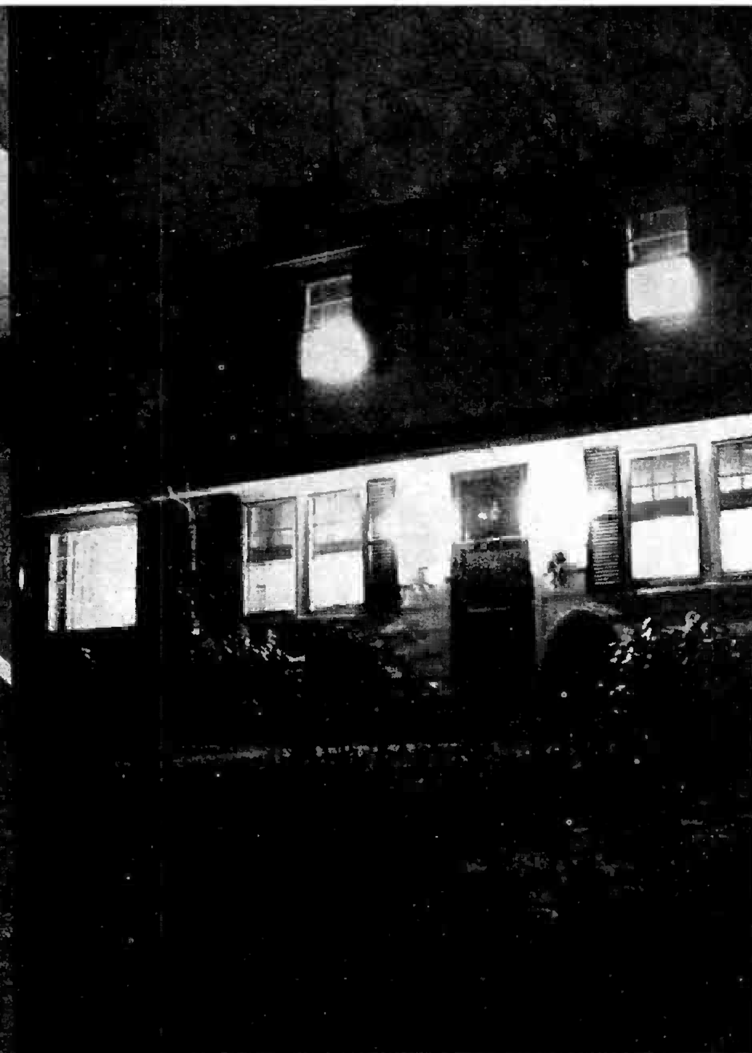
FCC Chairman Richard E. Wiley is continuing policy of issuing calendar of activities as means of causing commission and its staff to, as he put it in memo, "face up to their responsibility in much more orderly and expeditious manner." As was true of first three-month schedule – September-December – one for next three months is full, and includes some items so old they were almost forgotten. Tuesday, Wednesday and Thursday are set aside as meeting days, with Monday and Friday left open for office work and travel.

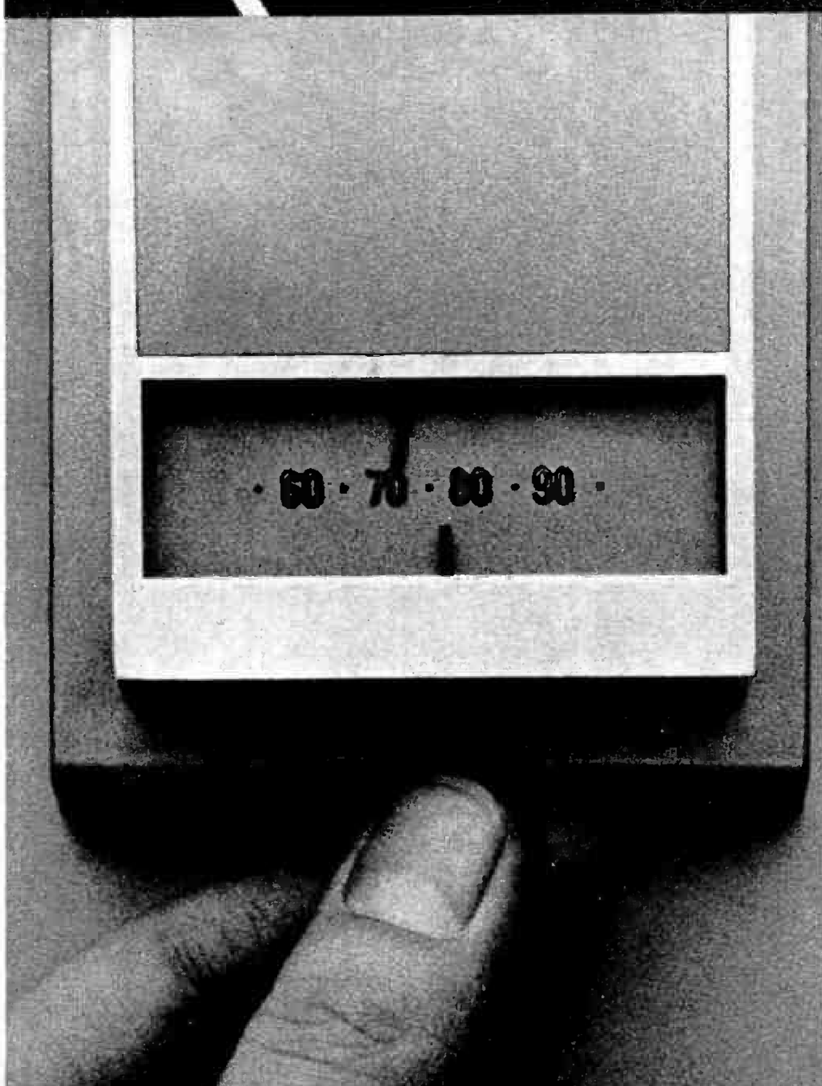
Chairman Wiley, in his memo to commission, noted that schedules are not "sacrosanct" and that changes will be made where "appropriate." He also said that "extensive calendar modifications" may be required as result of requests for commission appearances at congressional oversight and appropriations hearings in next three months.

Heavy work schedule actually begins this week. Scheduled for Tuesday is discussion of proposed modification of rules protecting exclusivity of network programs on TV stations against cable-imported duplication. On Wednesday, commission takes up staff draft of prime-time-access rule, as well as distant signal sports proceeding (staff has drafted further notice of rulemaking). And on Thursday, commission will consider newspaper-broadcast crossownership question, as well as proceedings dealing with newspaper-cable and cable-TV station crossownerships. Satellite authorizations are also on tap that day.

Broadcast and cable matters of general interest are scheduled as follows during next three months:

Week of Jan. 5 – revised fee schedule, Jan. 8; discussion of TV curves, Jan. 10. Regional meeting will be held




60 · 70 · 80 · 90

SOME PEOPLE AREN'T TAKING THE ENERGY CRISIS SERIOUSLY ENOUGH.

Storer stations are concerned and are doing something about it.

2 trillion barrels of crude shale oil lie under Colorado, Utah and Wyoming. Oil from Alaska's North Slope should start flowing at the rate of 2 million barrels a day in 1977. And the U.S. has estimated recoverable coal deposits of 2 trillion tons—enough for several centuries—from which oil and gas could be extracted.

Trouble is, these are long range projects. And the problem is *now*.

For with the oil embargo lifted, it's natural for many to return to their wasteful ways. Yet our petroleum resources continue to dwindle daily. And the high price of imported oil aggravates inflation and our balance of payments.

So, while we work toward future self-sufficiency, it's urgent for us to continue conserving our gasoline, heating oil, jet fuel and oil for utilities.

That's why, in its editorials and special programs, Storer stations still give top priority to energy conservation.

For example, to save gas WAGA-TV in Atlanta joined forces with local organizations to establish a "TV5 Klass Karpool." A plan to provide Atlanta motorists with computerized data for massive car-pooling. 250,000 applications were distributed to interested rush-hour drivers. Not only has this plan saved gas, it has also helped relieve growing metro area traffic. As a result of the station's efforts, Georgia's governor awarded WAGA-TV a plaque and created a special TV5 Klass Karpool Day.

In Toledo, WSPD-TV pushed to make a 55-mile-per-hour speed limit mandatory, feeling that voluntary compliance wouldn't work. It is now a law. To encourage use of mass transit, WSPD-TV also made a strong plea for lower bus fares. And when it was reduced from 40 to 25 cents, they urged the community to take advantage of the lower fare.

Storer stations in Miami, Cleveland, Milwaukee and other cities continuously air similar messages. Subjects range from staggered work hours to encouraging offshore oil exploration.

Getting deeply involved in the vital affairs of their communities is basic to the philosophy of Storer stations.

We're convinced that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE **STORER STATIONS**

STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/WSPD-TV Toledo/KCST San Diego
WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

in Washington night of Jan. 8 and all day Jan. 9.

Week of Jan. 12 — discussion of pay cable, Jan. 15; discussion of cable franchise duration, cable franchise expiration and cancellation, and transfer of cable systems, Jan.16.

Week of Jan. 26 — discussion of broadcasters-citizens agreements, Jan. 28; discussion of combination rates and joint sales practices, Jan. 29; discussion of VHF drop-ins and concern on part of New Jersey residents about lack of VHF service in that state, Jan. 30.

Week of Feb. 2 — definition of cable system, Feb. 5; discussion of cable franchise selection, Feb. 6.

Week of Feb. 9 — discussion of cable financial reporting form, Feb. 11; discussion of cable carriage of radio, Feb. 12; discussion of cable distant signal sports, Feb. 13.

Week of Feb. 16 — "hi-lo" rate case, involving AT&T's charges to press wire services, Feb. 19.

Week of Feb. 23 — discussion of proposed modification in ownership reporting, followed by discussion of staff study of conglomerate ownership of broadcast properties (study was begun six years ago), Feb. 26; discussion of comparative and noncomparative renewal policies, ascertainment inquiry, new radio renewal form and new staff delegations on renewals, Feb. 27.

Week of March 9 — discussion of regional concentration in broadcasting, March 11; discussion of sponsorship identification rule amendment, March 12.

Week of March 16 — discussion of Cable Television Bureau's task force on problems facing cable systems in meeting 1977 deadline for full compliance with cable rules, discussion of cable re-regulation task force, March 20.

Week of March 23 — discussion of annual report to Congress on effect of act banning blackout of sold-out professional sports, March 25; discussion of proposed rulemaking looking to automated transmitter, March 26; and discussion of proposed equal employment opportunity statement, as well as consideration of proposed rule to limit time exclusivity that station and nonnetwork program distributors negotiate, March 27.

In Brief

Noncommercial money. President has signed fiscal 1975 appropriation for Corporation for Public Broadcasting. CPB gets $57 million plus additional $5 million to come when CPB raises $5 million on its own. Also provided in appropriation is $12 million for HEW educational broadcasting facilities and $7 million for HEW educational programing, with $5.5 million of it earmarked for Children's TV Workshop, which produces *Sesame Street* and *Electric Company*. Bill to provide five-year funding for CPB has died in this Congress.

From the top. Members of Radio Television News Directors Association this week will get invitations to one-day briefing at White House on domestic issues. High-level officials will participate. Date: Jan. 17.

Off and on. Spokesman for *This Is Liberty Lobby*, controversial radio series, said Friday (Dec. 13) that Mutual network "cancelled" its distribution of series, effective Jan. 31, after dispute that started when Mutual refused to distribute two *Liberty Lobby* broadcasts. He said one dealt with Palestinian Liberation Organization terrorism and other was commentary on "Senator Fulbright's statement that Israelis control Congress." He estimated 115 stations currently carry series by tape and about 100 others via Mutual, and said approximately 90 of Mutual group had indicated they would carry it by tape in future.

Reciprocation. Broadcast Music Inc. and Soviet Union's new copyright agency this week are to sign their first agreement for reciprocal royalties on use of music. Deal, similar to one signed last week between Soviet agency and American Society of Composers, Authors and Publishers, will be effective from 1973 through end of this year and then automatically renewable unless cancelled by either party.

Viacom buys. Viacom International Inc. last week announced final agreement to purchase 95% interest in Cypress Cable TV of Dayton Inc. for reported $6 million. Cypress Dayton was last element of original Cypress Cable Corp., once industry's second largest MSO before being acquired in large part by Warner Communications. Dayton company has franchise to serve 60,000 homes in part of city.

Late Fates. *Tim Babcock*, president and majority owner of KTCM(TV) Helena, Mont., and former governor of that state, pleaded guilty last week to helping Occidental Petroleum's *Armand Hammer* make illegal political contributions to 1972 Nixon re-election campaign. Further broadcast connection: Dr. Hammer was once owner of Mutual Broadcasting System. Sentence has not been set . . . *Al Sussman*, VP-Eastern sales, Four Star Entertainment Corp., New York, elected senior VP and director of sales . . . *Jerry Smith*, VP-domestic sales, Worldvision Enterprises, New York, elected to newly created post of executive VP-marketing. *Howard M. Lloyd*, VP-sales, Western division, Worldvision, Beverly Hills, Calif., elected to newly created post of senior VP, Western division. *Charles T. Atkins*, VP-Eastern Division, will replace Mr. Smith as VP-domestic sales, and *Ben Okulski*, account executive, Western division, will replace Mr. Atkins as VP-Eastern division . . . *Tom Harmon*, sportscaster/producer, KTTV(TV) Los Angeles, appointed sports director, Hughes Television Network, Los Angeles . . . *Jim Terrell*, VP and general manager, KTVT-(TV) Fort Worth, Tex., has been appointed to National Association of Broadcasters Television Code Review Board, replacing *Roger Rice*, former general manager of KTVU-(TV) Oakland, Calif., now president of Television Bureau of Advertising . . . *Willard E. Walbridge*, senior VP, Capital Cities Communications, elected president of Houston Chamber of Commerce; *John Connally*, former Secretary of Treasury and former broadcaster (part owner of KVET Austin), elected executive VP of Houston chamber . . . *Hilburt (Bud) Slosberg*, associate general counsel of FCC, will retire Dec. 31, after 36 years of government service, 16 of them in commission's general counsel's office. Mr. Slosberg is expected to be succeeded by Joseph Marino, now chief of litigation division . . . *For earlier reports see "Fates & Fortunes," page 45.*

Headliners


Potter


Donaldson


Unger

Gordon Potter, vice president and general manager of KWST (FM) Los Angeles, named president of Century National Sales, owned by and representing four FM stations of Century Broadcasting Corp. as well as 32 other AM and FM stations across country.

Edgar J. Donaldson named vice president-domestic sales manager for Warner Bros. Television Distribution, Burbank, Calif., succeeding **Alvin E. Unger**, veteran TV film sales executive who plans retirement in 1975. Mr. Donaldson had been Eastern sales director, before that was radio-TV VP for Ketchum, MacLeod & Grove.

In Dallas Texas, KDFW-TV is now the leading late news station.

NSI Average Week Estimates—4 Week Period Ending October 23, 1974

AVERAGE QUARTER-HOUR AUDIENCES

TIME / STATION	DAY	PROGRAM	Metro Area % Household Rating (1)	Metro Area % Share (2)	DMA % Household Rating (3)	DMA % Share (4)	Trend Guide: DMA Household Share % Time Period Basis May '74 (38)	F/M '74 (39)	Nov '73 (40)	Station Totals (000): Total Households (5)	Total Persons (2+) (6)	Total Adults (7)	Women 25-49 (41)	Women Total (8)	Women 18-34 (9)	Women 18-49 (10)	Women 25-54 (11)	Women 25-64 (12)	Women 50+ (13)	Lady of House Total (14)	Lady of House Under 50 (15)	Lady of House Employed (42)	Females 15-24 (16)
10.00PM																							
KDFW	MON	EYEWIT NWS-10	17	27	16	25	30	25	18	172	265	252	69	157	67	101	82	102	56	137	83	40	37
	TUE	EYEWIT NWS-10	18	34	16	32	24	27	29	169	285	259	63	149	69	93	76	90	56	122	71	47	37
	WED	EYEWIT NWS-10	16	32	16	34	31	31	31	175	263	251	69	135	41	81	80	95	54	131	80	47	14
	THU	EYEWIT NWS-10	20	37	20	38	25	28	34	212	342	301	102	174	72	123	116	138	51	165	113	58	30
	FRI	EYEWIT NWS-10	16	32	[illegible]	31	24	23	31	[illegible]	[illegible]	227	67	124	44	[illegible]	78	96	45	116	73	50	16
	AV5	EYEWIT NWS-10	17	32	16	31	27	27	28	178	282	258	75	148	58	96	87	105	52	135	85	48	26
	SAT	EYEWIT NWS-10	14	30	[illegible]	32	31	32	30	[illegible]	[illegible]	226	73	132	51	92	85	96	40	125	88	50	24
	SUN	EYEWIT NWS-10	15	30	15	30	26	27	30	163	278	253	69	130	38	79	79	100	51	129	79	51	16
	AV7	EYEWIT NWS-10	16	31	16	31	27	28	29	172	276	253	73	143	54	93	85	103	50	132	84	49	24
STATION A	MON	METROPLEX NWS	2	4	2	4	12	5	2	26	41	27	7	13	6	7	8	9	6	13	7	2	4
	TUE	METROPLEX NWS	4	7	4	7	9	3	4	46	81	70	20	36	23	33	20	20	3	25	23	9	18
	FRI	METROPLEX NWS	4	8	3	7	14	7	6	40	75	68	20	47	31	41	23	26	6	36	29	12	21
	AV3	METROPLEX NWS	3	6	3	6	11	5	4	37	66	55	16	32	20	27	17	18	5	25	20	8	14
	SAT	WRESTLING	6	19	6	19	22	25	20	78	166	109	17	40	18	24	21	26	16	33	16	10	11
	SUN	METROPLEX NWS	5	10	5	9	9	12	8	54	117	78	23	41	24	35	25	29	6	32	26	20	19
	AV4	METROPLEX NWS	4	7	4	7	11	6	5	42	79	61	18	34	21	29	19	21	5	27	21	11	16
STATION B	MON	BIG VALLEY	3	5	2	4	3	2		27	57	37	10	19	12	17	10	12	2	17	16	11	10
	TUE	BIG VALLEY	2	4	2	4	3	3	1	22	74	46	13	22	11	19	13	13	3	17	15	8	12
	WED	BIG VALLEY	2	6	2	5	3	3	2	28	56	37	7	21	19	21	7	7		12	12	6	21
	THU	BIG VALLEY	2	4	1	3	4	3		19	34	27	10	24	12	19	10	12	5	17	12	9	12
	FRI	BIG VALLEY	2	4	1	3	4	4	2	19	39	26	9	18	16	18	9	9		13	13	8	13
	AV5	BIG VALLEY	2	4	2	4	3	3	1	23	51	34	10	20	14	18	10	11	2	15	14	8	14
	SAT	RIVER OF LIFE	-.3		-.3																		
	SUN	DEAF HEAR	-.3		-.3			1															
STATION C	MON	TEXAS NWS-10	15	24	14	23	35	36	22	150	207	195	48	115	28	51	65	93	64	115	51	39	8
	TUE	TEXAS NWS-10	19	36	18	36	37	35	31	189	276	260	71	144	57	83	88	118	61	144	82	51	19
	WED	TEXAS NWS-10	17	36	16	32	34	36	32	168	234	221	63	116	35	65	80	100	51	115	65	43	2
	THU	TEXAS NWS-10	19	35	17	32	38	35	32	177	256	237	60	136	43	79	72	96	57	125	73	45	19
	FRI	TEXAS NWS-10	17	35	[illegible]	36	32	38	35	[illegible]	[illegible]	258	59	135	32	[illegible]	75	109	70	131	65	48	9
	AV5	TEXAS NWS-10	18	33	16	31	35	36	30	173	248	232	59	128	38	68	75	102	60	125	66	45	11
	SAT	SAT NWS AT 10	17	36	[illegible]	34	27	24	31	[illegible]	[illegible]	256	64	129	48	[illegible]	76	99	48	123	74	49	20
	SUN	SUN NWS AT 10	14	28	13	27	34	28	31	137	228	202	51	103	32	59	63	81	44	99	55	34	12
STATION D	TUE	SCENE TONITE 1	11	20	10	21	27	30	33	116	171	165	38	89	29	48	51	61	41	86	46	20	13
	WED	SCENE TONITE 1	11	21	10	20	26	26	30	105	178	162	39	82	25	48	49	58	34	74	43	25	13
	THU	SCENE TONITE 1	9	17	9	17	25	31	29	99	161	153	41	86	32	53	54	63	33	80	47	38	13
	FRI	SCENE TONITE 1	10	20	[illegible]	19	26	26	24	[illegible]	[illegible]	159	38	75	23	[illegible]	48	57	28	73	42	23	9
	AV4	SCENE TONITE 1	10	20	10	19	26	28	29	106	167	159	39	83	27	49	50	60	34	78	44	27	12
	SAT	SCENE TONITE 1	10	22	[illegible]	20	23	25	23	[illegible]	[illegible]	158	45	83	30	[illegible]	53	63	30	74	48	29	11
	SUN	SCENE TONITE 1	12	28	12	29				137	228	205	57	111	46	77	68	78	34	107	69	34	22
	*SUN	SCENE TONITE 1	13	27	13	28	29	29	30	145	237	218	62	120	51	84	75	83	36	113	72	34	22
	AV6	SCENE TONITE 1	10	21	10	21				110	177	166	43	87	31	54	54	63	33	82	49	28	13
	*AV6	SCENE TONITE 1	10	21	10	20	26	28	28	109	176	166	43	87	30	54	54	63	33	81	48	28	13

KDFW-TV

A CBS AFFILIATE

Audience measurement data of all media are estimates only, subject to defects and limitations of source materials and methods. Hence, they may not be accurate measures of the true audience.

Open Mike®

The other woman

EDITOR: I have just read Linda Levenson's letter ["Open Mike," Dec. 9] labeling the National Association of Broadcasters fall conference in Denver as "male oriented." I stayed for the entire conference and my reactions are quite different. I attended all of [the sessions] and came away with new knowledge, new insights and new understanding.

Maybe I have enough confidence in myself as a broadcaster and as a woman that I don't need to seek out evidences of male orientation.

Attitudes such as Ms. Levenson's don't help solve the basic problem—they just make it easier for a male general manager to say, "Isn't that just like a woman." *—Jan Mahood, commercial operations supervisor,* WOW(AM) *Omaha.*

Fighting the flak

EDITOR: I read with interest Ron Harvey's response to the lavish mailing by the Forest Service ["Open Mike," Dec. 2].

At WGRG, we have been conducting for some time a campaign against waste by the public relations division of government agencies, holding that if self-serving PR budgets were cut by the government, millions of dollars could be saved. We have attacked the PR avalanche by playing some of the more ludicrous tapes and letters on the air, accompanied by editorial comments.

How about other broadcasters joining in? These PR mailings are not true public service. If we are really interested in serving the public, we'll expose such waste.*—Jerry Graham, general manager,* WGRG(AM) Pittsfield, Mass.

EDITOR: The Woodsy Owl folder is a mere tree in a forest of plastic. We kept track of the mail wasted on us by various groups and governments over a recent four-week period. From the federal government we received the following nonusable items: one nine-inch tape from the State Department, two 12-inch records from the National Aeronautics and Space Administration, one 12-inch record from Health, Education and Welfare and six 12-inch records of country-and-western music from the Army. The Environmental Protection Agency sent us a five-inch tape well wrapped in cardboard, paper and plastic, and a monthly magazine, in duplicate. So far this week, we've received nine 12-inch records of jazz, rock and comedy, and two tape cassettes from HEW. None of it is usable on this classical music public radio station.

We did a piece about this problem on National Public Radio's *All Things Considered* and got a letter from a blind person in California who said that if we didn't want to listen to the stuff he would, and that we could forward this mail to him postage-free. Maybe each of the nation's radio stations should take up correspondence with a list of handicapped and pass these tapes and records along according to tastes and interests.

For, as our government tells us, we mustn't waste money and natural resources.*—Chris Dickon, public affairs coordinator,* WIAA-FM *Interlochen, Mich.*

Vindicated

EDITOR: Your publication recently carried an article about the police chief of High Point, N.C. dropping a $7.5 million law suit against me personally and against WFMY-TV Greensboro, N.C. The chief sued me because of a story I did quoting sources in the police department saying the chief knew of open gambling in the city, but failed to do anything about it.

You may be interested in knowing that the city council has held hearings into the allegations (and others), the story was corroborated by several witnesses under oath, and the police chief has been fired.*—Bob Kaplitz, news reporter,* WFMY-TV *Greensboro, N.C.*

Word from the stacks

EDITOR: Ah, deflation. I noted with interest the letter from F. Leslie Smith ("Open Mike," Nov. 25) comparing BROADCASTING's 1932 subscription prices with today's. Your inflationary spiral was not as steep as Mr. Smith indicated.

During the 1930's BROADCASTING was a semimonthly, appearing on the first and 15th of each month, instead of every Monday. Considering the cost per issue rather than the cost per year, BROADCASTING is even more of a bargain at 392% of its former price, instead of the 733% he figured.

But before you heave a sigh of relief, I do recall that when you initiated your BROADCASTING YEARBOOK in 1935, it was included in the subscription price. So if you compare 1935's $3 subscription including YEARBOOK with 1974's $40 and prepaid YEARBOOK, it totals an increase of 628%, still not as much as Mr. Smith's figures, but almost.

If I seem to know a lot about the history of your magazine, I should. Although I am only 28, in doing research for my PhD dissertation, I have read every issue of BROADCASTING cover to cover from the first issue through June 1935, and many beyond that.*—Michael Biel, instructor, Fairleigh Dickinson University, Teaneck, N.J.*

Datebook®

■ Indicates new or revised listing

This week

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

■ **Dec. 17**—*International Radio and Television Society* Christmas benefit luncheon. Americana hotel, New York.

■ **Dec. 19**—*Association of Federal Communications Consulting Engineers*, Washington, monthly meeting. Speaker: Dennis Chamberlin, field engineer, Tektronix Inc., Beaverton, Ore. Hotel Washington Sky Room, 15th & Pennsylvania Avenue, N.W.

January 1975

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

■ **Jan. 8-9**—FCC regional meeting for Maryland, Delaware, Virginia, West Virginia, Kentucky, North Carolina, and District of Columbia. Speaker: Chairman Richard E. Wiley. Departmental auditorium and Sheraton Park hotel, Washington.

Jan. 12-14—*California Broadcasters Association* midwinter 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. 17-18**—*Clark College Media Workshop*. John F. Kennedy Community Center, Atlanta.

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

Jan. 18-19—*Florida Association of Broadcasters* mid-winter conference. Carl Glicken, 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, WRDI-(AM) Hammonton, 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, SDX, 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 Competition. $1,000 award in each of five categories: magazines, newspapers, radio, TV and editorial. Rule information: 535 North Dearborn Street, Chicago 60610.

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

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

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. 17**—Comments due at FCC on inquiry into need for federal regulations to avoid nonduplicative CATV rules at state and local levels Reply comments due March 17 (see story page 26).

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 Association 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.

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.

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HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
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BROADCASTING* magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television in 1961. Broadcasting-Telecasting* was introduced in 1946.

* Reg. U.S. Patent Office.

Microfilms of BROADCASTING are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

WHEN BUSING BROUGHT THE PEOPLE OF BOSTON TOE-TO-TOE, WBZ BROUGHT THEM FACE-TO-FACE.

AN EDITORIAL–NOVEMBER 6, 1974

A dialogue on schools

This evening, six Boston parents and six of their high school age children thrash out some of their hopes and fears about school integration on WBZ-AM radio. The three-hour conversation, starting at 9:30 p.m., is the result of an encounter session staged by the radio station in the belief that honest talk is the first step toward understanding and harmony as this city moves on toward Phase Two of school desegregation. And it makes very worthwhile, if anguished, listening.

The black and white high schoolers from Roxbury, Hyde Park and South Boston met in one group with one black and one white group leader while their parents met with a black and a white leader in a separate group. At first the talk was stiff and awkward on both sides. But, as things loosened up, the real concerns of the parents on one hand and the students on the other came clear.

Yes, there is a generation gap. One mother states that she would go to jail before letting her child go to school outside the neighborhood. Her son says he would go anywhere to school before letting his mother go to jail. The parents find it harder to reach a meeting ground between the freedom to avoid busing and the right to an equal education. The students draw toward a conclusion that, if all the adults would stay out of it, they could work things out together.

Perhaps this is not surprising. But the distillation of some 10 hours of dialogue takes the radio audience over the hurdles with both groups in a unique and graphic exploration of the tough issues of racial fear, police behavior, violence in school and out and attitudes at home with people who are neither student nor community leaders but simply participants in change.

The program, which replaces the Jerry Williams show tonight, runs without interruption and will be repeated on WBZ's FM band Saturday morning, November 9. Everybody who cares about Boston and about what is happening in the city's schools should take time out to listen in.

The Boston Globe

For weeks, the busing controversy had torn apart the Boston community.

WBZ Radio felt things might calm down if both sides stopped shouting and started talking. So WBZ gave them three hours of radio time in which to do it.

That same week, WBZ-TV ran a 2½-hour special on school integration.

This wasn't the first time a Group W station gave opposing sides a chance to air their views.

KYW-TV and KYW Radio in Philadelphia broadcast an encounter session during last year's teachers' strike.

And WOWO, in Fort Wayne, devoted six hours of airtime for a heated debate on the migrant farm workers' issue.

What's happening locally is of daily concern to Group W stations.

But when the community gets involved in controversy, we get even more involved with the community.

GROUP W

WESTINGHOUSE BROADCASTING COMPANY

Where broadcasting is concerned.

Monday Memo®

A broadcast advertising commentary from Melvin Elbaum, senior vice president, Ted Bates & Co., New York

Integrating 54 sales points into one message that says, 'better customer service'

"Communicate 54 selling points in one 30-second TV commercial. If you do it successfully, you can have a full 60 seconds to do it for radio. That's the assignment."

That's the assignment we gave to some of the best creative people in the advertising industry. And in retrospect, that was one hell of an assignment to give writers and art directors at Ted Bates, an agency that is known for single-minded copy.

If the act of car rental is to be a worry-free experience for the businessman who has a thousand and one other things on his mind, it will come about, in part, as a result of a new operational program to improve customer service and car maintenance instituted by our client, Hertz. Hertz's "54 standards of performance" was the program implemented nationally in April 1974 to raise the quality of car rental throughout the industry. It is designed to help give the renter what he wants — a clean, reliable car. Fast. Every time.

If you, the traveling businessman, are aware of Hertz's new 54 standards of performance, it is because our creative people were successful in completing the assignment.

Now, let's go back to early 1973 and review the evolution of the program.

In the spring of 1973, a leading management consultant firm produced a national consumer study for its client, Hertz Rent-A-Car, which detailed the gripes of rental car customers—in the area of reservations, check-out and check-in, and vehicle condition—and proposed 54 standards of performance for all facets of the rental transaction.

Ted Bates was tossed a rather heavy ball: how to pack these 54 standards into succinct, memorable media shots that simultaneously projected their particulars and that all-important abstraction—better customer service. That campaign broke in early September.

Of course, we had to check out the standards' validity, and this we did through interviews with 1,200 car renters, who gave at the same time their impressions of our preliminary copy platform.

This was followed by 500 interviews to measure communication effectiveness of our TV, radio and print refinements. Hertz, which had held its advertising fire through the fuel crisis in early 1974, now wanted to use a full barrage.

Melvin Elbaum has been in account management with the Bates organization since January 1965. His career spans 15 years on both the client and agency side of the business and includes both packaged goods and service industries. Along with his worldwide responsibilities for the Hertz account, he handles the domestic proprietary brands for the Upjohn Co. He was named a member of the Ted Bates board in May, 1974.

Bates and the client targeted 21 markets for spot TV and radio in addition to network TV, national magazines and leading business papers. This mix and the ads themselves were aimed at men aged 25 to 49, with incomes of $15,000 or more, and in professional technical and managerial posts—the meat of the adult male population that accounts for the heart of rent-a-car industry volume.

Our studies had led us to aim at business travelers—the bulk of this market. Our theme was: "Your Hertz car. One less thing to worry about." The platform reads: "Hertz introduces 54 of the toughest new standards in the rent-a-car industry to help you get a clean, reliable car—fast—every time."

In one ad, we took the bull by the horns: 54 frames, each depicting one trouble-shooting area, whether it dwelled on the reservationist's prompt courtesy or a check to see if windshield wipers were checked between every rental. If this ad had the power to make the prospective car renter anxious by realizing the complexity of successful car rental operations, it also would make him feel secure—Hertz couldn't have overlooked a single thing. "One less thing to worry about."

Other commercials were concerned with groups of standards. One concentrated on wipers: "It shouldn't be too much to ask for a rent-a-car with wipers that wipe . . . lights that light and heaters that heat." Quick cuts to other standards.

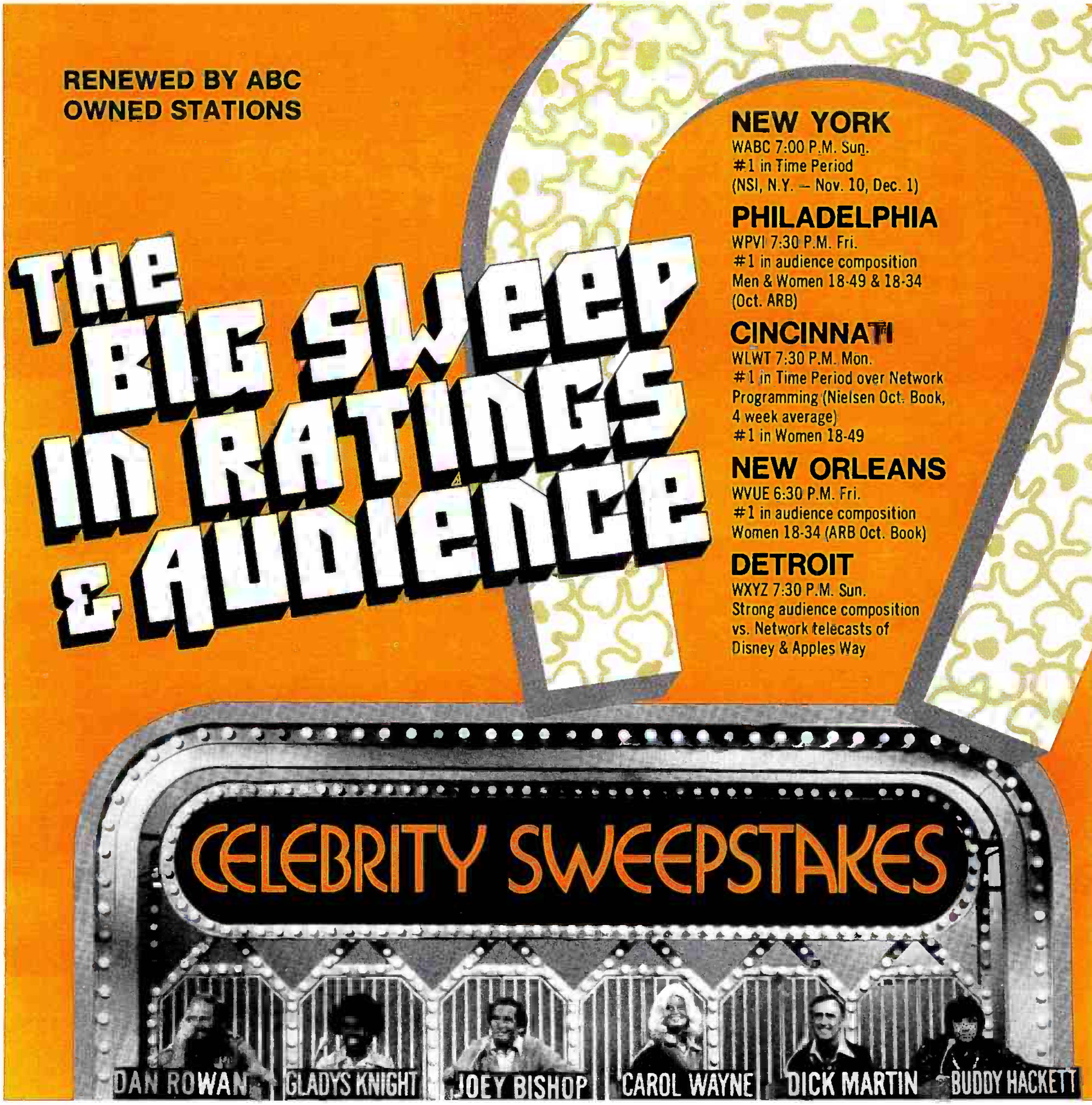
In another spot that focused primarily on reservations after a plane trip, a harried businessman is waiting for his car at the airport. (Voiceover): "On a business trip with all your worries, you shouldn't have to worry about a rent-a-car reservation foul-up. That's why Hertz, the worldwide leader, introduced 54 of the toughest new standards in the industry. Standards to give you the best possible assurance of getting your reservation —getting out fast—and in a car with the best possible maintenance."

The men driving the cars in all of these commercials look concerned. The point of the copy is: They don't have to be—not with a Hertz car. (After all, we weren't worried about integrating a 54-pronged message into one ad campaign—or were we?)

Hertz "standards of performance" are the highest in the car rental industry. They're impressive from a service standpoint as well as the fact that there are 54 of them. They range from reservation processing time to resolving customer complaints, from counter waits to courtesy shuttle schedules (in airports); checking of all mechanical details between rentals, from horns and mirrors to brakes, tires, oil level, seat-belt systems and locks, and from exterior and interior cleanliness to fan-belt tension, all fluid-levels, check-in time and solicitation of customer comments—everything.

The present campaign, having started in September, covers all of these standards through a variety of ads and commercials, all of them linked by the worry-free and standards of performance theme and, of course, the name "Hertz" prominently displayed.

We at Ted Bates have felt the coordination of the 54 standards into a no-nonsense campaign to be a real challenge creatively; we have confidence in the selling results and effectiveness of the ad series.



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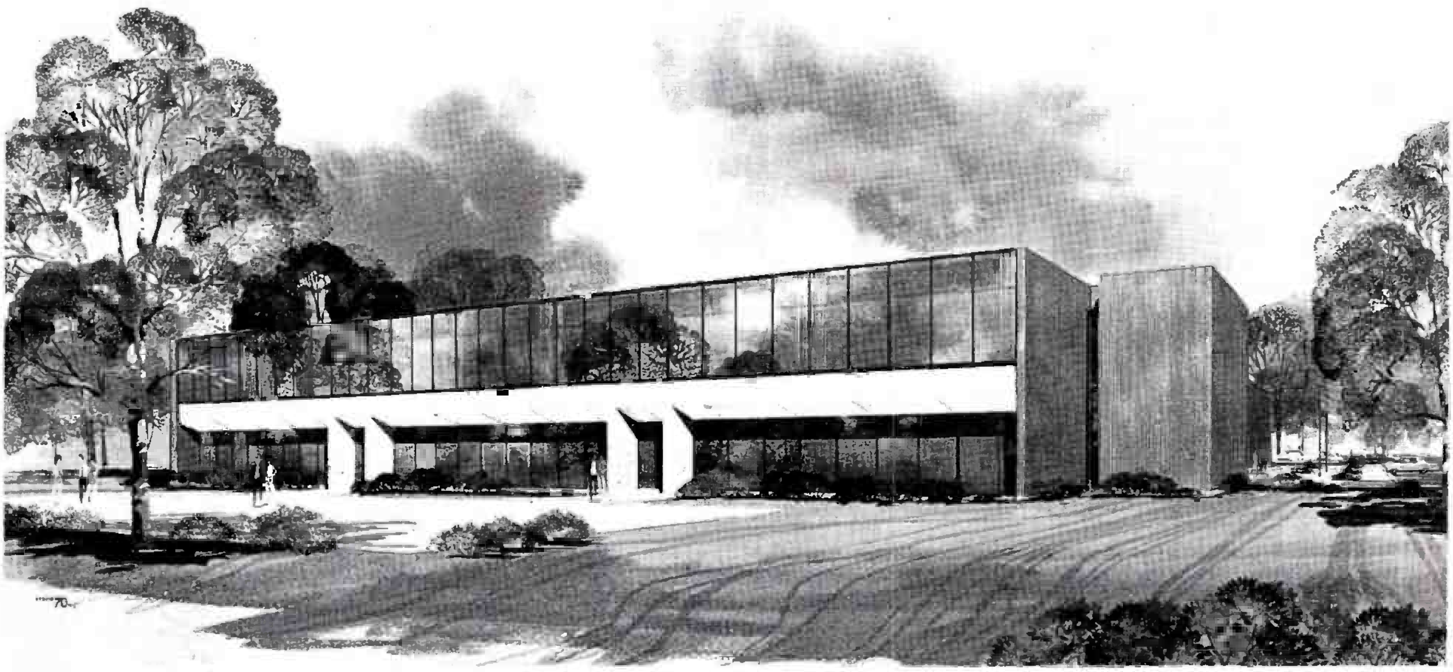

We're building . . . building a brand new television complex . . . as modern as tomorrow and as beautiful as its site overlooking the mighty Mississippi River. Thus, in early 1975, our talented and dedicated staff will have the finest facility available so that we may even better serve the great Mid-South.

3 WREC·TV

MEMPHIS, TENNESSEE

NYT

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Media

Renewal relief dies on Hill; what chance of reincarnation?

NAB's biggest legislative drive hits dead end in Staggers's office; problems now: how to get action at FCC and maybe in new Congress

When the Senate passed its broadcast license renewal bill more than two months ago, broadcasters anticipated that getting the disparate House and Senate bills reconciled in conference and the final product on the President's desk by Christmas would not be easy. They did not anticipate that nothing further would happen at all on the bill—which is just what happened.

A major share of the blame for the bill's apparent death is being put on Representative Harley Staggers (D-W.Va.), who as chairman of the House Commerce Committee was to name the House's conferees. The Senate indicated its readiness to go to conference on the bill by announcing its conferees immediately following the Oct. 8 passage. But Mr. Staggers never named a House delegation and has indicated he does not intend to before the 93d Congress adjourns.

Mr. Staggers said a few weeks ago that "at this late date . . . it is almost an impossibility to iron out the differences" between the House and Senate bills ("Closed Circuit," Dec. 2). And in an interview last week he said again that with Congress planning to adjourn the week of Dec. 16, the time is too short and a conference on license renewal would be "pointless." Mr. Staggers added, however, that the bill will get attention in the next Congress. But the ranking Republican on the Communications Subcommittee, Representative Clarence Brown (R-Ohio), said he disagreed when the chairman told him two weeks ago that time was too short. "I think we could have gotten a bill," Mr. Brown said last week.

Why Representative Staggers has allowed the renewal legislation to remain on the shelf during the past two months has been the subject of widespread rumor and speculation. Asked why he did not appoint conferees as far back as October before Congress recessed for the November elections, Mr. Staggers replied, "Things kind of kept piling up." Last week alone, he said, he had to manage five Commerce Committee bills on the House floor. But it was an explanation that did not satisfy many who have suggested privately that the chairman's foot-dragging was a deliberate effort to kill the bill.

The speculation has it that Representative Staggers has it in for broadcasters for various reasons, some of which are: He faults broadcasters for going back on what he understood to be a promise not to press for a five-year license term on the House floor but to settle for the four-year term passed by the Commerce Committee. He is still smarting from the House's 1971 vote to reject his committee's motion to cite Frank Stanton, then president of CBS, for contempt of Congress for refusing to turn over outtakes of the controversial documentary, *The Selling of the Pentagon*. He is angry at local broadcasters in West Virginia, who he felt actively opposed his re-election last November.

But none of these theories can be proved. Said one broadcaster: "There isn't anybody who really knows why he won't appoint conferees." And that evidently includes other congressmen—among them Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) and subcommittee members Brown and Lionel Van Deerlin (D-Calif.)—who have approached Mr. Staggers in recent weeks to inquire about the Commerce Committee chairman's intentions regarding the bill. Said Mr. Van Deerlin: Mr. Staggers has been "essentially uncommunicative" on the subject.

For himself, Representative Staggers discounted the current speculation in one statement. When asked if he had any grievance toward the broadcasting industry or the bill itself, he replied, "Oh, no, no."

The death of the license renewal bill is a major loss for the National Association of Broadcasters, which gave it top legislative priority for 1974. In all, said one member of NAB's government relations staff, 1974 has been a good year. He pointed as an example to the overwhelming defeat in the Senate last September of the provision in the copyright bill (S. 1361) to establish royalties to be paid by broadcasters to recording companies and performers. But when a piece of legislation as formidable as the renewal bill goes awry, he said, "you can find the membership having a fairly short memory."

The NAB staffer recounted some of the lobbying victories to date on the bill:

Brighter day. A license renewal bill and accompanying committee report that were generally applauded by broadcasters emerged last May from the House Communications Subcommittee, headed by Representative Torbert H. Macdonald (D-Mass.) (at left in picture above), and Commerce Committee, headed by Harley O. Staggers (D-W.Va.) (r). In floor action it was amended in one way not to Mr. Staggers's liking; license terms were extended from the present three years to five, instead of four that the committee had agreed to. Later the Senate passed a bill differing in other particulars but containing five-year terms. Mr. Staggers never appointed conferees to work out differences with the Senate. Standing in picture is Ed Williamson, clerk of the House Commerce Committee.

Early this year it emerged from the House Communications Subcommittee, then from the House Commerce Committee by unanimous votes. Final passage in the House was by an impressive 379-to-14 margin. Then, following several months' delay and "some resistance," in his words, another bill passed the Senate by a vote of 69 to 2. But if the bill fails in the end, the successes of the past account for nothing, he said.

Network representatives, though anticipating that the NAB staff will encounter some negative reaction, especially from small-market broadcasters who were particularly active in support of lengthened license terms, were quick to jump to NAB's defense. The bill in the end was frustrated by one man, Representative Staggers, and there was nothing NAB could do about that, said Richard Jencks, CBS Washington vice president. Peter Kenney, Washington vice president for NBC, said: "People familiar with the legislative process would understand there was nothing NAB could have done."

"Unfortunately, they [NAB] are in very good company," said Eugene Cowen, Washington vice president for ABC, noting that even Presidents have had similar problems with congressional committee chairmen. Mr. Cowen said he was prepared to defend the government relations department from his seat on the NAB board. NAB Chairman Andrew Ockershausen, of the Washington Evening Star Stations, agreed, adding, "Look at the votes [on the renewal bill to date]. How the hell can you criticize that?"

"There is no point in brooding over what went wrong," Mr. Cowen said. It is time instead to start thinking about playing the next hand, he added. NAB, however, is still not willing to throw in this hand and was holding out slim hope last week that something might still be accomplished in this Congress. To that end, said one NAB staffer, NAB's president, Vincent Wasilewski, was planning a visit with Mr. Staggers late last week.

There were differences of opinion over how to proceed next year. If the renewal bill is re-introduced in the new Congress, it would start over from scratch as if it had never been introduced at all. Some suggested that a new bill could be passed fairly early in the next session because both houses held lengthy hearings this year, and now that committee members are acquainted with the issues, hearings next year would be considerably shorter. Another argued, however, that by next year there will be more consumer and minority groups interested in the bill than there were this year, that if anything the opposing witness lists will grow instead of shrinking.

Others argued that the large Democratic gains in the last election signal bad weather ahead for any new renewal legislation. "It looks for sure," said one, "like it's going to be more difficult to get another renewal bill through Congress." Furthermore, one said, some of those congressmen who have already participated in one renewal bill may not be quite as interested the second time around. Representative Macdonald, in whose subcommittee a new bill would have to start in the House, is one whose enthusiasm may have waned, according to one source close to the legislation.

An NAB spokesman has said that the NAB will probably go to the FCC for relief next year before it goes back to Congress ("Closed Circuit," Dec. 9). The association will seek some sort of policy statement to attain at least some of the relief that the legislation was intended to provide. If relief cannot be had from the FCC, "we'll go back to the Congress," he said. But he added: "It's going to be awfully hard to regain the momentum we developed last year."

The renewal bills left hanging this year had only one major provision in common: to extend the present three-year license term to five years. Both had designs for ascertainment procedures for broadcasters to follow, but with differing language. The Senate bill directed the FCC to establish procedures for licensees to ascertain the "problems, needs and interests" of their service areas, to be applied to programing, while the House bill required ascertainment of community "views" as well as needs and interests for purposes of "program operations."

The House bill prescribed that the FCC at renewal time would consider whether a licensee had followed the ascertainment procedures and whether broadcast operations had been "substantially responsive" to the service area needs, views and interests. In its committee report on the bill, the House outlined what amounted to a dual renewal standard: For stations unchallenged at renewal time, the FCC need only find a record of "minimal" service to the community to grant renewal; for stations faced with competing applications and petitions to deny, "good" service would be required.

The Senate report, on the other hand, established a single standard for all renewal applicants, that of "substantial" program performance. The Senate bill further directed that the FCC would determine whether a station's operation was not "otherwise characterized by serious deficiencies."

Under the Senate bill, but not under the House's, if the incumbent licensee has substantially met the renewal standards, he would be granted a "presumption" in favor of renewal. The Senate report explained that, although a substantial plus in the incumbent's favor, the "presumption" would not guarantee renewal in comparative cases.

A significant difference between the two bills was that the House's prohibited the FCC from considering at renewal time a station's ownership interests or connections with other communications media, or ownership participation in station management, as long as those conditions conformed to general FCC rules. The Senate bill was silent on the issue, saying only that the FCC should complete its multiple ownership rulemaking (docket 18110) by Dec. 31 this year.

Both bills contained provisions directing the FCC to study how existing regulations that no longer serve the public interest might be eliminated.

Other provisions in the House bill, not contained in the Senate version, included directives to the FCC to establish and enforce time limits for filing petitions to deny and to establish procedures for ongoing good-faith negotiations between licensees and persons in their service areas who raise "significant issues" and a provision transferring renewal appeals from their traditional forum in D.C. circuit court to appeals courts in the regions where the stations are located.

Forum gets turned away in initial decision in WPIX case

ALJ Tierney says not only was there too little evidence to support charges against New York TV station, but challenger was also 'deficient'

The Tribune Co.'s grasp on WPIX(TV) New York was firmer last week than it has been for the past five and a half years. An FCC administrative law judge issued an initial decision renewing the station's license and rejecting the application of a group of present and former broadcast executives, performers and ethnic leaders who were seeking to take over operation of channel 11.

Judge James Tierney found the evidence introduced in connection with the issues that seemed to hold the greatest peril for the renewal of WPIX's license—allegations of news misrepresentation and of inadequate supervision of the station's news operation—as insufficient to warrant disqualification of WPIX Inc., the licensee. And he said WPIX had done a praiseworthy job in ascertaining and providing programing to meet community interests and problems.

On the other hand, Judge Tierney said, the application of the competing group, Forum Communications Inc., suffered "fatal defects" in terms of financial qualifications and ascertainment of community needs, tastes and interests. The defects, he said, make Forum's disqualification "a necessity."

Judge Tierney's decision is far from final. Forum and probably the Broadcast Bureau, which had recommended that WPIX be disqualified, will appeal to the commission. And the commission's decision, whichever way it goes, is considered all but certain to be appealed to the courts.

Lawrence K. Grossman, Forum's president said he was "dismayed" by Judge Tierney's decision and found it "incomprehensible" that the judge did not agree with the Broadcast Bureau. However, the costs of litigation are mounting. Mr. Grossman said Forum has spent more than $250,000 thus far in the case. Leavitt J. Pope, executive vice president of WPIX Inc., said the company had spent "many, many times over" $1 million if executive time and resources were added to the legal costs.

The commission staff had routinely renewed the station's license on May 22, 1969, a few hours before Forum's competing application was filed. However, a letter written months earlier by a former WPIX news staffer, Nancy McCarthy, to a friend who in turn had transmitted it to then-Commissioner Nicholas Johnson, was on the same day—May 22—turned over to the commission staff. Commissioner Johnson said he had kept the letter confidential at the request of the writer and the person to whom she sent it, Arthur Alpert, then a freelance television producer. However, both said later they had not requested confidentiality ("Closed Circuit," July 14, 1969).

Forum had protested the staffs' action renewing the WPIX license, saying the renewal had been granted with "extraordinary haste, and had petitioned the commission to set the renewal aside. But in any case, the letter caused the commission to adjust that, to permit an investigation of the allegations, and the Forum application was accepted for filing on June 23, 1969. Four months later, the commission issued the order for the comparative hearing.

Judge Tierney found that the "full strength" of the allegations under the news practices issue which grew out of the McCarthy letter rested on several cases of mislabeled film or audio reports. For instance, there were cases of film of Russian troops moving into Czechoslovakia in the 1968 invasion that was supered "via satellite," when it had not come by satellite, and of a Defense Department film of a new Army armored vehicle that was said to have been shot in Vietnam's Central Highlands when it was actually shot at Fort Belvoir, Va. There were also audio reports on the Czechoslovakian crisis said to have originated in Prague when in fact they were recorded in Vienna.

However, Judge Tierney dismissed these "few incidents" as "little more than singular lapses in poor, even reckless judgment, perhaps mindless taste." He said they were the responsibility of the news show's producer, and that there was no evidence "of deliberate deception on the part of WPIX Inc.," or of any effort on the part of its "responsible officers to distort, falsify or misrepresent news or news events."

A number of other incidents involving the news department had also been investigated as a result of allegations made by the Broadcast Bureau. But Judge Tierney said none of the evidence justified the "opprobrium of the stamp of 'deliberate deceit' and contrived falsification" or suggests "conscious misrepresentation of the news." To say the basis had been laid for the disenfranchisement of a licensee with "a long record of responsible public service would be tantamount to a vast and irrational overkill," Judge Tierney said.

He also said the station's management could not be faulted for news producers' conduct. He said the activities complained of were carried out without management's knowledge. And, he said, whatever did occur was promptly terminated when it came to management's attention.

As for WPIX's efforts to ascertain and meet community needs, Judge Tierney said that the station had pursued "diligent and positive efforts" in that regard and had, "in response to those matters ascertained, proposed programing admirably suited to meet the social interests and problems there."

Forum's financial qualification problems stemmed from what Judge Tierney labeled the "inflation" issue. Forum had available $4 million for expenses, which included a $250,000 contingency fund.

But Judge Tierney said that in view of rising costs of film—on the order of 20% to 50% during 1970 and the first quarter of 1971—as well as the testimony in the hearing that distributors were requiring increasingly large cash payments early in the contract period, a reserve fund of less than $300,000 "seems wholly inadequate." He also said the budgeted allowance of $1,010,000 for the first-year cost of technicians' wages was not sufficient.

A major factor in Judge Tierney's conclusion that Forum's ascertainment of community needs was fatally defective was Forum's use of an outside organization—Copeland Research—to do the bulk of its interviews. Judge Tierney noted that commission insists that such contacts be made by the principals or management-level personnel of an applicant.

And, while Forum's principals did participate in the ascertainment process, Judge Tierney said, the applicant did not check community leaders representing a broad cross section of the proposed service area.

Judge Tierney gave Forum one "preference," in terms of integration of management and ownership, solely because minority-group members are included in Forum's management-ownership team. He also said that Forum would have a clear preference on the diversification issue, since Forum has no other media interests and WPIX is owned by the *New York Daily News*, which owns WPIX-FM New York and WICC(AM) Bridgeport, Conn., and has an interlocking ownership with the Tribune Co., Chicago, which in turn has numerous broadcast and newspaper holdings. However, Judge Tierney said that in a renewal proceeding the significance of diversification fades when, "as here, there is a plethora of other media" in the area involved.

Majority goes along with minority decision to switch NAB board site to Palm Springs

A majority of directors of the National Association of Broadcasters voted last week to affirm changes in site and dates of the NAB's winter board meetings. The balloting was done in response to a telegraphic poll giving directors the choice of Jan. 20-24 at the Corromar hotel, Dorado Beach, Puerto Rico, where the meeting had been scheduled for months, and Jan. 13-17 at the Canyon hotel, Palm Springs, Calif.

The telegram polling directors gave no reasons for the proposed changes, but over the preceding weekend many directors had been individually advised that the NAB's executive committee had voted to switch from Puerto Rico to Palm Springs on reports of political unrest in Puerto Rico (BROADCASTING, Dec. 9). The executive committee vote was cast by three of its seven voting members. The three had voted in a conference telephone call arranged at midday Friday (Dec. 6) by Andrew M. Ockershausen of the Washington Evening Star Stations, chairman of the NAB joint boards. Mr. Ockershausen said later that others had been unavailable for the call.

Other executive committee members participating in the conference call were Richard Chapin of the Stuart Stations of Lincoln, Neb., immediate past chairman of the joint boards; Harold Krelstein of Plough Broadcasting, Memphis, chairman of the radio board, and Eugene Cowen of ABC, Washington, the non-voting network member. Also in on the call were Grover Cobb, NAB's senior executive vice president, and Everett Revercomb, secretary-treasurer. The explanation given for the late change in site was that the safety of board members would be in question in Puerto Rico.

Other board members who were later contacted by participants in the conference call were told that reports of political violence had been confirmed by Mr. Krelstein on the word of associates at Schering-Plough, parent of Plough Broadcasting. Mr. Krelstein unqualifiedly denied last week that he had told his NAB colleagues that Schering-Plough officials had advised against the NAB Puerto Rican meeting site, as some colleagues had reported to board members.

Objections to the change of site on the vote of only three executive committee members were raised by Peter B. Kenney of NBC, a member of the NAB television board, immediately after the action had been made known. Mr. Kenney questioned the authority of a minority of committee members to reverse a decision that had been voted by the NAB boards. Over the Dec. 7-8 weekend, Mr. Krelstein, as chairman of the radio board, and Wilson Wearn of the Multimedia stations, chairman of the television board, made informal polls of members whom they could reach by telephone.

Those were followed by the formal wire sent to directors from NAB headquarters last Monday. As of midweek, 28 of the 48 members of the NAB joint boards had agreed to the changes. Vincent Wasilewski, president and a director, abstained. Others who responded either voted to stay in Puerto Rico or professed no choice.

The change of date was necessitated by the last-minute choice of the Canyon hotel, which was booked for the original dates of the board meetings.

Some NAB directors were said to have favored the change of site for economic reasons. According to NAB custom, they would have had to pay their own air fares between the U.S. and Puerto Rico and ground transportation from the San Juan airport to Dorado Beach. With the meeting transferred to a site inside the continental U.S., the NAB will pick up the whole tab.

NAB committee endorses stand on mandatory code membership

However, special study group urges step to discourage member drop-outs; Moore hopes for board reconsideration

A special committee of the National Association of Broadcasters voted last week to recommend that the NAB board reaffirm its decision to make subscription to the television code mandatory for all NAB TV members by April 1976.

An NAB spokesman said the vote to reaffirm was unanimous following "considerable discussion" among the committee members, a group gathered specifically to grapple with this issue (BROADCASTING, Nov. 11). Although no outsiders were present to list their grievances with the rule, the spokesman said the committee had a "fair amount of input," and some of the members had conducted their own informal polls among NAB TV members to get an idea of where they stand on the issue. And they heard the views expressed by the NAB Secondary Market TV Committee, which announced its dissent to the rule last September ("Closed Circuit," Sept. 30).

The mandatory code subscription rule has been a continuing problem since the board's initial decision last January. Those who oppose it include independent and small-market television stations which argue that compliance with the code's time standards would work a financial hardship. The largest block of dissidents to the rule include the membership of the Rocky Mountain Broadcasters Association ("Closed Circuit," Oct. 7), which has argued that mandatory code subscription would lead to forced subscription to any NAB activity.

In a brief statement, the special committee said that aside from urging the TV board to reaffirm mandatory subscription, the committee "urges that the NAB TV board and TV code board take all appropriate action to encourage NAB member TV stations to subscribe to the code." That is another way of saying that the two boards should take steps to prevent members from dropping out of the NAB as a result of the rule, explained an NAB spokesman. At least one state association, the Montana Broadcasters Association, has threatened that its members would pull out of NAB altogether if the rule is enforced.

Dale Moore of Western Broadcasting Co., Missoula, Mont., who strenuously opposed the rule, and as a member of the NAB TV board, voted against the move last January, called the special committee's vote last week "unwise," but said he looked to the "steady heads" on the TV board to give the matter further consideration. If the special committee's purpose was to give the issue an impartial hearing, said Mr. Moore, then the TV board should have taken more care in selecting the committee's members, most of whom were already strongly pro-mandatory subscription, he added. The committee members, appointed by TV Board Chairman Wilson Wearn of Multimedia Broadcasting, are Walter Bartlett, Avco Broadcasting; Charles Batson, Cosmos Broadcasting; Earl Hickerson, WCEE-TV Rockford, Ill.; Kitty Broman, WWLP(TV) Springfield, Mass., and Ray Johnson of KMED-TV Medford, Ore.

Mr. Moore said further that if the TV board does not reverse the decision, "we'll be looking at a change in the structure of NAB." For his part, he added, "we'll have to take our money and go someplace else" if the rule does not change.

A spokesman for Metromedia Inc., which is on the record as opposing the rule because it found the code's time standards too restrictive, said the special committee's vote last week will be a matter for the agenda of its January television managers meeting.

Donald H. McGannon, chairman and president of Westinghouse Broadcasting, another opponent of the rule, said Westinghouse isn't resigning from NAB, but that presumably NAB—if it continues in its present direction—will at some point "impose some sanctions" against Westinghouse. Westinghouse dropped out of the code, he pointed out, because it considered the code "deficient and defective."

Changing Hands

Announced

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

- WPDQ-AM-FM Jacksonville, Fla.: Sold by Belk Broadcasting Co. of Florida to Rounsaville of Jacksonville Inc. for $500,000 and exchange of WMBR(AM) Jacksonville. Contingent on FCC approval of AM trade, Belk will then sell WMBR to Mel-Lin Inc. for $850,000. Agreement involves even swap of Belk's WPDQ and Rounsaville's WMBR and payment of $550,000 for WPDQ-FM. Belk Broadcasting is owned by Henderson Belk, who is member of Belk department store family, based in Charlotte, N.C. Mr. Belk, former group owner, upon sale of WPDQ-AM-FM will have completed divestiture of broadcast interests. Principal in buyer is Robert W. Rounsaville (100%), who owns WFUN(AM) South Miami, WDAE-AM-FM Tampa, WJBW(AM) Winter Park and WJBW-FM Orlando, all Florida; WCIN(AM) Cincinnati and WVOL(AM) Berry Hill, Tenn. Mr. Rounsaville recently sold WYLD(AM) New Orleans to Petersen Broadcasting Corp. for $970,000 (BROADCASTING, Oct. 21) pending FCC approval. Owners of Mel-Lin are Lawrence R. Picus (90%) and Willie J. Martin (10%), who are licensees of WOBS(AM) Jacksonville. Sale of WOBS is presently being negotiated to comply with FCC duopoly rules. Mr. Picus has 50% interest in WAPX(AM) Mongtomery, Ala. WPDQ is on 600 khz with 5 kw; WPDQ-FM is on 96.9 mhz with 100 kw and antenna

230 feet above average terrain; WMBR is on 1460 khz with 5 kw.

▪ WBAY-AM-FM Green Bay, Wis.: Sold by Norbertine Fathers of the Roman Catholic Church to Midwest Communications Inc. for $700,000. Norbertine Fathers run St. Norbert College and are divesting themselves of broadcast properties. WBAY-TV was sold to Nationwide Communications Inc. for $5 million (BROADCASTING, July 29) subject to FCC approval. Other broadcast property, WHBY(AM) Appleton, Wis., is being sold to Telegraph-Herald Inc. (see below). Principal in buyer is Ducy E. Wright (92%), who also owns WRIG(AM)-WDEZ(FM) Wausau, Wis. Negotiations looking toward sale of Mr. Wright's other broadcast property, WROE(FM) Neenah-Menasha, Wis., to Total Radio Inc. for approximately $147,000 are under way. He is selling WROE(FM) to avoid overlap with WBAY-FM and conflict with FCC duopoly rules. WBAY is on 1360 khz with 5 kw; FM is on 101.1 mhz with 100 kw and antenna 1,080 feet above average terrain.

▪ WHBY(AM) Appleton, Wis.: Sold by Norbertine Fathers of the Roman Catholic Church to Telegraph-Herald Inc. for $650,000. F. R. Woodward family owns Telegraph-Herald, which publishes *Dubuque* (Iowa) *Telegraph-Herald* and is licensee of KDTH(AM)-KFMD(FM) Dubuque; WGEZ(AM) Beloit, Wis., and has recently bought KLMS(AM) Lincoln, Neb. from Lincoln Broadcasting Co. for $900,000 (BROADCASTING, Oct. 21). WHBY is on 1230 khz with 1 kw day and 250 w night.

▪ WGBF(AM) Evansville, Ind.: Sold by WGBF Inc. to Bloomington Broadcasting Corp. for $750,000. Seller is owned by Martin L. Leich family. Principals in buyer are Vernon A. Nolte (33%) and Evergreen Communications Corp., publisher of *Bloomington* (Ill.) *Pantagraph*. Evergreen is owned by Timothy R. Ives and wife, Adlai E. Stevenson family and Davis U. Merwin family estate (approximately one-third each). Bloomington Broadcasting is licensee of WJBC(AM)-WBNQ-FM Bloomington, Ill., and through its wholly owned subsidiary, WROK Inc., owns WROK(AM)-WZOV(FM) Rockford, Ill. Mr. Nolte is president of WROK Inc.; Mr. Ives is president of Bloomington Broadcasting. WGBF is on 1280 khz with 4 kw day and 1 kw night. Broker: Shaheen Inc.

▪ WJAZ(AM) Albany, Ga.: Sold by James S. Rivers Inc. to Dowdy Brothers Broadcasting Co. for $375,000. James S. Rivers and his three sons, Herschel M., Tolliver R. and Ronald S., own WJIZ(FM) Albany, WMJM(AM)-WFAV(FM) Cordele, WDOL(AM)-WJSR(FM) Athens and WTJH(AM) East Point, all Georgia. Principals in buyer are Roy Morris Dowdy (65%), Bobby Hugh Dowdy (30%) and Jim Richard Dowdy (5%). Roy Dowdy was former sales manager at WROA-AM-FM Gulfport, Miss.; Bob Dowdy has florist concessions at several Army bases, and Jim Dowdy is employed by Atlanta freight company. WJAZ is daytimer on 960 khz with 5 kw.

▪ KAFF-AM-FM Flagstaff, Ariz.: Sold by KAFF Broadcasting Co. to Empire Broadcasting Corp. for $350,000. Sellers, Guy Christian and wife, Ann, have no other broadcast interests. Gary N. Petersen is proposed majority stockholder (59%) in buying corporation which is also to be reorganized upon approval by FCC. Mr. Petersen now holds 17.4%. Other present stockholders will be bought out and stock made available to station employes. Empire owns KFLN(AM) Baker, KXXL(AM) Bozeman and KWYS(AM) West Yellowstone, all Montana. KPWD(FM) Plentywood, Mont., was recently sold to B.C.T. Broadcasting Co. for $40,000 (BROADCASTING, Sept. 9) pending FCC approval: and sale of KBRV(AM) Soda Springs, Idaho, to Thomas W. Mathis for $150,000 was approved (BROADCASTING, Nov. 18). KAFF is daytimer on 930 khz with 5 kw: KAFF-FM is on 92.9 mhz with 30 kw and antenna 200 feet below average terrain.

▪ KXOA(FM) Sacramento, Calif.: Control of KXOA-FM Inc. sold by L. E. Chenault and Philip T. Yarbrough (together 50% before, none after) to Willet H. Brown and son, Michael J. (50% before, 100% after), for $200,834. The Browns own Don Lee Inc., Beverly Hills, Calif., financial holding company with interests in real estate, building enterprises and automobile sales. The Browns also own KGB-AM-FM San Diego. KXOA is on 107.9 mhz with 49 kw and antenna 140 feet above average terrain.

Approved

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

▪ WCOA(AM)-WJLQ(FM) Pensacola, Fla.: Sold by WCOA Inc. to Summit Communications Inc. for $1.9 million. WCOA is owned by J. McCarthy Miller, Bo Mitchell and J. Holliday Vale. Messrs. Miller and Mitchell also have interest in WTRL(AM) Bradenton, Fla., and WBIA(AM) Augusta, Ga. Mr. Miller also has interest in WIBB(AM) Macon, Ga. Summit is owned by Gordon Gray family, which also owns WSJS(AM)-WTQR(FM) Winston-Salem, N.C., WREC-AM-FM Memphis and several cable TV systems. WCOA operates full time on 1370 khz with 5 kw. WJLQ is on 100.7 mhz with 25.5 kw and antenna 155 feet above average terrain.

▪ Other station sales approved last week included: KATA(AM) Arcata and KHSJ-AM-FM Hemet, both California. WALJ(FM) Naples and WOGO(AM) New Smyrna Beach, both Florida; KLIX(AM) Twin Falls, Idaho; WIXI(AM) Lancaster and WKDO(AM) Liberty, both Kentucky: KPUL-AM-FM Pullman, Wash.; WVIC-AM-FM East Lansing, Mich.; KGHM(AM) Brookfield, Mo.; KENM(AM) Portales and KRSY(AM) Roswell, both New Mexico; WZOW-FM Utica, N.Y.: KRNS(AM) Burns, Ore.; WPTS(AM) Pittston, Pa.; WOYE-FM Mayaguez, Puerto Rico: KALT(AM) Atlanta, KEFC(FM) Wadeco, both Texas, and WPED(AM) Crozet, Va. See page 48 for details.

Programing

Rebuffed Justice has another go at TV networks

Renewed antitrust actions are patterned after earlier suits; Kauper indirectly rebuts allegation of improper motivation by saying it all started back in the 1950's

The Department of Justice's Antitrust Division has gone back to court in an effort to file what might be called "clean" antitrust suits against the three television networks—ones that would not become embroiled in charges that they were the product of improper motivation. However, it was not clear last week how successful the department would be in that regard.

The suits, charging the networks with monopolizing prime-time entertainment programing, are virtually the same as actions that were filed in U.S. District Court in Los Angeles in April 1972 and that were dismissed without prejudice by Judge Robert Kelleher last month (BROADCASTING, Nov. 25), before the court had reached the merits of the case.

Judge Kelleher did not give any reason for his action. However, it was taken in response to a motion filed by the networks, which had complained that they had been denied access to White House tapes and documents they said would support their charge of improper motivation. The networks had been contending that the suits were brought to harass them in retaliation for allegedly anti-Nixon bias in their news coverage.

In dismissing the case without prejudice—which permits the refiling of a suit—Judge Kelleher was giving Justice an opportunity to bring the case under the auspices of the Ford administration, which has not been charged with efforts to intimidate the networks.

The networks have announced their decision to appeal Judge Kelleher's ruling to the U.S. Supreme Court. They want the suit dismissed with prejudice (BROADCASTING, Nov. 25).

Furthermore, there were indications from the networks last week that the improper motivation issue might not have been washed from the case by the emergence of a new administration—which includes not only a new President, but an attorney general and an antitrust chief who were not in those jobs when the original suits were filed. No one at the networks would speak for attribution. But the thinking appears to be that, as one lawyer put it, the new suits are so similar to the old ones that "it doesn't seem to cure any of defects," including the motivational flow.

Assistant Attorney General Thomas Kauper, in charge of the Antitrust Division, sought to rebut the networks' allegations of improper motivation without addressing them directly. He said the original suits grew out of an antitrust investigation that began in the 1950's but had been suspended during the FCC inquiry into network program practices which began in 1959 and culminated in 1970 in the commission's adoption of the prime-time access rule.

The new suits, like the ones dismissed, accuse the networks of using their control over access to network air time to restrain and monopolize prime-time television entertainment programing.

Mr. Kauper said the suits were filed for the purpose of restoring competitive programing to the television industry and to assure that the viewing public, independent program suppliers, and advertisers would not be deprived of the benefits of free and open competition.

All three networks said the suits were "without merit." And ABC said the action "is a transparent attempt by the government to avoid the consequences of its willful refusal to comply with the court's previous order to produce the Nixon tapes and documents relating to this action."

CBS and NBC both called the suits "irrelevant" to the television industry today in the relief they seek.

For one thing, the suits would enjoin the networks from producing any television entertainment programing, including feature films. (The networks' news, public affairs, documentary and sports are not affected by the suits, nor do the complaints challenge the affiliation agreements between the networks and their local affiliated stations.) And network officials noted that the networks produce less than 10% of the programs they air.

In addition, the suits would enjoin the networks from obtaining any interest in television entertainment programs produced by others, except the right of first-run exhibition, and from engaging in program syndication. FCC rules now generally bar both practices.

The suits also seek to enjoin the networks from using their control of access to the airwaves to foreclose competition in any other field.

An antitrust division official said the department is aware of commission rules that are designed to achieve some of the aims sought by the suits. However, he said, "rules are subject to change." He noted that the prime-time access rule, which was adopted at the same time as the rules barring the networks from the domestic program syndication and from acquiring financial or proprietary rights in programs they do not produce, has been changed once and is being changed again. (The commission is scheduled to consider this week the second revision of the prime-time rule.) A court-ordered injunction could be lifted, too, he said; but the department would have some input into such a decision.

The suits charge the networks with using their control over prime-time access to:

- Exclude from network broadcast those entertainment programs in which the networks have no ownership interest.
- Compel outside program suppliers to grant the networks financial interests in television programs which they accept for broadcast.
- Refuse to offer air time to advertisers and other outside program suppliers seeking to have their own programs shown on the networks.
- Control the prices paid by the networks for television exhibition rights to motion-picture feature films.
- Obtain competitive advantages over other producers and distributors of television entertainment programs and of motion-picture feature films.

The suits claim that these alleged antitrust violations have resulted in concentration in the networks of ownership and control of network prime-time television entertainment programs and of unreasonable restraint of competition in the production, distribution and sale of television entertainment programs. The suits also allege that the practices have deprived the viewing public of the benefits of free and open competition in the broadcast of television entertainment programs.

An FCC freshman fears involuntary censorship by government

Robinson expresses concern about kind of cures that could result from public, congressional pressure

Since joining the FCC in June, Commissioner Glen O. Robinson has demonstrated a penchant for sprinkling his speeches with literary allusions and has indicated a view that government should exercise self-control in governing. Last week, in an appearance before the Federal Communications Bar Association in Washington, he gave both predilections full rein. The speech was titled "Thoughts on Milton's Birthday"—it was the English poet's 366th—and dealt, as did Milton in his political writing, with the need for restraint on the part of government in dealing with the individual.

But the talk ended on what seemed for Commissioner Robinson a pessimistic note—an expression of concern that the commission may be swept by the feeling of the day to take some action to deal with televised violence.

He noted that the courts have forced the commission to act in some radio format-change cases, and left no doubt he feels the commission has no business concerning itself with such matters. For "by what criteria does the commission interfere?" he wondered.

He also defended the commission's refusal to endorse the position of Action for Children's Television and ban all advertising aimed at children. He said that although advertising might be distasteful in that it makes children "into mere objects of commercial enterprise," that does not provide a legal basis for the action sought.

As for televised violence, he feels that is a matter of genuine concern. Scientific


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WONDERFUL
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GRIMM

findings, although "not definitive nor undisputed," justify such concern, he said. But if it is a problem, what is the cure?

The "common nostrum" is FCC control, he said, and added: "It may be that, if all else fails, we will have to take action to control violence on television, but I must tell you that the prospect of even considering it distresses me."

The issue, he said, "is alive with difficulties that would boggle the wisest men in the world, let alone ordinary people like us." There is, for instance, the question of definition. Once that is settled, there is the problem of removing the offending material without disturbing unoffensive matter.

There is no science in this realm, he said. The only test would be Justice Potter Stewart's test for obscenity—he knows it when it sees it. So as a practical matter, Commissioner Robinson said, "we would be back in the business of judging tastes," as in format matters.

Good news for NBC in fall Arbitrons

First returns from Arbitron Television's sweep surveys (Oct. 23-Nov. 19) show NBC-TV chalking up its best numbers for this period in years, and ABC-TV its worst (BROADCASTING, Nov. 25).

As of Wednesday (Dec. 11), ARB had logged data from 31 of the markets it counted during the Oct. 23-Nov. 19 period. NBC, which finished first in only three of the same 31 markets during the equivalent sweep period a year ago, came up with 17 first-place finishes in 1974. In these same 31 markets, ABC went from six first-place finishes in the 1973 October-November ARB sweeps to none this year, from 12 second-place finishes to only six, and came in last in 25 markets (as opposed to only 13 last-places a year ago).

CBS was down, with more second-place than first-place finishes this year, but the network finished last in only one of the 34 markets, Bakersfield, Calif. It finished first in 14 markets and second in 16 markets.

A year of chills. Sam Cook Digges, (l) president, CBS Radio Division, and Himan Brown, producer-director of *CBS Radio Mystery Theater*, find it a warming occasion as they celebrate the first anniversary of the nightly dramatic series by cutting the cake.

Foster cites changing times as reason for changing policy on copyright

NCTA president says he was surprised by OTP criticism, feels all parties to 1971 consensus have 'gone beyond' that understanding, face new realities

National Cable Television Association President David Foster said last week he was "shocked" by criticism from the White House Office of Telecommunications Policy over the trade association's modification of its stance on copyright legislation. At the same time. Mr. Foster conceded that when the 94th Congress convenes next month, NCTA will indeed adopt a "start fresh" strategy as the legislative focus shifts from the Senate to the House.

In an interview with BROADCASTING, the cable industry executive also said that the criticisms by John Eger, acting OTP director, were surprising because, in Mr. Foster's view, all parties to the 1971 consensus among cable operators, broadcasters and copyright holders have "gone beyond" the agreement. Mr. Eger, in a letter to Mr. Foster, had said he was "most disturbed" by trade press reports that NCTA was "withdrawing support" from the Senate's copyright bill, and indicated that all other efforts to assist the industry's growth depended upon passage of copyright legislation (BROADCASTING, Dec. 9).

But OTP itself, Mr. Foster said, has signaled several times over the past few months "that it regards the consensus as outmoded and in need of rethinking." He cited the Cabinet Committee Report on Cable Communications, drafted by OTP, and OTP's own drafts of cable legislation as evidence that the office was calling for a different approach to cable from the one outlined in the 1971 agreement that formed the basis for new FCC rules the following year.

Mr. Foster maintained that the association had supported passage of the Senate copyright bill (S. 1361) in its final form because it recognized it was the "best that could be gotten . . . to have insisted on further changes could have jeopardized the entire bill and resulted in objectionable sections being put back in."

When the bill is re-introduced in the Senate in January, Mr. Foster said, "we might try for technical amendments on the floor, but our main effort will be in the House because they will not take the Senate version as holy writ." NCTA's legislative anticipation is that what was S. 1361—its successor would have a different number—will clear the Senate with a minimum of difficulty.

Mr. Foster feels, however, that the House Judiciary Subcommittee on Copyright, headed by Robert W. Kastenmeier (D-Wis.), will want to hold "thorough" hearings on the subject, as Mr. Kastenmeier himself is the only survivor of the subcommittee hearings on cable copyright obligations in 1968, the last time that the subject was taken up on the House side.

Mr. Foster defended the NCTA board's change in posture on copyright by saying that "economic necessity demands we take a tougher line." He said the association's multiple system owners "want copyright behind them but not at a price that's going to drive them into the red. For a system like Teleprompter, 2% copyright fees on top of the rest of their troubles could be disastrous.

"Times have changed for cable since the bright possibilities of 1971 and 1972," he said. "Scarcely a day goes by when I don't get a call from somebody on Wall Street asking if it's true that X company is going to take a Chapter 11" bankruptcy.

The 1971 consensus committed the cable industry to accept restrictions on the importation of distant signals and to support copyright legislation designed to reimburse copyright owners for broadcast programs relayed by cable. At its mid-November board meeting, the NCTA voted to work for a series of major changes in the Senate-passed copyright bill, including payment of copyright fees in return for a congressional directive to the FCC to drop nonduplication and exclusivity rules, excluding systems with fewer than 1,500 subscribers from copyright payment rules, and making the bill's definition of a cable system conform to the FCC's definition, a change that would allow an operator serving several communities, each with fewer than 1,500 subscribers, from a single headend, to avoid paying copyright fees (BROADCASTING. Nov. 25).

FCC seeks advice in staking out cable jurisdiction

But Wiley, Robinson and Reid express regret that agency didn't make up its own mind from evidence at hand on roles of federal, state, local government

The FCC has asked for help in determining what, if any, rules are needed to deal with the problems of duplicative and possibly excessive regulation of cable television that results when three tiers of government—federal, state and local—exercise jurisdiction over cable television systems.

The request—in the form of a notice of proposed rulemaking and inquiry—drew a critical comment from FCC Chairman Richard E. Wiley, who, in a concurring statement, expressed disappointment that the commission was not able to deal with the problem without further study.

The commission, in its notice, noted

the proceeding was in response to Part II of the final report of the Federal/State-Local Advisory Committee, which was composed of representatives of federal, state and local governments, as well as the cable industry and public interest groups. The committee submitted its final report in September 1973, after a year of studying the commission's experiment with combining federal and nonfederal jurisdiction—regulatory dualism.

Part I dealt with specific regulatory issues. And in response to it, the commission last April issued a Clarification of Rules and Notice of Proposed Rulemaking designed to fine tune the cable rules that had become effective in March 1972 (BROADCASTING, April 22).

Part II, which dealt with the over-all problem of duplicative regulation involved issues which, in touching on the powers of states and municipalities, were more complex and controversial than those in Part I. And although a majority of the advisory committee felt the commission could and should act to establish a two-tier system of regulation, the commission staff was not persuaded ("Closed Circuit," Dec. 2).

Accordingly, it proposed the rulemaking and inquiry, which the commission issued but which was a disappointment to Chairman Wiley, as well as to Commissioners Charlotte Reid and Glen O. Robinson, who joined in the chairman's statement.

"After more than a year of study by a talented and hard-working Federal/State-Local Advisory Committee, an erudite and exhaustive report by the committee, a detailed oral presentation before the full commission and another year and more of subsequent evaluation by our staff," the chairman wrote, "I am disappointed that the only action we are taking in this important matter is to initiate still more comment and more analysis." The commission, in stating the problem, said its rules were adopted with the view in mind of a two-tier system of regulation—one in which federal rules would be complemented by one "local" level of government. But, it said, in some areas, states as well as local governments were asserting regulatory authority, thus creating a third tier of regulation.

Nor are the problems of duplication and delay resulting from such three-tier regulation the only ones troubling the commission. It said that in some localities, particularly unincorporated areas, there is an absence of nonfederal authority—of any agency capable of issuing and enforcing cable franchises. This problem, the commission said, was more pressing than excessive regulation, and it urged states to enact legislation to deal with it.

The commission did not propose any rules on duplicative regulation, which it said endangers the accomplishment of federal objectives and raises the possibility of obstructing interstate commerce. But it said it would consider any "appropriate" action for solving the problems so long as it preserved the prerogatives of the states—and localities as entities of the states—to adopt regulations they felt necessary.

One of the questions posed by the commission is whether it has the authority to regulate the type or nature of nonfederal regulatory programs and, if legislation is to clarify that authority, what should it contain?

The commission said if it determines that it lacks the authority to act, it will ask Congress for the necessary legislation. But if the conclusion is that the commission already has the authority it needs, it will act promptly "to cure the problems."

Other questions asked included:

- Should the commission act now on duplicative and burdensome schemes being developed in some nonfederal jurisdictions, and are there specific areas of regulatory overlap that could be dealt with individually?
- Should the commission adopt rules permitting at most two levels of regulatory authority in any given area? If so, what should the rules be?
- Should the commission adopt rules requiring nonduplicative regulation? If so, what should those rules be?
- If specific rules are not adopted, what can the commission do to prevent duplicative and burdensome regulatory requirements on cable television?

The commission set Feb. 17, 1975, as the deadline for comments replies are due March 17, 1975.

Probing prospects for cable hook-up via satellite

CATV study group heads for Denver, where it will confer with educators seeking replacement for experimental bird that uses inexpensive ground receivers

One of the stars on the horizon of cable television is a satellite, but just how bright it is is a matter of dispute, part of which may be settled this week in Denver where cable representatives are scheduled to meet with a group of educators and program suppliers who hope to launch their own satellite or buy time from one of the commercial services.

Armed with a low-key market analysis by Booz, Allen & Hamilton, members of the CATV industry's Cable Satellite Access Entity will attend the meeting, which is being organized by the Department of Health, Education and Welfare, Stanford University and the Federation of Rocky Mountain States, prime contractor for the current HEW education experiment that uses a high powered satellite, ATS-6, which many see as a feasible machine to interconnect cable systems.

The Booz, Allen analysis, finished for the 49-member CSAE in September and since kept under wraps, reportedly concludes that satellites may eventually be a promising way to achieve cable networking, but that the immedate prospects are limited. To make satellites feasible, the report says, would require specialized programing not available on broadcast television. And such programs, whether Broadway drama or macrame instruction, would need to draw five million nationally to make money, figuring commercials would be sold at $3 per thousand.

The report plays down the importance of pay cable via satellite and also says that two-way cable as a profitable proposition is five to 10 years away. For the next few years, too, it concludes that terrestial networking will be as cheap or even cheaper than satellites.

The satellite system being proposed by the Stanford-Rocky Mountain group, however, compounds the hazy economic projections. To begin with, the system is based on the use of a 2.5 ghz transponder, which is both good and bad from cable's point of view. Good because receivers for such a relay are relatively inexpensive—about $4,000—which means they could be afforded by even small cable systems. On the other hand, the use of such receivers requires a powerful, hence expensive, satellite. The experimental ATS-6 currently being used in the Rocky Mountain experiment in its education project cost about $180 million, but it is more complicated than one that would presumably be used commercially.

Because of the high capital expense of a 2.5 ghz system, some cable operators are pressing for use of a 4 ghz and 6 ghz satellite, which, although requiring receivers costing twice as much, would cost only about $20 million to build and launch. Still others would like to wait on Japanese development of $500 receivers for 12 ghz satellites.

The Rocky Mountain group, however, can't wait that long, as its satellite is scheduled to be moved to a position over India in June, and it wants to get a replacement in orbit by the opening of the next school year. To subsidize the beginnings of the consortium, the Ford administration is sponsoring legislation authorizing financial support to schools and colleges that want to buy commercial educational video packages delivered via satellite and cable, and this in turn has sparked the interest of such suppliers as Time Inc. and McGraw-Hill in participating in the consortium.

An intra-FCC split over Teleprompter

Trial staff wants complete denial of Johnstown, Trenton bids; Cable Bureau points out possible overlap with New Jersey regulators

The FCC is getting conflicting advice from different elements of its staff as to whether it should disqualify Teleprompter Inc. as a cable franchisee in Johnstown, Pa., and Trenton, N.J. But more than the fate of Teleprompter's right to operate in those cities is involved. As the commission's Cable Television Bureau, at least, sees the case, the commission's policy "of structured regulatory dualism" might be affected.

The question arises from the fact that Teleprompter and its then president, Irving Kahn, were found guilty of bribery in connection with the franchise grant that Johnstown issued Teleprompter and that Teleprompter and several of its officials, including Mr. Kahn, were named unindicted co-conspirators in the indictment of Trenton public officials and a former Trenton counsel for Teleprompter on charges of conspiring to accept money from the company in exchange for the grant of a cable television franchise.

The Trenton case is largely academic. Teleprompter has never operated a system there, and the state has refused to issue an authorization for the company to operate. However, the Trenton aspect of the case pending before the commission has not yet been mooted. Teleprompter is operating in Johnstown.

The conflicting advice being given the commission is in the form of briefs filed in anticipation of an oral argument to be held before the commission on Jan. 14.

The trial staff established for the proceeding says Teleprompter's conduct calls for "complete denial" of the authorizations Teleprompter needs from the commission to operate in the two cities. And the staff says that the authorizations should be denied regardless of what the state authorities may be doing regarding the franchises they issue.

But the Cable Bureau feels disqualification would do violence to the commission's policy of "structured dualism," under which the commission and non-federal authorities cooperate in regulating cable television.

The bureau should provide a procedure under which the local authorities could deal with the matter of the Teleprompter franchises. It said the commission should reject Teleprompter's applications for certificates of compliance because the franchises were not issued in compliance with the due process provisions of the commission's rules governing franchise grants.

In a related development last week, the commission denied a request by the City of Johnstown for termination of the proceeding. The city said it proposed to hold public hearings on whether Teleprompter has the character qualifications to hold cable franchise in Johnstown.

Cable Briefs

Franchise award. RVS Cablevision of Elm Grove, Wis., has been awarded its second franchise in Milwaukee metropolitan area, this one from city of Waukesha. Earlier this year RVS picked up award from city of Wauwatosa. Company has 40 other applications pending in area and plans regional system using LDS microwave station with 36 television channels and 30 FM radio channels.

New York sale. Intertie Inc., Irvine, Calif., has been granted permission by the New York Commission on Cable Television to purchase Salamanca system from Adams-Russell Inc. of Waltham, Mass. Intertie, which owns 20 cable systems in eight states, also has been awarded franchise to serve town and village of Little Falls, N.Y.

Broadcast Advertising

W-L plans to appeal ruling on Listerine

Company says FTC judge ignored scientific evidence of effectiveness

Warner-Lambert Co., maker of Listerine mouthwash, has falsely advertised that Listerine prevents, cures and treats colds and sore throats, a Federal Trade Commission administrative law judge has ruled.

Judge Alvin Berman said that, contrary to advertised statements such as "Listerine antiseptic kills germs by millions on contact," and ". . . for fewer colds, milder colds," Listerine will not prevent or cure colds and sore throats. Judge Berman said further: "Colds are not caused by bacteria," so Listerine's ability to kill germs "is of no medical significance." And he said the type of transient sore throat relief Listerine gives "is provided by any type gargle, warm for soothing effect." The judge's order requires corrective advertising. For two years all Listerine broadcast and print ads must make the following disclosure: "Contrary to prior advertising . . . Listerine will not prevent or cure colds or sore throats, and . . . will not be beneficial in the treatment of cold symptoms or sore throats."

Warner-Lambert has replied it will appeal the judge's decision to the full commission "and beyond, if necessary," adding that it believes its advertising, "based upon increasingly sophisticated clinical evidence, is fully supportable."

Warner-Lambert said the judge "has apparently chosen to ignore the most significant evidence, including well-controlled scientific studies which attest to the effectiveness of Listerine in the treatment of colds and their symptoms, and the testimony of scientific experts from leading medical institutions."

The company's position on Listerine's cold claims advertising, a spokesman said, is based on "a preponderance of scientific evidence and the fact that similar challenges in both 1932 and 1944 were ultimately resolved in the company's favor by the commission."

Business Briefs

Rep appointments. WHAG-TV Hagerstown, Md.: Avery-Knodel, New York ▪ KIQQ(AM) Los Angeles: Eastman Radio, New York ▪ KIIS(AM) Los Angeles and WHAT-AM-FM Philadelphia: GCI Sales Inc., New York.

BBDO in Brazil. BBDO International Inc., New York, has acquired 20% interest in Castelo Branco, Borges & Associados, Sao Paulo, which bills at annual rate of about $6 million. Major international clients include Philco, Yardley, Braun, Martini & Rossi and Gerber.

Super effort. Supermarkets General Corp., Woodbridge, N.J., was full sponsor of three-hour special, *Inflation: A Few Answers,* telecast last Tuesday (Dec. 10) by WOR-TV New York (8-11 p.m.). Agency is Venet Advertising, New York. Special was produced for RKO Television by Al Korn and featured Sander Vanocur as host.

Cost estimator. Copies of Television Bureau of Advertising's fifth annual *Spot Television Planning Guide,* providing benchmarks for estimating costs of TV campaigns meeting variety of specifications (BROADCASTING, Nov. 11), are now available. TVB announced last week that it would provide single copies without charge, and fill bulk orders at $1.50 per copy. *Television Bureau of Advertising, One Rockefeller Plaza, New York 10020.*

BAR reports television-network sales as of Dec. 1

ABC $619,003,900 (30.4%); CBS $736,235,800 (36.0%); NBC $686,254,700 (33.6%)

Day parts	Total minutes week ended Dec. 1	Total dollars week ended Dec. 1	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	133	$ 927,000	3,529	$ 23,263,100	$ 23,713,300
Monday-Friday 10 a.m.-6 p.m.	983	15,245,200	47,507	429,340,100	371,602,100
Saturday-Sunday Sign-on-6 p.m.	291	6,720,400	13,602	212,256,900	207,493,300
Monday-Saturday 6 p.m.-7:30 p.m.	111	3,768,800	4,721	105,221,800	94,032,800
Sunday 6 p.m.-7:30 p.m.	10	336,400	639	15,664,200	16,063,500
Monday-Sunday 7:30 p.m.-11 p.m.	394	30,169,700	18,879	1,111,284,000	1,023,529,100
Monday-Sunday 11 p.m.-Sign-off	198	4,177,600	8,366	144,464,300	123,369,600
Total	**2,120**	**$61,345,100**	**97,243**	**$2,041,494,400**	**$1,859,803,700**

Source: Broadcast Advertisers Reports

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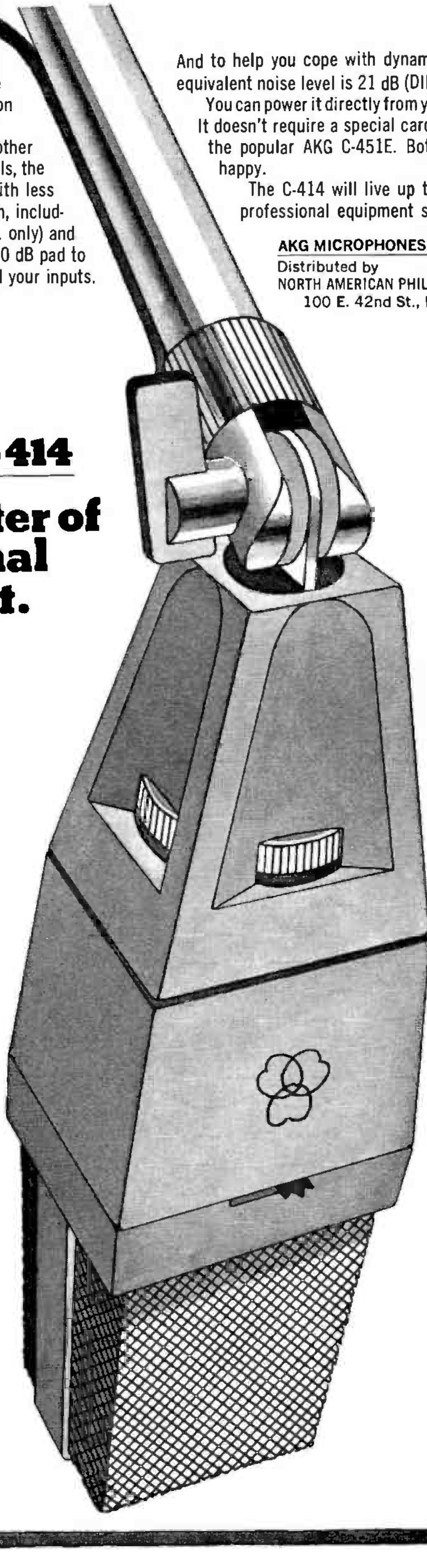


Broadcast Journalism®

Third party gets in ring with IAS, CBS

National News Council gingerly starts wheels to study methodology behind charges against network

The tinder supplied by the Institute for American Strategy's "TV and the National Defense: an Analysis of CBS News 1972-73" began to catch fire last week. While CBS News dickered with IAS over getting at the research material behind the charges of news bias contained in the 209-page book, the National News Council decided to inject itself into the dispute.

CBS News officials want IAS to release research work that went into the book so CBS can prepare a response to IAS's charges of imbalance in presenting national defense issues. Richard Salant, president of CBS News, said last week that "[we're] doing our best," but that the Boston, Va.-based institute has denied all CBS requests for "material to identify the stories it classified" as being deficient in presenting alternative views on national defense policy. "They said it would be too burdensome to do this," said Mr. Salant.

IAS did offer to meet with CBS officials at the institute's offices in Virginia for a one or two-day briefing by the "key IAS analysts" involved in the study in order that CBS might "scientifically verify" the methodology behind the book. (The study took two years and $300,000 to complete, by a team of academicians.) Mr. Salant has written to IAS's president, John Fisher, that the network would try to comply with the IAS suggestions "in order that dialogue may continue and since a little something is better than nothing."

The News Council's involvement is the result of a letter to it from a Florida real estate developer who personally assumed the IAS's viewpoint as expressed in its book and asked the council to investigate the charges in it against CBS.

The council is treading carefully in this area, since its by-laws bar it from entering a case that is before the FCC. And the IAS has threatened to take its charges to the commission if CBS does not offer what the institute calls "compensatory" programing (BROADCASTING, Nov. 4).

But the council voted at its monthly meeting last week to pursue an investigation into the methodology of the IAS book—an "analysis of the IAS analysis." The council's staff is also looking into the possibility of repealing the by-law keeping the group out of pending FCC cases.

Also at its meeting last week, the council voted to investigate charges by the former governor of American Samoa that NBC News was unfair in a mini-documentary about the island (BROADCASTING, Dec. 9).

Journalism Briefs

Backgrounder. New weekly radio series, including background reports on news stories, science, medicine, economics and the arts, will be offered by Associated Press Radio to member stations, starting Friday (Dec. 20). Series, called *Special Assignments*, will be transmitted in two forms each Friday: five separate reports of four minutes each will be fed at 12:35 p.m. EST and a 24½-minute program, including the five individual reports, will be fed at 2:35 p.m., so that stations may schedule the material "in whatever manner best fits an individual format," APR Managing Editor Bob Benson said. Norman Beebe, anchorman of APR's staff in Washington, will be producer and host.

Money men and women. CBS News has announced formation of four-person "economics reporting team." Mitcheil Crouse, named CBS News's New York-based economic correspondent 13 months ago, will now be aided by George Herman, CBS Washington correspondent, to be named capital economics correspondent. Two economics research scholars, Stephanie Levinson, formerly with Brookings Institute, and Mary V. Earle, CBS Broadcast Group economist, will be named network's staff economic researchers. Ms. Levinson will also do on-air work for CBS News.

Equipment & Engineering

Economy dims picture for TV set sales

EIA figures show business off 27% from last year's record level; only bright spot is for Advent's giant-sized—and expensive—screen

Except for the maker of a $2,800 set, television manufacturers are reeling under the effects of the recession.

October statistics from the Electronics Industry Association show a 20% drop in color shipments from a year ago, the largest decline this year. Black-and-white set sales fell 23.7% to the lowest level since the 1950's. EIA said color set sales for the year will probably be about 8.2 million, slightly below 1972 levels and way behind last year's record figure of 9.3 million.

The most immediate effect of the sales declines has been layoffs and furloughs at manufacturing plants. Motorola is laying off 1,550 at its Phoenix semiconductor plant, and Westinghouse is closing down its Horseheads, N.Y., color picture tube division from Dec. 16 to Jan. 2 by temporarily laying off 800 workers there. Magnavox has laid off an additional 500 employes at its North Carolina and Tennessee plants, bringing the total layoffs at these plants within a month to 1,640, about 25% of the total work force. In addition, both plants will be closed until Jan. 31.

The only bright note in the industry was sounded last week by Advent Corp. of Cambridge, Mass., which announced that its four-by-six-foot-screen television sets will account for almost half of the company's sales increase of $3.5 million for the first nine months.

Henry Kloss, president, said sales figures for the third quarter will be up almost 40% from last year's nine-month report of $8.6 million. Per share earnings for the nine months ending Dec. 28 are expected to be about the same as the 26 cents earned during last year's first three quarters, he said.

The company, which makes stereo speakers and cassette tape recorders, introduced the giant-screen TV earlier this year (BROADCASTING, May 13) at a price of $2,495 and raised it $300 in October.

AMST bucks drop-in test

The Association of Maximum Service Telecasters has restated its opposition to a proposal of channel 26 noncommercial WETA-TV Washington that it be allowed a drop-in test on channel 12 (BROADCASTING, Dec. 9). AMST claimed the resulting service on channel 12 would be worse, not better, than the present WETA-TV operation on channel 26. AMST also argued that the drop-in would have a bad effect on UHF development as the Washington changeover might be used as a nationwide example. Finally, AMST called the drop-in request a ploy to use an experimental application as a vehicle for achieving permanent short-spaced VHF allocation.

Broadcasting's index of 137 stocks allied with electronic media

Broadcasting

	Stock symbol	Exch.	Closing Wed. Dec. 11	Closing Wed. Dec. 4	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ABC	ABC	N	12 5/8	12 3/8	+ 1/4	+ 2.02	28 3/8	12 3/8	4	16,582	209,347
CAPITAL CITIES	CCB	N	24 1/4	24 3/4	- 1/2	- 2.02	39 1/4	19 1/2	9	7,164	173,727
CBS	CBS	N	29 3/4	30 1/4	- 1/2	- 1.65	40	25	9	28,092	835,737
CONCERT NETWORK*++		O	1/4	1/4		.00	7/8	1/4		2,200	550
COX	COX	N	10	9 3/4	+ 1/4	+ 2.56	19 3/8	9 3/8	5	5,831	58,310
GROSS TELECASTING	GGG	A	6 3/4	6 1/2	+ 1/4	+ 3.84	13 5/8	6 1/2	5	800	5,400
LIN	LINB	O	2 5/8	2 3/4	- 1/8	- 4.54	6 3/4	2	3	2,297	6,029
MOONEY*	MOON	O	1	1 3/8	- 3/8	- 27.27	3 5/8	1	3	385	385
RAHALL	RAHL	O	2 1/8	2	+ 1/8	+ 6.25	6	1 3/4	5	1,297	2,756
SCRIPPS-HOWARD	SCRP	O	13 1/2	14	- 1/2	- 3.57	17 1/2	13 1/2	6	2,589	34,951
STARR	SBG	M	3 7/8	3 7/8		.00	9	3 1/4	3	1,069	4,142
STORER	SBK	N	11 1/8	11 5/8	- 1/2	- 4.30	17 3/8	11 1/8	5	4,751	52,854
TAFT	TFB	N	11	11 3/4	- 3/4	- 6.38	23 3/8	11	4	4,011	44,121
WOODS COMM.*		O	1/2	3/4	- 1/4	- 33.33	1	1/4	4	292	146
									TOTAL	77,360	1,428,455

Broadcasting with other major interests

	Stock symbol	Exch.	Closing Wed. Dec. 11	Closing Wed. Dec. 4	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
			3/4	3/4		.00	2 1/2	3/4	3	1,259	944
AVCO	AV	N	2 3/8	2 3/4	- 3/8	- 13.63	8 7/8	2 3/8	7	11,481	27,267
BARTELL MEDIA	BMC	A	1 1/2	3/4	+ 3/4	+ 100.00	2 3/8	5/8	2	2,257	3,385
JOHN BLAIR	BJ	N	3 3/4	3 3/4		.00	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 1/2	1 5/8	- 1/8	- 7.69	4 1/4	1 1/2	6	4,162	6,243
COMBINED COMM.	CCA	A	5 3/8	5 1/2	- 1/8	- 2.27	13	5 1/8	4	3,280	17,630
COWLES	CWL	N	4 1/4	4 1/8	+ 1/8	+ 3.03	7 1/8	4	8	3,969	16,868
DUN & BRADSTREET	DNB	N	15 7/8	14 5/8	+ 1 1/4	+ 8.54	36	14 5/8	10	26,555	421,560
FAIRCHILD IND.	FEN	N	3 7/8	4 1/4	- 3/8	- 8.82	6 3/4	3 7/8	5	4,550	17,631
FUQUA	FQA	N	3 1/2	3 1/2		.00	10 3/4	3 1/2	2	7,273	25,455
GANNETT CO.	GCI	N	20 3/4	20 1/2	+ 1/4	+ 1.21	38 1/4	20 1/2	14	21,080	437,410
GENERAL TIRE	GY	N	10 1/2	11 1/8	- 5/8	- 5.61	18 1/4	10 1/2	3	21,515	225,907
GLOBETROTTER	GLBTA	O	1 1/4	1 5/8	- 3/8	- 23.07	4 3/4	1 1/4	2	2,731	3,413
GRAY COMMUN.*		O	6	6		.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N	6 7/8	7 1/4	- 3/8	- 5.17	14 1/4	6 7/8	5	4,340	29,837
JEFFERSON-PILOT	JP	N	28 1/4	28	+ 1/4	+ .89	38 1/4	20 1/2	12	24,195	683,508
KAISER INDUSTRIES*	KI	A	4 1/2	4 7/8	- 3/8	- 7.69	8 1/2	4 1/2	3	27,487	123,691
KANSAS STATE NET.*	KSN	O	2 7/8	3	- 1/8	- 4.16	3 7/8	2 7/8	5	1,741	5,005
KINGSTIP	KTP	A	1 7/8	2 5/8	- 3/4	- 28.57	6 3/4	1 1/2	3	1,154	2,163
LAMB COMMUN.*++		P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	11 1/2	11 7/8	- 3/8	- 3.15	16 1/4	10 3/4	7	3,352	38,548
LIBERTY	LC	N	8	8		.00	15 5/8	8	3	6,632	53,056
MCGRAW-HILL	MHP	N	5 1/2	5 5/8	- 1/8	- 2.22	9	5 1/2	5	23,426	128,843
MEDIA GENERAL	MEG	A	15 1/2	15 1/2		.00	26 1/2	15 1/2	7	3,552	55,056
MEREDITH	MDP	N	8	8 1/2	- 1/2	- 5.88	11 3/8	8	3	2,966	23,728
METROMEDIA	MET	N	4 7/8	5	- 1/8	- 2.50	10 5/8	4 1/2	5	6,447	31,429
MULTIMEDIA	MMED	O	9	9 1/2	- 1/2	- 5.26	14 1/4	8 3/4	6	4,388	39,492
NEW YORK TIMES CO.	NYKA	A	7 1/4	7 1/2	- 1/4	- 3.33	13 3/4	7 1/4	4	10,231	74,174
OUTLET CO.	OTU	N	7 3/8	7 3/4	- 3/8	- 4.83	9 3/4	7	3	1,379	10,170
POST CORP.	POST	O	6	5 3/4	+ 1/4	+ 4.34	16 1/2	4 3/4	4	882	5,292
PSA	PSA	N	4	4 1/4	- 1/4	- 5.88	10	4	5	3,181	12,724
REEVES TELECOM	RBT	A	7/8	7/8		.00	1 3/4	7/8	10	2,376	2,079
RIDDER PUBLICATIONS	RPI	N	10 1/2	10 1/2		.00	16 5/8	9 1/4	7	8,305	87,202
ROLLINS	ROL	N	10 1/8	11 7/8	- 1 3/4	- 14.73	19 3/4	6 1/2	8	13,341	135,077
RUST CRAFT	RUS	A	5 3/4	5 5/8	+ 1/8	+ 2.22	10 1/4	5 5/8	4	2,366	13,604
SAN JUAN RACING	SJR	N	6 1/4	7 1/8	- 7/8	- 12.28	13 3/8	6 1/4	4	2,191	13,693
SCHERING-PLOUGH	SGP	N	54	53 1/4	+ 3/4	+ 1.40	74 3/8	44 3/4	25	53,823	2,906,442
SONDERLING	SDB	A	3 3/4	3 7/8	- 1/8	- 3.22	10	3 3/4	2	788	2,955
TECHNICAL OPERATIONS	TO	A	2 3/4	3	- 1/4	- 8.33	6 3/4	2 3/4	3	1,344	3,696
TIMES MIRROR CO.	TMC	N	10 3/8	10 3/4	- 3/8	- 3.48	17 5/8	9 1/4	6	31,385	325,619
TURNER COMM.*++		O	3 3/8	3 3/8		.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	15 3/4	16 1/8	- 3/8	- 2.32	24 3/8	14 3/4	5	4,749	74,796
WOMETCO	WOM	N	6 3/8	6 1/2	- 1/8	- 1.92	10 1/4	6 1/4	4	6,034	38,466
									TOTAL	368,031	6,141,287

Cablecasting

	Stock symbol	Exch.	Closing Wed. Dec. 11	Closing Wed. Dec. 4	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	7/8	7/8		.00	2 1/8	3/4	3	1,672	1,463
AMERICAN TV & COMM.	AMTV	O	6	6 1/2	- 1/2	- 7.69	19 1/4	5 3/4	13	3,192	19,152
ATHENA COMM.**		O	1/8	1 1/4	- 1 1/8	- 90.00	1 1/4	1/8		2,374	296
BURNUP & SIMS	BSIM	O	2 5/8	2 7/8	- 1/4	- 8.69	24 1/8	2 5/8	3	7,933	20,824
CABLECOM-GENERAL	CCG	A	1 5/8	1 1/2	+ 1/8	+ 8.33	4 1/2	1 1/2	9	2,560	4,160
CABLE FUNDING*	CFUN	O	4 1/2	4 3/4	- 1/4	- 5.26	7 3/8	3 7/8	20	1,121	5,044
CABLE INFO.++		O	1 1/4	1 1/4		.00	1 1/4	1/4	4	663	828
CITIZENS FIN.**	CPN	A	7/8	7/8		.00	4 1/4	7/8	1	2,697	2,359
COMCAST*		O	1 1/4	1 1/2	- 1/4	- 16.66	2 1/2	1 1/4	5	1,705	2,131
COMMUNICATIONS PROP.	COMU	O	1 1/4	1 3/8	- 1/8	- 9.09	3 3/8	1	25	4,761	5,951
COX CABLE	CXC	A	3 7/8	3 7/8		.00	15 1/4	3 3/4	7	3,560	13,795
ENTRON*	ENT	O	3/8	3/8		.00	7/8	3/8	3	1,358	509
GENERAL INSTRUMENT	GRL	N	5 1/4	5 3/8	- 1/8	- 2.32	17 1/8	5 1/4	3	7,060	37,065
GENERAL TV*		O	3/8	3/8		.00	1 1/2	3/8	19	1,000	375
SCIENTIFIC-ATLANTA	SFA	A	4	4 3/4	- 3/4	- 15.78	9 1/2	4	4	917	3,668

	Stock symbol	Exch.	Closing Wed. Dec. 11	Closing Wed. Dec. 4	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
TELE-COMMUNICATION	TCOM	O	7/8	1 1/8	- 1/4	- 22.22	5 3/4	7/8	1	5,181	4,533
TELEPROMPTER	TP	N	1 1/2	1 5/8	- 1/8	- 7.69	8 1/4	1 1/2	1	16,013	24,019
TIME INC.	TL	N	26 1/2	26 1/4	+ 1/4	+ .95	40 1/4	26	5	9,986	264,629
TOCOM*	TOCM	O	2 3/8	2 5/8	- 1/4	- 9.52	4 7/8	2 3/8	6	634	1,505
UA-COLUMBIA CABLE	UACC	O	4 1/2	4 3/4	- 1/4	- 5.26	6	3 3/4	9	1,795	8,077
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	2 3/4	3	- 1/4	- 8.33	7 1/2	2 5/8	4	3,850	10,587
VIKOA**	VIK	A	7/8	7/8		.00	4	7/8	1	2,534	2,217
									TOTAL	85,645	436,540
Programing											
COLUMBIA PICTURES	CPS	N	1 7/8	1 3/4	+ 1/8	+ 7.14	4 3/4	1 5/8	6	6,748	12,652
DISNEY	DIS	N	20 1/4	21 3/8	- 1 1/8	- 5.26	54 1/2	20 1/4	13	29,155	590,388
FILMWAYS	FWY	A	2 1/8	2 1/4	- 1/8	- 5.55	6	2 1/8	3	1,791	3,805
FOUR STAR			1/8	1/4	- 1/8	- 50.00	1 3/8	1/8		666	83
GULF + WESTERN	GW	N	22 1/8	22	+ 1/8	+ .56	29 1/8	18 3/8	4	14,088	311,697
MCA	MCA	N	26 1/4	25 5/8	+ 5/8	+ 2.43	26 1/2	19 1/4	6	8,401	220,526
MGM	MGM	N	17 5/8	17 1/8	+ 1/2	+ 2.91	17 5/8	9 1/4	6	5,918	104,304
TELE-TAPE**		O	1/8	1/8		.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	6	5 3/4	+ 1/4	+ 4.34	10 3/8	5 1/2	6	65,115	390,690
20TH CENTURY-FOX	TF	N	4 1/2	4 5/8	- 1/8	- 2.70	9 1/8	4 1/2	7	8,240	37,080
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	7 1/2	7 5/8	- 1/8	- 1.63	18 1/2	6 7/8	3	16,317	122,377
WRATHER	WCO	A	1 3/8	1 1/2	- 1/8	- 8.33	8 1/8	1 3/8	138	2,229	3,064
									TOTAL	166,268	1,799,233
Service											
BBDO INC.		O	11 3/8	12 1/8	- 3/4	- 6.18	14 1/4	10	5	2.513	28,585
COMSAT	CQ	N	29	29		.00	40 3/8	23 3/4	7	10.000	290,000
CREATIVE MANAGEMENT	CMA	A	5 1/4	5 1/2	- 1/4	- 4.54	7 1/4	3	6	1,016	5,334
DOYLE DANE BERNBACH	DOYL	O	6 3/8	6 3/8		.00	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 & BELDING	FCB	N	6 1/4	6 3/8	- 1/8	- 1.96	11 1/4	6	4	2,065	12,906
GREY ADVERTISING	GREY	O	5 3/4	5 5/8	+ 1/8	+ 2.22	8 3/8	5 3/4	3	1,255	7,216
INTERPUBLIC GROUP	IPG	N	8 1/8	8 1/8		.00	13	8 1/8	3	2,319	18,841
MARVIN JOSEPHSON*	MRVN	O	3 3/4	4 1/2	- 3/4	- 16.66	8 1/2	3 1/4	3	802	3,007
MCI COMMUNICATIONS	MCIC	O	1 7/8	2 3/8	- 1/2	- 21.05	6 1/2	1		12,912	24,210
MOVIELAB	MOV	A	1/2	1/2		.00	1 5/8	1/2	4	1,407	703
MPO VIDEOTRONICS	MPO	A	1 1/4	1 3/8	- 1/8	- 9.09	2 5/8	1 1/8		539	673
NEEDHAM, HARPER	NDHMA	O	3 7/8	3 7/8		.00	7 1/2	3 7/8	2	918	3,557
A. C. NIELSEN	NIELB	O	8	7 3/8	+ 5/8	+ 8.47	28	7 3/8	8	10,598	84,784
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 5/8	- 5/8	- 11.11	12	5	11	2,624	13,120
UNIVERSAL COMM.*++		O	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	9	8	+ 1	+ 12.50	9 5/8	5 1/2	4	1,632	14,688
									TOTAL	57,633	538,644
Electronics											
AMPEX	APX	N	2 5/8	2 7/8	- 1/4	- 8.69	4 7/8	2 5/8	3	10,883	28,567
CCA ELECTRONICS*	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1	1 1/8	- 1/8	- 11.11	2 1/8	1	5	2,333	2,333
COHU, INC.	COH	A	1 5/8	1 5/8		.00	3 7/8	1 5/8	5	1,542	2,505
CONRAC	CAX	N	11	11 1/2	- 1/2	- 4.34	21	10	5	1,261	13,871
GENERAL ELECTRIC	GE	N	33 3/4	35 3/8	- 1 5/8	- 4.59	65	30	10	182,048	6,144,120
HARRIS CORP.	HRS	N	13 1/2	14	- 1/2	- 3.57	33 1/2	13 1/8	5	6,224	84,024
INTERNATIONAL VIDEO	IVCP	O	1 1/4	1 5/8	- 3/8	- 23.07	7 1/2	1 1/4	4	2,728	3.410
MAGNAVOX	MAG	N	4 1/4	5 1/8	- 7/8	- 17.07	9 7/8	4	24	17.799	75,645
3M	MMM	N	50 3/4	47 5/8	+ 3 1/8	+ 6.56	80 1/2	47 5/8	19	113,729	5,771,746
MOTOROLA	MOT	N	40	40 7/8	- 7/8	- 2.14	61 7/8	35 1/2	13	27,968	1,118,720
OAK INDUSTRIES	OEN	N	5 3/4	5 1/4	+ 1/2	+ 9.52	12 7/8	5 1/4	2	1,639	9,424
RCA	RCA	N	9 7/8	10 5/8	- 3/4	- 7.05	21 1/2	9 7/8	4	74,661	737,277
ROCKWELL INTL.	ROK	N	19 7/8	18 3/8	+ 1 1/2	+ 8,16	28 3/8	18 3/8	4	30,356	603,325
RSC INDUSTRIES	RSC	A	3/4	3/4		.00	2 1/8	1/2	4	3,458	2,593
SONY CORP.	SNE	N	4 3/4	4 3/4		.00	29 7/8	4 3/4	9	165,625	786,718
TEKTRONIX	TEK	N	20 1/2	20 1/8	+ 3/8	+ 1.86	47 3/4	19 5/8	8	8.651	177,345
TELEMATION	TIMT	O	1 1/4	1 1/4		.00	2 3/4	1 1/4	7	1,050	1,312
TELEPRO IND.*++		O	6	6		.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	6 1/4	6 1/2	- 1/4	- 3.84	13 1/4	6 1/4	5	6,617	41,356
WESTINGHOUSE	WX	N	8 5/8	8 3/4	- 1/8	- 1.42	26	8 5/8	6	87,876	757,930
ZENITH	ZE	N	11 1/8	11 7/8	- 3/4	- 6.31	31 5/8	11 1/8	5	18,797	209,116
									TOTAL	766,601	16,574,297
									GRAND TOTAL	1,521,538	26,918,456

Standard & Poor's Industrial Average	75.4	75.1	+0.3

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

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

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

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

Finance

Wall Street expert says broadcasting is a good buy

Investment firm study sees stocks sound as profits and revenues continue to climb in an industry that will weather recession

Despite the recession, inflation and general economic uncertainty, solid long-term gains are forecast for the television business in a detailed analysis currently being distributed by the Wall Street firm of Shaw & Co.

William P. Suter, vice president of the investment company and author of the study, sees 1975 as "the critical year" in which broadcasters may have to prove they can maintain if not increase earnings in difficult times, but after that he sees solid going. "Beyond 1975 we foresee good growth prospects for the industry," his analysis says, "so if the industry can extend its excellent record since 1971 through 1975, investors should recognize the increased stability and growth prospects."

Even for 1975 he expects some gains: "We do believe that advertising will be up in 1975 and that television, especially the networks, will increase its share of the advertising dollar." In addition, he feels that broadcasters "are becoming more sophisticated and cost-conscious" and that networks especially are in position to keep expense growth in line with revenue growth.

The study anticipates that TV industry pre-tax profits can increase at about 10% a year through 1979, with the profit margin rising over the same span from 1973's 18.9% to about 21%, just short of the 22%-23% peak margins attained in the early and mid-1960's. The 10% compound growth rate anticipated over the next five years would compare with 5.7% for the 1968-73 period and 7.6% for the five years before that.

To achieve the 10% annual growth rate in profits, the study foresees revenues growing by about 8.4% a year while expenses increase around 8%. Both of these growth rates are somewhat higher than over the past five years, partly because inflation rates have become headier. Another factor contributing to the higher projected revenue growth rate is what the Shaw analysis calls a "better environment" for increases in spot TV prices in the next few years than in the last few.

The study anticipates that in the next five years network profits will increase at a rate of 13% a year, those of network-owned stations at 5%-6% and those of all other TV stations at 9%-10%. The profit margin of networks, put at 8.9% in 1963 and 13.2% in 1973, is projected to reach 17.9% in 1979; that of network O&O's, which dropped from 43.3% in 1963 to 29.1% in 1973, is seen at 26.5% in 1979, while that of all other TV stations, put at 26.6% in 1963 and 21.4% in 1973, is expected to reach 22.3% in 1979.

The study expects TV advertising expenditures to increase somewhat more rapidly (8.6% a year) than total advertising (8% a year), with network sales increasing about 8% a year, national spot about 6% and local about 12.6%.

Even after growing 12.6% a year for five years, the analysis says, "local television advertising would still represent only 11%-12% of total local advertising. The latter remains dominated by newspapers, but as local advertisers learn to use television and become aware of its tremendous impact, local spot should continue to grow at a rapid pace with continued market penetration, even beyond 1979."

Though local will still have plenty of room for further growth, the analysis asserts, it probably will surpass national spot by 1979. That will be good for stations, the study continues, because "local revenues are more controllable by the station manager than national spot revenues. Also, they have less tendency to decline in periods of slow economic growth. With local sales now representing almost 40% of total station sales, versus 27% in 1968, the stations' revenue base should have more stability—and grow more rapidly.

"Furthermore, if our projections are correct, in 1979 local spot will contribute a larger percentage (47%) of station revenues than national spot (45%). Thus, beyond 1979 the stations should continue to have more stability and increased control over their markets."

But the analysis also foresees growth in national spot as it emerges from a five-year buyer's market and moves into "a better balance and an improved pricing environment over the next five years." If the recent 3% annual growth in TV audiences is maintained, the study notes, Shaw's projected 6% annual growth in total spot revenues can be attained on price increases of only 3% a year on a cost-per-thousand basis. "Obviously the potential for even faster growth is present," the report asserts.

The report emphasizes that not only the trends but also the environment and performance of individual companies must be taken into account in assessing those companies.

"For example," it says, "ABC operates the most profitable O&O's, while CBS has the most successful networks, and current trends indicate that CBS is in a stronger position entering the critical 1975 year. Capital Cities Communications has the most consistent earnings record of rapid growth in the industry over the past 10 years, and the composite market of its TV stations is the best of the six we have reviewed in depth."

The "composite market" represents the total of all markets in which a given group has stations. Thus in the six markets where Capcities has stations there were 30 stations in 1973 and their combined revenues totaled \$163.6 million and their combined pre-tax profits \$47.2 million. Of these totals, the Capcities TV division was credited with 34.4% of the revenues and approximately 51% of the profits.

"In fact," the report adds, "all the broadcasting companies should be looked at as investment opportunities not only due to the improved outlook for earnings stability and growth, but also because of their inherent ability to produce substantial amounts of excess cash flow."

In the meantime, there's 1975, and the Suter/Shaw analysis sees it as important for historical as well as economic reasons: "The [TV] industry tends to move in a four-year cycle between election years, with the years of presidential elections being the best (in 1964, 1968 and 1972 the industry experienced the largest earnings increases), and the years prior to the presidential election year being the softest.

"Thus 1975 with its economic uncertainties and historic warning signal may be the most difficult year since 1971. However, if the industry, and particularly the publicly held companies, can increase (or at least maintain) earnings in 1975, it can create an impressive five-year record since earnings should be up in the presidential election year of 1976. Such earnings consistency should erase the industry's cyclical image and be reflected in higher relative earnings multiples for the broadcasting stocks."

Mr. Suter and the Shaw company are widely respected, especially among institutional investors. Mr. Suter is regarded as one of the leading analysts of the broadcasting field. His current study is a special annual edition aimed primarily at portfolio managers.

The Broadcasting top 100 records on radio in 1974

1 I Honestly Love You **2** Rock the Boat **3** (You're) Having My Baby **4** Seasons in the Sun **5** The Night Chicago Died **6** Can't Get Enough of Your Love Babe **7** Nothing from Nothing **8** Billy Don't Be a Hero **9** I Shot the Sheriff **10** Rock Your Baby **11** Band on the Run **12** Then Came You **13** Rock Me Gently **14** The Way We Were **15** Loco-Motion **16** Bennie and the Jets **17** Annie's Song **18** Jazz Man **19** Sundown **20** You're Sixteen **21** Love's Theme **22** Dancing Machine **23** Tell Me Something Good **24** You Make Me Feel Brand New **25** Feel Like Makin' Love **26** Sunshine **27** You Ain't Seen Nothin' Yet **28** TSOP **29** Hooked on a Feeling **30** Don't Let the Sun Go Down on Me **31** Dark Lady **32** The Entertainer **33** Come and Get Your Love **34** Beach Baby **35** Can't Get Enough **36** Tin Man **37** Rock on **38** You Haven't Done Nothin' **39** Mockingbird **40** The Air That I Breathe **41** Spiders and Snakes **42** The Joker **43** Midnight at the Oasis **44** Whatever Gets You Thru the Night **45** The Streak **46** Everlasting Love **47** The Show Must Go on **48** Time in a Bottle **49** The Most Beautiful Girl **50** Taking Care of Business **51** The Best Thing That Ever Happened to Me **52** Smokin' in the Boys Room **53** My Melody of Love **54** The Bitch Is Back **55** Rikki Don't Lose That Number **56** I'm Leaving It (All) up to You **57** Boogie Down **58** Show and Tell **59** Longfellow Serenade **60** Let Me Be There **61** Sweet Home Alabama **62** Who Do You Think You Are **63** Another Saturday Night **64** When Will I See You Again **65** Hang on in There Baby **66** Jet **67** Love Me for a Reason **68** Life Is a Rock (But the Radio Rolled Me) **69** Eres Tu (Touch the Wind) **70** Waterloo **71** If You Love Me (Let Me Know) **72** Rock and Roll Heaven **73** Be Thankful (for What You Got) **74** Side Show **75** Leave Me Alone (Ruby Red Dress) **76** Oh My My **77** Do It Till You're Satisfied **78** I've Been Searching So Long **79** Please Come to Boston **80** I Can Help **81** Goodbye Yellow Brick Road **82** I've Got to Use My Imagination **83** Help Me **84** The Lord's Prayer **85** I'll Have to Say I Love You in a Song **86** Living for the City **87** Cats in the Cradle **88** Tubular Bells **89** Back Home Again **90** Radar Love **91** Never Never Gonna Give You Up **92** Until You Come Back to Me **93** On and On **94** For the Love of Money **95** Last Time I Saw Him **96** Kung Fu Fighting **97** Jungle Boogie **98** Top of the World **99** Clap for the Wolfman **100** Hello It's Me.

Distinctions in formats blur as pop moves into other formats and other formats move into pop

For pop radio, 1974 was the year of the crossover.

The radio listener found pop sounds everywhere. Among the top-10 singles on this year's BROADCASTING top 100, only two (*The Night Chicago Died* and *Billy Don't Be a Hero*) did not benefit from significant non-pop airplay.

MOR seemed to be turning into "all over the road," as one music director put it. Disgruntled country-and-western artists formed an association aimed at turning back pop performers who are making inroads into country charts. R&B stations, long the source of crossovers into pop, found pop singles from Eric Clapton and Elton John coming the other way, onto their lists.

Lack of a pop trend-setter contributed to the increase in crossover sounds. The most visible figure in pop, Elton John, still defied duplication, but most performers seemed more interested in a happy medium than in innovation.

Tight pop playlists made crossover leverage crucial to a single's success, and records with distinctive sounds, particularly heavy sounds, found airplay hard to get. Even those hard-rock singles that made the charts suffered in airplay from dayparting on many pop stations.

The dilemma program directors faced was apparent: How to make their stations sound distinctive in markets where almost every station was playing virtually the same music.

The increase in pop performers and styles could hardly keep pace in 1974 with the multiplication of those stations eager to play them, and if there is one element of pop's future that seems certain, it is that whatever new material makes the charts, an ever-greater number of people will hear about it.

But for 1974, it was these 100 songs, listed alphabetically, that reached the most ears:

The Air that I Breathe (40) *Hollies (Epic)* ▪ Critics have been trying to write off the Hollies since Graham Nash (Crosby, Stills, Nash and Young) left the group in 1969, but with *Long Cool Woman in a Black Dress* last year, and this single in the summer of 1974, this British group seems to be as well established as ever. *The Air that I Breathe* spent a substantial 24 weeks on the "Playlist" from April to September, five of them in the top 10.

Annie's Song (17) *John Denver (RCA)* ▪ Mr. Denver's ode to his wife and his home was a mainstay of the popular airwaves this summer, with heavy MOR and country-and-western airplay complementing the single's popular success. With this and other hit singles in 1974 (and top sales on his greatest hits and *Back Home Again* albums), John Denver appeared to have achieved "instant-add" status on most pop stations.

Another Saturday Night (63) *Cat Stevens (A&M)* ▪ Mr. Stevens, all of whose previous hits have been original material, dipped into the repertoire of the late Sam Cooke for his biggest single hit of the year. The song was given an uptempo reggae treatment, one of the few 1974 hits to employ the West Indian rhythms so popular just a year ago.

Back Home Again (89) *John Denver (RCA)* ▪ *Back Home Again* was Mr. Denver's second hit from the album of the same name and was his third top-40 success of the year. The single picked up heavy airplay on pop, MOR and C&W stations, and had totaled 13 weeks of "Playlist" ranking by mid-December.

Band on the Run (11) *Paul McCartney & Wings (Apple)* ▪ All four ex-Beatles had solo hits in 1974, several of which went to Mr. McCartney. *Band on the Run*, title song from his best-selling album, was his most successful effort, entering the "Playlist" at 35 in mid-April and remaining on the chart for 21 weeks, including three in the first slot. The fact that the single scored gains as strongly as it did is a testament to the former Beatle's appeal, since the song's length (5:09) would have hindered a lesser artist.

Be Thankful (For What You Got) (73) *William DeVaughn (Roxbury)* ▪ This first single from Mr. DeVaughn was a cut-down version of a much longer piece which enjoyed some FM progressive airplay. One of the few R&B singles of the year to present a "message" to its audience, *Be Thankful* belittled the importance of material wealth in favor of self- and mutual respect among black people.

Beach Baby (34) *First Class (U.K. Records)* ▪ 1974 was remarkably devoid of summer-oriented hits, and the one major exception, this debut single from an English pop group, enjoyed most of its success after the summer was over. *Beach Baby* appeared on the "Playlist" in mid-July, reached top-20 status in September, and peaked at four on the chart in late October.

Bennie and the Jets (16) *Elton John (MCA)* ▪ The final gem in a triad of hits from his overwhelmingly successful *Goodbye Yellow Brick Road* album, *Bennie* was the only one of the three not to reach the top spot on the "Playlist," although it rose as high as two, and enjoyed a lengthy 21-week stay on the chart. The song was something of an anomaly among Elton John's other hits, as the artist unveiled a falsetto, stuttering vocal style combined with crowd noises throughout the song, an ode to a pop star bearing some resemblance to Elton John himself.

The Best Thing That Ever Happened to Me (51) *Gladys Knight & the Pips (Buddah)* ▪ 1974 saw a trio of hits of varying proportions for this long-lived R&B group, with this, the second of the three, enjoying the greatest success on the "Playlist." Directly following the successful *I've Got To Use My Imagination*, the single lasted for 18 weeks on the chart, four of them in the top 10, and it rose as high as five before dropping from the chart in mid-June.

Billy Don't Be a Hero (8) *Bo Donaldson & The Heywoods (ABC/Dunhill)* ▪ This debut single may be the first antiwar bubblegum song. Billy, apparently a Union soldier in the Civil War, forgets his personal safety in combat and doesn't come back. Large numbers of preteen-agers made this one of the most-heard singles of 1974. It arrived on the "Playlist" at 57 in late April, and lasted for 19 weeks, most of them near the top of the chart, before fading at summer's end. An immediate follow-up hit, *Who Do You Think You Are*, seemed to insure the group's continued popularity.

The Bitch Is Back (54) *Elton John (MCA)* ▪ The closest thing to a legitimate controversy on pop radio this year involved title and chorus of this uptempo hit from the latest golden boy of pop and rock. Stations around the country refused to identify the song's title on the air, although hardly anyone went so far as to keep the song off the air. But for one reason or another, *The Bitch is Back* didn't match the successes of Elton John's other hits of the year. It rose to the sixth position on the "Playlist," and was still charted in December, but its follow-up, a re-make of *Lucy in the Sky with Diamonds*, was already surpassing it by year's end.

Boogie Down (57) *Eddie Kendricks (Tamla)* ▪ The success of this former member of the Temptations outstripped that of the parent group in 1974, as this single, a follow to the smash, *Keep on Truckin'*, made Mr. Kendricks's near-falsetto into one of the top-selling R&B styles of the year.

Can't Get Enough (35) *Bad Company (Swan Song)* ▪ The latest "super group," synthesized from other established acts under the Atlantic umbrella, had immediate top-40 success with its first release. Composed of former members of Free, King Crimson and Mott the Hoople, Bad Company seemed to be fighting the trend away from heavier rock sounds on top-40 playlists and was hampered by dayparting which limited exposure on *Can't Get Enough*.

Can't Get Enough of Your Love Babe (6) *Barry White (20th Century)* ▪ The rise of 1974's most successful R&B artist continued with this, his most successful single to date. *Can't Get Enough of Your Love Babe* made his lush, orchestrated style of R&B even more familiar to pop audiences. It entered the "Playlist" at 39 in late July, and by the rapidity of its rise testified to the prestige Mr. White has acquired with top-40 program directors. Nine of the single's 19 weeks on the chart were spent in the top 10, including one week in the top spot in September. Its follow-up, *"You're the First, the Last, My Everything,* entered at 41 in early November and appeared likely to become one of the winter's larger hits.

Cats in the Cradle (87) *Harry Chapin (Elektra)* ▪ The musical dramas of Harry Chapin have found appreciative top-40 audiences since the hailing of his hit, *Taxi*, two years ago, but the most successful of his efforts has been this single, which was near the top of MOR and pop lists in December. The story of alienation between father and son, *Cats in the Cradle* seemed indicative of a growing interest in more topical lyrics on pop radio. (Helen Reddy's *Angie Baby* is also in this vein.)

Clap for the Wolfman (99) *Guess Who (RCA)* ▪ This danceable single was 1974's biggest hit for Canada's longest-established hitmakers, and featured a voice-over from Wolfman Jack himself.

Come and Get Your Love (33) *Redbone (Epic)* ▪ Rock's only credible American Indian group scored its biggest hit in 1974 with this, its most commercially oriented and un-Indian effort. Redbone has been recording for over four years, and has one previous top-40 success to its credit *(Gypsy Queen of New Orleans)*, but this single and this year brought it unprecedented exposure. *Come and Get Your Love* broke into the Jan. 7 "Playlist" and stayed on the chart for 28 weeks, until mid-July—a total unsurpassed in 1974—and rose to the sixth position, with several weeks in the top 10. The song's follow-up, *Suzie Girl*, was getting limited play at year's end.

Dancing Machine (22) *Jackson Five (Motown)* ▪ The transformation of the Jackson Five from a bubblegum act into more widely appealing R&B performers was given a boost by this complex, energetic dance tune. With numerous hits, a cartoon TV series and Las Vegas appearances to its credit, the group proved its seriousness at least in terms of the wide range of its successes. *Dancing Machine* lasted for an impressive 22 weeks on the "Playlist," including several in the top five, before dropping from the chart late in the summer.

Dark Lady (31) *Cher (MCA)* ▪ Her national television exposure and a much-publicized marital break-up undoubtedly helped this, the most successful of Cher Bono's single efforts in 1974, but the lyrical intensity (some would say melodrama) which characterizes her songs was probably most responsible for her continued appeal. Like others of her hits (*Half-Breed; Gypsies, Tramps & Thieves*), *Dark Lady* was the story of a wronged woman, and the thinly, concealed anger of the song by now is close to being Cher's trademark.

Do It Till You're Satisfied (77) *B. T. Express (Scepter)*. This debut single, still in the "Playlist" top 20 by year's end, was the beneficiary of heavy discotheque play, which helped it to pop success in the fall of 1974. The song's dance rhythm and simple lyrics made this club success also popular with young audiences.

Don't Let the Sun Go Down on Me (30) *Elton John (MCA)* ▪ For a brief time in June it seemed that dissension might be arising in the ranks of Elton John's many followers, as this first release from the *Caribou* LP failed to win the instant acceptance that had been given his previous three singles. Despite its length (5:33) and the feeling of many that the strongest cut on the album, *The Bitch is Back*, had been withheld by an overly cautious label, *Don't Let the Sun Go Down On Me* gathered momentum and eventually came close to matching the success now expected from every Elton John release.

The Entertainer (32) *Marvin Hamlisch (MCA)* ▪ One of Mr. Hamlisch's unprecedented three Oscars in 1974 was given him for his performance of this classic Scott Joplin rag as the theme from the motion picture, *The Sting*. Given its initial boost by the great popularity of the film, the single buttressed its pop airplay with heavy exposure from MOR stations.

Eres Tu *(Touch the Wind)* (69) *Mocedades (Tara)* ▪ *Eres Tu* (literally, "It is You"), recorded in Spain, was the Eurovision song competition winner a year ago and was first released in America with English lyrics on the "A" side. But American audiences preferred the Spanish original and made it a hit in the winter of 1974. With a smooth, catchy melody and simple lyrics, the single demonstrated in reverse the same principles that have made records with English lyrics hits among Spanish-speaking audiences.

Everlasting Love (46) *Carl Carlton (Back Beat)* ▪ One of 1974's more impressive top-40 debuts by an R&B artist was that of Carl Carlton, who took this uptempo dance hit to the top of national charts in the fall. *Everlasting Love* was still near the top of the "Playlist" at year's end, having risen as high as three in 11 weeks of ranking.

Feel Like Makin' Love (25) *Roberta Flack (Atlantic)* ▪ The heavy airplay given to this single seemed to confirm the assimilation of Roberta Flack, who found her first audience among jazz buffs, into R&B, MOR and pop formats. *Feel Like Makin' Love* had a smooth, airy style adaptable to almost any format, and its 20-week stay on the "Playlist" testified to its mass appeal.

For the Love of Money (94) *O'Jays (Philadelphia International)*. ▪ After a most successful 1973 (*Love Train* was second on last year's *Broadcasting* top 100) and substantial airplay on their live album, the O'Jays seemed to be in a mild slump in 1974, with this single their biggest success and a possible indication of a change in direction for the group. *For the Love of Money* used a synthesizer, phased guitars and tape effects seldom heard in R&B, and was edited down for the single version from an original seven minutes.

Olivia Newton-John—top female artist of 1974. Three charted singles for MCA, including the top-ranked *I Honestly Love You*, place the Australian-born singer at the head of the list of most-heard female artists. Barbra Streisand, Carole King, Roberta Flack (last year's winner) and Cher also received substantial airplay during the year.

Goodbye Yellow Brick Road (81) *Elton John (MCA)* ▪ This second release from the album of the same name (following *Saturday Night's All Right for Fighting*) received much of its airplay in 1973, and appeared at 94 on last year's top 100. As 1974 began, the stately, orchestrated piece was the top-rated song on the "Playlist," and it remained on the list for eight weeks of the new year.

Hang On In There Baby (65) *Johnnie Bristol (MGM)*. ▪ This R&B-to-pop crossover made for a succesful debut for Johnnie Bristol, who used a smooth, orchestrated style of R&B in the manner of Barry White and others in his first hit. Mr. Bristol's *You and I* was just beginning to be heard in December.

Hello It's Me (100) *Todd Rundgren (Bearsville)*. ▪ This single, originally released by Mr. Rundgren with the Nazz in the late sixties, was his biggest hit of 1973 and was still a charted item as 1974 began. As Mr. Rundgren moved into more and more ethereal musical ventures and devoted more time to production, his top-40 offerings for the rest of the year dwindled.

Help Me (83) *Joni Mitchell (Asylum)* ▪ One oft-cited trend of this year has been the increasing top-40 popularity of artists whose only past acceptance has come from FM progressive radio, and the success of this single from Joni Mitchell's best-selling *Court and Spark* album characterizes that trend. Building from break-outs in a few regional markets (notably Boston), *Help Me* quickly surpassed the gains made by the first single from the album, *Raised on Robbery*, and remained on the "Playlist" for 17 weeks, though it never rose higher than 10.

Hooked on a Feeling (29) *Blue Swede (EMI)* ▪ In a year of successful covers of old hits, certainly the most bizarre re-make was Blue Swede's ultra-heavy rendition of what was a hit for B. J. Thomas in the late sixties. The song's principal impact came from the shouting, grunting chorus which starts the song, a chorus of the sort that once caused mothers to turn off their children's radios. The balance of the song had an a capella feel to it, and the over-all effect was enjoyable to audiences who made the song number one on the "Playlist" for four weeks in March and April.

I Can Help (80) *Billy Swan (Monument)* ▪ Billy Swan proved that a single with characteristics of early rock 'n' roll could still succeed in 1974, as *I Can Help* was top charted on both pop and C&W lists in the fall. With simple instrumentation and rough production reminiscent of the Memphis roots of the musical form, Mr. Swan (former guitarist with Kris Kristofferson) reached number one on country charts, and rose as high as six on the "Playlist."

I Honestly Love You (1) *Olivia Newton-John (MCA)* ▪ The most successful female artist of 1974 departed from the uptempo C&W style that had marked her two previous hits of the year, to make this breathy ballad one of the top singles of the year. *I Honestly Love You* was top-charted on pop, MOR, and C&W stations, although some country artists were disgruntled by the "noncountry" nature of the song. The single first appeared on the "Playlist" in mid-August, and rose to a five-week term as the most heavily played single in the nation. By year's end, *I Honestly Love You* was still high on the charts.

I Shot the Sheriff (9) *Eric Clapton (RSO)* ▪ There was some surprise in record industry circles when this first studio release by Mr. Clapton in four years turned out to be a remake of a reggae song written by Bob

Marley and the Wailers. But with a top-selling album and a successful nationwide concert tour, the comeback of the legendary guitarist was one of the musical highlights of 1974. *I Shot the Sheriff* enjoyed instant pop success and became one of the first singles to cross over from pop to R&B lists.

If You Love Me (Let Me Know) (71) *Olivia Newton-John (MCA)* ■ Ms. Newton-John's trio of 1974 hits divide the year almost into three equal parts, with this uptempo single enjoying an 18-week term on the "Playlist" from April to August. This song broke first on C&W charts, but its "uptown country" sound found audiences immediately in MOR and pop ranks. *If You Love Me* rose to the seventh position on the chart before being replaced by the third and most successful of the Newton-John triad, *I Honestly Love You*, in mid-August.

I'll Have to Say I Love You in a Song (85) *Jim Croce (ABC/Dunhill).* ■ Replacing *Time in a Bottle* on the "Playlist" in late February, this single seemed to mark a tapering off of the phenomenal posthumous popularity of the works of the late Jim Croce. A subdued ballad in the style of its predecessor, *I'll Have to Say I Love You in a Song* rose quickly up the chart, peaking at seven in late April, but it lacked the staying power of previous Jim Croce hits, tallying a relatively brief 15-week stay on the list. Though it was Mr. Croce's last major single success of 1974, his albums remained top-ranked for the rest of the year.

I'm Leaving It (All) Up to You (56) *Donny & Marie Osmond (MGM)* ■ The "Playlist" fortunes of the Osmond family dipped slightly in 1974, as releases from Donny and the Osmond Brothers failed to match past successes, and this duet was the highest-charted effort from the clan in the past 12 months. A re-make of a pop standard, the Osmonds' version retained the echoed vocals and country twang that characterized the original, and enjoyed heavy airplay on top-40 stations. By the time it faded, the Osmonds as a group were enjoying their greatest collective success of the year with *Love Me For a Reason*.

I've Been Searching So Long (78) *Chicago (Columbia)* ■ The mellowing of Chicago's sound seems to have been an ongoing process over the last two years, and this, the group's first hit of 1974, was part of that process. The hard, brassy arrangements that once appeared in all Chicago songs have been smoothed over, but the group's appeal doesn't seem to have faded.

Bo Donaldson and the Heywoods—top group of 1974. Long a house band for Dick Clark Productions, the Heywoods found the solo road most successful in 1974, with two highly ranked singles for ABC/Dunhill. They were followed in airplay by Paul McCartney & Wings, Gladys Knight & the Pips, Bachman-Turner Overdrive and the Hues Corp.

I've Got to Use My Imagination (82) *Gladys Knight & the Pips (Buddah)* ■ This cover version of a Barry Goldberg composition far surpassed the original in airplay and sales, and was moving quickly up the "Playlist" as 1974 began. It totaled 11 weeks on the chart this year, with a peak at eight in January. In style the song recalled the heavier beat of the group's earlier hits (*I Heard It Through the Grapevine,* for one).

Jazzman (18) *Carole King (Ode)* ■ Carole King seems a somewhat unlikely candidate for comeback honors, but this single marked her return to the top of singles charts after a three-year absence. With her *Wraparound Joy* album sharing *Jazzman's* success, she regained the prominence that has made her *Tapestry* album the best-selling-ever LP.

Jet (66) *Paul McCartney & Wings (Apple)* ■ This second release from the best-selling *Band on the Run* album didn't quite match the success of the first *(Helen Wheels)* or the third *(Band on the Run),* but enjoyed a lengthy stay on the "Playlist" and helped to strengthen Mr. McCartney's grasp on the popular audience.

The Joker (42) *Steve Miller Band (Capitol).* ■ It took almost seven years for this San Francisco-based group to attain its first top-40 hit, after much critical acclaim and FM progressive airplay. By the time *The Joker* was released, Mr. Miller himself was the only original member of the group on hand for the success, though it was reported that he had written the song as early as 1969. Abounding with the "hooks" that top-40 program directors like ("Really love your peaches, want to shake your tree"), the single made steady gains after its appearance on the "Playlist" in November 1973.

Jungle Boogie (97) *Kool and the Gang (Delite)* ■ Kool and the Gang have numerous R&B hits to their credit, but their strongest foray into the pop ranks came early in 1974 with the success of this single. Appealing to young white and black audiences anxious to "boogie," the danceable tune boomed onto the "Playlist" at 25 in late January, and enjoyed a 15-week stay on the chart. The group has found the tight, brassy R&B sound they helped popularize made more familiar to pop audiences by the Tower of Power and others; *Jungle Boogie* seemed to insure Kool a continuing share of that popularity.

Kung Fu Fighting (96) *Carl Douglas (20th Century).* ■ An unusual combination of musical effects characterized this debut from Carl Douglas. *Kung Fu Fighting* used an opening of oriental music to introduce an uptempo R&B dance tune, and enjoyed a success that was equally unusual: It was one of the few R&B efforts to go to number one on English charts before its American success.

Elton John—top male artist of 1974. Rock's golden boy repeats his 1973 achievement, as four singles (with a fifth, *Lucy in the Sky with Diamonds,* a top-10 item this month) made the MCA artist the most-heard male artist of 1974. Following in popularity are John Denver, Barry White, Ringo Starr, and Stevie Wonder.

Last Time I Saw Him (95) *Diana Ross (Motown)* ■ Her appearance in the film, *Lady Sings the Blues*, seems to have marked Diana Ross's change of direction to adult audience appeal, but she demonstrated her continuing popularity with pop audiences with the airplay given this single.

Leave Me Alone (Ruby Red Dress) (75) *Helen Reddy (Capitol)* ■ Ms. Reddy's first hit of 1974 was also her last hit of 1973. The peak of its 18 weeks on the "Playlist" was just at the start of the new year. *Leave Me Alone* succeeded with a pop sound and full orchestration, as Ms. Reddy's popularity with pop and MOR audiences alike continued unchecked. The single rose to the fourth spot on the chart, and spent a total of seven weeks in the top 10 in December and January.

Let Me Be There (60) *Olivia Newton-John (MCA)* ■ One of the principal elements in the establishment of Ms. Newton-John as a top-charted country-and-western and pop artist was this uptempo single, the first of her three chart successes in 1974. With a country vocal style and instrumentation, the Australian singer's effort immediately caught on with C&W stations, and pop success followed.

Life is a Rock (But the Radio Rolled Me) (68) *Reunion (RCA)* ■ This group's debut single was one of the more successful novelties on popular radio in 1974. *Life is a Rock* featured a fast-talking vocal cataloguing of dozens of names associated with rock music and pop culture, and sparked a variety of station promotions challenging listeners to record accurately the song's lyrics. Musically, the song was faithfully in line with the pop sound it talked about.

Living for the City (86) *Stevie Wonder (Tamla)* ■ One of the principal signs of the maturing of Stevie Wonder as an artist has been the increased social awareness of his material, first fully demonstrated in this single and amplified in his later releases *(You Haven't Done Nothin').* *Living for the City* dealt with the plight of the rural poor, and the single version, cut down from an original of seven minutes, was Mr. Wonder's first hit of the new year.

Loco-Motion (15) *Grand Funk Railroad*

(Capitol) ▪ The revitalization of Grand Funk in 1974 involved the group's delving into the early days of rock 'n' roll for a heavy re-make of Little Eva's dance craze/hit. The song proved as catchy as ever, with the band employing the same echo-vocal and responsive chorus that were used on the original. Though Little Eva purists were put off in some cases, Grand Funk's switch from heavy metal in large doses to a novel look at an R&B dance tune was one of the biggest hits of the year.

Longfellow Serenade (59) *Neil Diamond (Columbia).* ▪ Mr. Diamond moved to Columbia Records in 1974, and though his music for the film of *Jonathan Livingston Seagull* never quite made hit status, the success of this single effectively re-established his claim on superstardom after a lengthy absence from pop charts. *Longfellow Serenade* was a top-10 item on both pop and MOR lists and was still near the top of the "Playlist" at year's end.

The Lord's Prayer (34) *Sister Janet Mead (A&M)* ▪ One of the more unusual success stories of 1974 came with the popularity of this uptempo and distinctly un-solemn hymn. The singular nature of the song (recalling the 1963 success of Sister Courire with *Dominique*) caused many programers to regard it as a novelty, and in fact it did exhibit some chart characteristics of a novelty record: Its acceptance was quick, but after several weeks in the top 10, it faded from the chart just as quickly.

Love Me For a Reason (67) *Osmonds (MGM)* ▪ Family efforts took a back seat in 1974 to solo (Donny) and duo (Donny and Marie) releases, with this autumn hit the principal exception. Personnel changes and voice changes have affected the character of the group somewhat, but continued pop success of some sort seems indicated.

Love's Theme (21) *Love Unlimited Orchestra (20th Century)* ▪ At times during 1974 it seemed that Barry White's successes were outrunning his vehicles for them, and one result was the popularity of this instrumental, conducted by Mr. White, performed by the orchestra which backs him and his group, Love Unlimited, on their recordings. The lush orchestration, among the smoothest of R&B recordings, immediately caught the public's fancy.

Midnight at the Oasis (43) *Maria Muldaur (Reprise).* ▪ The show business cliche about working for 10 years to become an overnight success holds particularly true for Ms. Muldaur's career. For a number of years she was with Jim Kweskin's Jug Band and later she teamed with former husband, Geoff Muldaur, for minuscule national recognition. Then came her first solo album, and the single taken from it slowly made its way to the top of the national charts. Sung with a country flair (a bit anomalous for a New York-born singer), *Midnight* became increasingly popular on FM progressives in the fall and winter of 1973-74 and began to break as a single in March. It enjoyed a healthy 20-week stay on the "Playlist," rising as high as the third position before fading near the end of July.

Mockingbird (39) *Carly Simon & James Taylor (Elektra).* ▪ The call-and-response between a male and female vocalist is a style that has its roots in the early days of R&B, and it is a style that has largely died out in recent years. Mr. and Mrs. Taylor reached back into the fifties and rerecorded one of the classics of the genre. Both of them established as solo top-40 artists, the duo seemed due for airplay on this single from its release, and stations were quick to oblige.

The Most Beautiful Girl (49) *Charlie Rich (RCA)* ▪ One of the most successful country crossovers in recent years, this single firmly established Mr. Rich in the pop ranks and capped his rise to the top of country superstardom, a rise made official when he was named Entertainer of the Year by the Country Music Association.

My Melody of Love (53) *Bobby Vinton (ABC/Dunhill).* ▪ One of the more unusual comebacks of 1974 was that of Bobby Vinton, who had not recorded in over two years as he turned his attentions to an acting career. *My Melody of Love* sparked his comeback, and featured perhaps the first Polish lyrics in top-40 history.

Never Never Gonna Give You Up (91) *Barry White (20th Century)* ▪ Few will dispute Barry White's position among the most successful R&B and pop artists, and his first single hit of 1974, though not as successful as some of his other efforts, helped strengthen that position. Using the same "sensual soul" style he has made famous, *Never Never Gonna Give You Up* was an immediate hit on both pop and R&B lists.

The Night Chicago Died (5) *Paper Lace (Mercury).* ▪ This distinctly pop look at the gangster era proved to be one of the most popular hits of 1974. Paper Lace, an English group, earned a denunciation from the office of Chicago Mayor Richard Daley for the lyrics to the song, which described a major gun battle between mobsters and police with the identity of the "good guys" rather in doubt. An uptempo pop sound with shouts and grunts in the chorus supplemented the lyrics and broke the single onto the chart in late June for a 20-week tenure.

Nothing from Nothing (7) *Billy Preston (A&M)* ▪ Another R&B career which seemed to rise steadily in 1974 was that of Billy Preston, who has gone from early recognition as a studio musician with the Beatles to a string of hit singles on his own. *Nothing from Nothing* followed the bouncy, uptempo style of *Will It Go Round in Circles* and other recent hits from Mr. Preston.

Oh My My (76) *Ringo Starr (Apple)* ▪ This third release from the best-selling *Ringo* album didn't match the successes of *Photograph* and *You're Sixteen*, but was a hit of some stature in the spring of 1974. Using the barrelhouse piano style and British music hall vocal that have come to characterize Mr. Starr's style as a solo performer, the good humor of the song and its dance potential brought it 15 weeks of "Playlist" exposure, peaking at nine.

On and On (93) *Gladys Knight & the Pips*

The method. *Broadcasting*'s top 100 of 1974 are computed from the weekly "Playlists" from Dec. 17, 1973, through Dec. 9, 1974. Like the "Playlist," the top-100 evaluates records solely in terms of listener impressions—how many people have heard each single and how often they have heard it. A sampling of stations with contemporary or top-40 formats is used to measure airplay against audience reach by day parts, using Pulse Inc. data.

(Buddah) ■ Following *I've Got to Use My Imagination* and *The Best Thing that Ever Happened to Me, On and On* achieved "Playlist" success with the same brand of driving R&B that has accounted for most of the group's hits.

Please Come to Boston (79) *Dave Loggins (Epic)* ■ He's no relation to Ken Loggins of Loggins & Messina, but recognition of the name certainly helped launch this first hit from a Tennessee balladeer. Dave Loggins had some exposure a few years back for a song he wrote entitled *Pieces of April*, which was something of a hit for Three Dog Night, but his solo career really began with this summer success. Local references and C&W appeal made it the number-one record in Nashville for several weeks, and pop crossovers followed quickly.

Radar Love (96) *Golden Earring (MCA)* ■ The heavy metal influence which seemed ready to take over the charts in 1973 was largely absent this year, with one of its principal remaining exponents being this debut single from a German band. With a throbbing beat that capitalized on the continuing popularity of a heavy boogie-woogie rhythm, *Radar Love* enjoyed heavy regional airplay and an 18-week tenure on the "Playlist," although it never rose higher than 13.

Rikki Don't Lose That Number (55) *Steely Dan (ABC/Dunhill)* ■ The only best-selling single in 1974 for a group that seems to have as much appeal to teens as to more eclectic FM-oriented audiences, *Rikki* combined a samba rhythm with Steely Dan's typically cryptic lyrics to stand as one of the summer's larger hits. Speculation about the song's meaning ranged from a marijuana cigarette to a homosexual love affair, but whatever the intent, the effect kept the single on the "Playlist" for 19 weeks.

Rock the Boat (2) *Hues Corp. (RCA)* ■ One of the biggest success stories of 1974 is that of this R&B dance tune. Originally released in the fall 1973, the single had initial difficulties finding airplay. One area in which it did find acceptance, however, was in New York discotheques, where the group's popularity originated. On the basis of this disco appeal, WABC(AM) New York added the single, breaking it nationwide and making it one of the biggest hits of the year, with 21 weeks on the "Playlist" including five in the first position.

Rock Me Gently (13) *Andy Kim (Capitol)* ■ Perhaps the most impressive comeback in a year that saw many established artists return to the charts after prolonged absences was that of Andy Kim, whose debut on the Capitol label proved to be one of the heaviest played singles on 1974. *Rock Me Gently* used a smooth, uptempo pop style which appealed to both pop and MOR audiences.

Rock On (37) *David Essex (Columbia)* ■ David Essex has been compared to T. Rex and other British pop idols of recent years, but his first American release broke tradition with many similar teen hits from across the Atlantic in its success in American markets. With a heavily echoed vocal and simple instrumentation, the song achieved a chant-like effect that appealed to young audiences here and in Britain.

Rock Your Baby (10) *George McCrae (T.K. Records)* ■ Some confusion was inevitable in the summer of '74 when *Rock the Boat, Rock Me Gently,* and *Rock Your Baby* were all receiving heavy airplay, but the selling power of George McCrae's falsetto made this single easily identifiable by summer's end. One of the more successful examples of the ultra-smooth R&B style made popular by Barry White and others, *Rock Your Baby* was on the "Playlist" for 20 weeks from June to October, 10 of them in the top 10, and two in the first position.

Rock and Roll Heaven (72) *Righteous Brothers (Haven)* ■ The reuniting of the Righteous Brothers produced one of the more unusual (some would say morbid) hits of the year with this single about the final resting place of such deceased rock stars as Otis Redding, Jim Morrison and Janis Joplin. Both Bill Medley and Bobby Hatfield of the duo had been pursuing solo careers, and Mr. Hatfield experimented briefly with a replacement in the duo, but their first recording together in some years proved them better than the sum of their parts.

Seasons in the Sun (4) *Terry Jacks (Bell)* ■ The continuing sales and airplay appeal of "pure pop" records were demonstrated again in 1974 by the overwhelming success of this first hit from Mr. Jacks. With simple, sing-along lyrics and a medium-tempo, uncomplicated musical structure, the single found many listeners among chilled audiences in the winter of 1974.

Show and Tell (58) *Al Wilson (Rocky Road)* ■ One of the longest-lasting singles of the past 18 months, Al Wilson's first pop hit entered the "Playlist" in early October 1973, and remained on the list for an impressive 25 weeks, 12 of those coming in 1974. A love ballad similar in theme and structure to the highly successful efforts of Barry White, *Show and Tell* spent four weeks in the "Playlist" top 10, rising as high as six on the chart.

The Show Must Go On (47) *Three Dog Night (ABC/Dunhill)* ■ This was not as successful as previous years for these proved hitmakers, with this single their only foray into the upper reaches of the "Playlist." The group still has the knack for publicizing little-known writers (past examples have included Randy Newman and Daniel Moore), a process they continued with their recording of this Leo Sayer tune.

Sideshow (74) *Blue Magic (Atco)* ▪ Few groups resemble each other as closely as do the Stylistics and Blue Magic, and the latter's debut single demonstrated that the market for that brand of smooth R&B was far from satisfied. Using a lush string arrangement and high-pitched vocal harmonies, *Sideshow* was on the charts for most of the summer of 1974 along with *You Make Me Feel Brand New* by the Stylistics, and spent 16 weeks on the "Playlist."

Smokin' in the Boys Room (52) *Brownsville Station (Big Tree)* ▪ One of the more successful proponents of "punk rock" in recent years, Brownsville Station achieved chart status in 1974 in appealing openly to a young, male audience sure to catch the dope double-entendre in the title of the group's first hit. *Smokin' in the Boys Room* began with a spoken introduction directed at high school boys, and proceeded to a pounding rock tune with frequent repetitions of the title.

Spiders & Snakes (41) *Jim Stafford (MGM)* ▪ Mr. Stafford's first hit was released in the fall of 1973 and made its first appearance in late October of that year. Though its eight weeks of airplay were not sufficient to gain a spot in the 1973 top 100, by year's end the single was still adding stations and proved to be one of the longest-lasting songs of 1974, with a total of 29 weeks on the "Playlist" over two years. The song combined a country-and-western flavor with a certain novelty appeal, augmented by Mr. Stafford's gruff vocal style.

The Streak (45) *Ray Stevens (Barnaby)* ▪ Mr. Stevens has a streak of novelty hits extending back 10 years and more (his first one, *Ahab The Arab*), but his first in some time proved to be one of the most durable novelties of the year. Capitalizing on the most newsworthy campus fad since eating light bulbs, *The Streak* showed off Mr. Stevens's vocal impersonations and a gaggle of nudity puns. The single rose quickly, like many novelties, but surpassed most in its longevity: 16 weeks on the chart, six of them in the top 10.

Sundown (19) *Gordon Lightfoot (Reprise)* ▪ This Canadian singer/composer scored the greatest popular success of his long career in 1974 with this single (and with the album of the same name). His top-40 success was previously confined to one single several years ago, *If You Could Read My Mind*, though his appeal to college and adult audiences has been strong for years.

Sunshine (26) *John Denver (RCA)* ▪ 1974 demonstrated in a number of ways the extent of John Denver's popularity. This, his first release of the year, spent 18 weeks on the "Playlist," and nine of those were in the top 10. Rising as high as the second spot on the chart, *Sunshine* was typical of recent Denver releases in the rapidity with which it gained followers nationwide, and in the staying power it demonstrated once established. Mr. Denver's popularity is so great that none of his records can be said to cross over any more, but simultaneous wide exposure on C&W and MOR stations have certainly helped sales.

Sweet Home Alabama (61) *Lynyrd Skynyrd (MCA)* ▪ The most successful of the Southern bands that have gained recognition since the rise of the Allman Brothers Band. Lynyrd Skynyrd had a long-lived hit with some impressive success with this single. Extolling the virtues of a Southern home, and incidentally taking a lyrical swipe at Neil Young's *Alabama*, the single was on the "Playlist" for 20 weeks.

Taking Care of Business (50) *Bachman-Turner Overdrive (Mercury)* ▪ The 1973 incursion of heavy metal into top-40 playlists was largely over by the beginning of 1974, with the most successful heavy group of the year being this Canadian band that was founded by Randy Bachman, formerly of the Guess Who. BTO prefers straightforward rock and roll over the guitar and keyboard pyrotechnics which had previously characterized heavier sounds, and the group was rewarded with three charted singles during the year.

Tell Me Something Good (23) *Rufus (ABC/Dunhill)* ▪ One of the longest-building hits of the year was this chunky R&B single, which became one of the most heavily played songs nationwide in the summer of 1974. The album from which it was taken, *Rags to Rufus*, was released in 1973 and action on the single was long in coming. Building from the group's localized California following, *Tell Me Something Good* crossed over from R&B lists and enjoyed a 21-week stay on the "Playlist" from June to November. Eight of those weeks were in the top 10.

Then Came You (12) *Dionne Warwicke and the Spinners (Atlantic)* ▪ It seemed only natural that two pop music forces with as much past success as Dionne Warwicke and the Spinners have had would be well-received with their first joint effort. Ms. Warwicke had her first major pop success since ending her work with Burt Bacharach with this single, which used the smooth, orchestrated style that dominated R&B throughout the year.

Time in a Bottle (48) *Jim Croce (ABC/Dunhill)* ▪ The upsurge of interest in the music of Jim Croce following his death was capped by the success of this somber ballad, which held the number-one spot on the "Playlist" for two weeks in January.

Tin Man (36) *America (Warner Brothers)* ▪ Program directors talking about the change in MOR formats from "adult" to "adult contemporary" frequently mentioned America, a group with proved pop potential, as one of the chief examples of the new sound on their station. *Tin Man* was one of the top MOR hits of the year, and was the first of America's singles to gain considerable pop leverage from its MOR exposure.

Top of the World (98) *Carpenters (A&M)* ▪ The Carpenters enjoyed most of their success with this single in 1973. As 1974 began, *Top of the World* was near the top of the "Playlist," and its appearance on this year's top 100 is due to the eight weeks of airplay it received early in the year.

TSOP (28) *MFSB (Philadelphia International)* ▪ The emergence of Philadelphia as the most visible R&B showcase in the country in 1974 was perhaps best exemplified by this hit. TSOP (The Sound of Philadelphia) combined melody lines from a variety of R&B hits into a danceable package that topped the "Playlist" for three weeks in April and May. It received its initial exposure as the theme for the syndicated TV show, *Soul Train*. TSOP is an offshoot of Cliff Nobles & Co., which had a similar instrumental R&B hit in the '60's with *The Horse*.

Tubular Bells (88) *Mike Oldfield (Virgin)* ▪ Exposure on FM rockers undoubtedly helped the rise of this single, but it was the notoriety it gained as the theme music from *The Exorcist* that propelled the *Tubular Bells* album to the top of national charts and gave 17 weeks of "Playlist" ranking to the single. Mr. Oldfield composed all the music and played most of the instruments for the piece, and the reception his work received made an impressive American debut for the British-based Virgin label.

Until You Come Back to Me (92) *Aretha Franklin (Atlantic)* ▪ The only top-ranked release in 1974 from this proved hitmaker was an R&B and pop success. The single had just entered the "Playlist" as the year began and it rose quickly to two weeks of top-10 listing, but tapered off almost as rapidly, ending with 16 weeks of "Playlist" ranking. Miss Franklin was one of a number of R&B artists who began to find their pop appeal extending to MOR stations as well, where the single received good airplay.

Waterloo (70) *ABBA (Atlantic)* ▪ One of a number of new groups aiming particularly at a teen-age and subteen audience, the four Swedish singers who make up ABBA joined Bo Donaldson & the Heywoods, First Class and others near the top of the charts in the summer of 1974. Utilizing the big production and unison vocals that characterized 1974's bubble-gum singles, *Waterloo* (not to be confused with the like-named hit of the early sixties) entered the "Playlist" in late May, endured for 17 weeks and reached as high as seven on the chart. The group's second effort, *Honey Honey*, made some chart gains late in the year.

The Way We Were (14) *Barbra Streisand (Columbia)* ▪ This marked the return to the popular charts of one of the record industry's superstars, as Miss Streisand made this Marvin Hamlisch composition a top-charted national hit in both pop and MOR ranks.

Whatever Gets You Thru the Night (44) *John Lennon (Apple)* ▪ John Lennon demonstrated his continuing popularity and a possible change in his attitude toward his music with this energetic rocker, one of the most heavily played singles of the fall months. *Whatever Gets You Thru the Night* featured Elton John on piano and vocal, and it lacked the political message present in most other Lennon works *(Mind Games, Give Peace a Chance)*.

When Will I See You Again (64) *Three Degrees (Philadelphia Int'l.)* ▪ This female R&B trio has had a number of pop and R&B successes, but its greatest top-40 appeal seemed to come with this single, a "Playlist" item for 12 weeks in the fall of 1974.

Who Do You Think You Are (62) *Bo Donaldson & the Heywoods (ABC/Dunhill)* ▪ This follow-up to *Billy Don't Be a Hero* stayed away from war messages in favor of a more traditional uptempo pop rocker with boy-loses-girl lyrics. The harmonies and smooth instrumentation that characterized *Billy* were in evidence again.

You Ain't Seen Nothin' Yet (27) *Bachman-Turner Overdrive (Mercury)* ▪ The heaviest single to reach the top spot on the "Playlist" in 1974 was the third hit of the year from BTO. The song used a familiar structure and chord pattern, adding a stuttering vocal reminiscent of the Who's *My Generation*. After a September entry into the chart, *You Ain't Seen Nothin' Yet* climbed quickly to the top 10 and was first on the list for two weeks in November.

You Haven't Done Nothin' (38) *Stevie Wonder (Tamla)* ▪ The trend in Stevie Wonder's music to social awareness and anger, begun with *Big Brother* and *Living for the City*, took on new intensity with this single, the first release from his *Fulfillingness's First Finale* album. The song's lyrics ("If you really want to hear our views, you haven't done nothin'") were reportedly directed at Richard Nixon and displayed a mood of outrage which has been growing in Mr. Wonder's efforts for some time.

You Make Me Feel Brand New (24) *Stylisitcs (Avco)* ▪ The year's most successful offering from this smoothest of R&B groups was a "Playlist" fixture for 22 weeks from March to August. The Philadelphia singers also found themselves faced with similar-sounding competition (Blue Magic) and the possibility that the lush ballad style they popularized might be on the wane.

(You're) Having My Baby (3) *Paul Anka (United Artists)* ▪ The immensely successful comeback of Paul Anka in 1974 was tied to this single, which reached a level of sales, airplay and controversy achieved by no other record during the year. Women's groups took offense at the implicit role of woman suggested by the song's lyrics, but the single was still given extensive pop and MOR exposure on stations nation-wide. (Mr. Anka acknowledged the criticism to some degree by performing a parody of the hit on the *Tonight* show.) The single entered the "Playlist" July 1, rose to two weeks in the top spot and continued to be a charted item for the rest of 1974, just fading from the list at year's end. Mr. Anka's next effort, *One Man Woman, One Woman Man*, seemed likely to arouse controversy, and garner heavy airplay by year's end.

You're Sixteen (20) *Ringo Starr (Apple)* ▪ The former Beatle reached into rock 'n' roll history for this, the second of three hit singles pulled from his best-selling album, *Ringo*. *You're Sixteen* followed *Photograph* to the top of the "Playlist," including a three-week term at number one.

The Broadcasting

Playlist™ ▲ Dec16

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 Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
1	1	**Kung Fu Fighting** (3:18) Carl Douglas—20th Century	2	1	1	1
2	2	**When Will I See You Again** (2:58) Three Degrees—Philadelphia Int'l.	1	2	2	2
4	3	**Cats in the Cradle** (3:29) Harry Chapin—Elektra	7	3	3	4
9	4	**I Can Help** (2:57) Billy Swan—Monument	3	4	4	3
5	5	**Angie Baby** (3:29) Helen Reddy—Capitol	5	5	5	6
3	6	**My Melody of Love** (3:08) Bobby Vinton—ABC/Dunhill	4	8	6	8
8	7	**You're the First, the Last, My Everything** (3:25) Barry White—20th Century	6	6	8	9
16	8	**Lucy in the Sky with Diamonds** (5:58) Elton John—MCA	9	7	7	5
10	9	**Junior's Farm** (4:20) Paul McCartney & Wings—Apple	11	9	10	7
6	10	**Everlasting Love** (2:20) Carl Carlton—Back Beat	8	11	9	11
12	11	**Do It Till You're Satisfied** (3:09) B. T. Express—Scepter	12	10	11	10
7	12	**Longfellow Serenade** (3:30) Neil Diamond—Columbia	10	12	12	12
15	13	**Tin Man** (3:25) America—Warner Brothers	13	13	15	14
13	14	**You Ain't Seen Nothin' Yet** (3:29) Bachman-Turner Overdrive—Mercury	15	14	13	13
19	15	**Laughter in the Rain** (2:50) Neil Sedaka—Rocket	14	15	16	19
24	16	**Please Mr. Postman** (2:48) Carpenters—A&M	16	17	14	16
14	17	**Wishing You Were Here** (2:54) Chicago—Columbia	17	16	17	17
11	18	**Whatever Gets You Thru the Night** (3:20) John Lennon—Apple	19	19	19	20
23	19	**Sha-La-La (Make Me Happy)** (2:56) Al Green—Hi	23	20	18	15
20	20	**You Got the Love** (2:54) Rufus—ABC/Dunhill	22	18	20	18
18	21	**Only You** (3:16) Ringo Starr—Apple	18	22	21	21
32 ▲	22	**Mandy** (3:15) Barry Manilow—Bell	20	21	26	27
25	23	**Bungle in the Jungle** (3:20) Jethro Tull—Chrysalis	24	27	23	22
37 ▲	24	**Boogie On Reggae Woman** (4:05) Stevie Wonder—Tamla	21	24	25	26
21	25	**Ain't Too Proud to Beg** (3:29) Rolling Stones—Rolling Stones	29	26	22	23
22	26	**Life Is a Rock (But the Radio Rolled Me)** (2:54) Reunion—RCA	25	23	27	28
31	27	**One Man Woman, One Woman Man** (2:57) Paul Anka—United Artists	28	25	24	24
27	28	**I've Got the Music In Me** (3:40) Kiki Dee—Rocket	27	28	28	25
17	29	**Jazzman** (3:43) Carole King—Ode	26	29	29	29
36	30	**I Feel a Song (In My Heart)** (2:48) Gladys Knight & the Pips—Buddah	32	31	31	32
33	31	**Love Me for a Reason** (3:45) Osmonds—MGM	30	32	30	34
— ▲	32	**Get Dancin'** (3:32) Disco Tex & the Sex-o-Lettes—Chelsea	31	34	32	30
28	33	**Back Home Again** (4:42) John Denver—RCA	34	30	39	33
35	34	**Never Can Say Goodbye** (2:55) Gloria Gaynor—MGM	33	33	35	36
41	35	**Promised Land** (2:50) Elvis Presley—RCA	35	35	37	37
30	36	**Fairy Tale** (3:11) Pointer Sisters—Blue Thumb	36	38	36	38
56 ▲	37	**Doctor's Orders** (2:56) Carol Douglas—RCA	38	37	42	44
65 ▲	38	**Lady** (2:58) Styx—Wooden Nickel	*	49	34	31
43	39	**Dream On** (2:58) Righteous Brothers—Haven	40	39	43	45
40	40	**Must of Got Lost** (2:53) J. Geils Band—Atlantic	45	51	40	35
48	41	**Ride'em Cowboy** (3:52) Paul Davis—Bang	42	45	44	46
57 ▲	42	**Morning Side of the Mountain** (2:55) Donny & Marie Osmond—MGM	41	43	46	50
38	43	**Can't Get Enough** (3:20) Bad Company—Swan Song	52	62	33	43
29	44	**I Honestly Love You** (3:35) Olivia Newton-John—MCA	37	55	38	56
50	45	**Dark Horse** (3:52) George Harrison—Apple	49	47	45	39
45	46	**Free Bird** (4:41) Lynyrd Skynyrd—MCA	48	54	41	41
34	47	**After the Goldrush** (2:04) Prelude—Island	39	41	48	53
54	48	**Best of My Love** (3:25) Eagles—Asylum	44	44	47	51
— ▲	49	**Some Kind of Wonderful** (3:16) Grand Funk—Capitol	65	36	51	40
49	50	**Rock 'n' Roll (I Gave You the Best Years of My Life)** (3:25) Mac Davis—Columbia	43	40	50	57
53	51	**Dancin' Fool** (3:15) Guess Who—RCA	53	48	49	49
39	52	**The Bitch Is Back** (3:50) Elton John—MCA	61	42	62	42
— ▲	53	**Heavy Fallin' Out** (3:28) Stylistics—Avco	54	46	55	48
75 ▲	54	**You're No Good** (3:35) Linda Ronstadt—Capitol	51	53	53	52
— ▲	55	**Pick Up the Pieces** (3:00) Average White Band—Atlantic	47	52	52	55
26	56	**Rockin' Soul** (2:59) Hues Corp.—RCA	46	56	58	54
51	57	**Fire Baby I'm on Fire** (3:25) Andy Kim—Capitol	55	63	54	58
60	58	**Woman to Woman** (3:54) Shirley Brown—Truth	50	61	59	64
47	59	**So You Are a Star** (3:45) Hudson Brothers—Casablanca	58	57	61	63
63	60	**Sally G** (3:25) Paul McCartney & Wings—Apple	56	58	63	62
55	61	**Willie and the Hand Jive** (3:10) Eric Clapton—RSO	57	64	56	59
44	62	**Do It Baby** (2:55) Miracles—Tamla	60	60	57	61
42	63	**Beach Baby** (3:02) First Class—U.K. Records	75	50	73	47
— ▲	64	**Changes** (2:32) David Bowie—RCA	68	59	60	60
— ▲	65	**If** (3:06) Telly Savalas—MCA	59	66	66	67
—	66	**When a Child Is Born** (3:29) Michael Holm—Mercury	62	68	64	66
70	67	**My Eyes Adored You** (3:28) Frankie Valli—Private Stock	67	65	65	70
59	68	**Gee Baby** (2:58) Peter Shelley—Bell	63	67	67	68
—	69	**Black Water** (3:53) Doobie Brothers—Warner Brothers	*	71	68	65
64	70	**Let's Straighten It Out** (3:14) Latimore—Glades	71	70	69	71
67	71	**The Entertainer** (3:05) Billy Joel—Columbia	70	69	70	72
—	72	**Ready** (3:14) Cat Stevens—A&M	65	*	72	69
—	73	**Baby Hang Up the Phone** (3:15) Carl Graves—A&M	69	75	71	75
46	74	**The Need To Be** (3:53) Jim Weatherly—Buddah	64	72	*	*
—	75	**Hoppy, Gene & Me** (2:41) Roy Rogers—20th Century	74	73	*	73

Alphabetical list (with this week's over-all rank): After the Goldrush (47), Ain't Too Proud to Beg (25), Angie Baby (5), Baby Hang Up the Phone (73), Back Home Again (33), Beach Baby (63), Best of My Love (48), The Bitch Is Back (52), Black Water (69), Boogie On Reggae Woman (24), Bungle in the Jungle (23), Can't Get Eough (43), Cats in the Cradle (3), Changes (64), Dancin' Fool (51), Dark Horse (45), Do It Baby (62), Do It Till You're Satisfied (11), Doctor's Orders (37), Dream On (39), The Entertainer (71), Everlasting Love (10), Fairy Tale (36), Fire Baby I'm on Fire (57), Free Bird (46), Gee Baby (68), Get Dancin' (32), Heavy Fallin' Out (53), Hoppy, Gene & Me (75), I Can Help (4), I Feel a Song (in My Heart) (30), I Honestly Love You (44), If (65), I've Got the Music in Me (28), Jazzman (29), Junior's Farm (9), Kung Fu Fighting (1), Lady (38), Laughter in the Rain (15), Let's Straighten It Out (70), Life Is a Rock (But the Radio Rolled Me) (26), Longfellow Serenade (12), Love Me for a Reason (31), Lucy in the Sky with Diamonds (8), Mandy (22), Morning Side of the Mountain (42), Must of Got Lost (40), My Eyes Adored You (67), My Melody of Love (6), The Need To Be (74), Never Can Say Goodbye (34), One Man Woman, One Woman Man (27), Only You (21), Pick Up the Pieces (55), Please Mr. Postman (16), Promised Land (35), Ready (72), Ride 'em Cowboy (41), Rock 'n' Roll (I Gave You the Best Years of My Life) (50), Rockin' Soul (56), Sally G (60), Sha-La-La (Make Me Happy) (19) So You Are a Star (59), Some Kind of Wonderful (49), Tin Man (13), Whatever Gets You Thru the Night (18), When a Child Is Born (66), When Will I See You Again (2), Willie and the Hand Jive (61), Wishing You Were Here (17), Woman to Woman (58), You Ain't Seen Nothin' Yet (14), You Got the Love (20), You're the First, the Last, My Everything (7), You're no Good (54).

Fates & Fortunes®

Media

William Irwin, general manager, WGR(AM)-WGRQ(FM) Buffalo, N.Y., named to same post, KQV(AM)-WDVE(FM) Pittsburgh, when Taft Broadcasting completes acquisition of those stations, expected later this month. He is succeeded by **Harold Calvin,** general sales manager, WGR-WGRQ.

Kenneth L. Hatch, senior VP-station manager, KIRO-TV Seattle, named to board of directors, KIRO Inc., licensee of KIRO-AM-FM-TV and part of Bonneville Broadcasting station group.

Ronald R. Hamilton, sales manager, WDXI(AM) Jackson, Tenn., named general manager.

Edwin E. Wodka, VP-station manager, WQUA(AM) Moline, Ill., named VP-general manager, KIOA-AM-FM Des Moines, Iowa.

R. K. Larr, VP-commercial manager, WTHI-AM-FM-TV Terre Haute, Ind., named station manager.

Joseph R. Fife, general manager, WIGO(AM) Atlanta, elected VP.

Dean Ward, on staff, WCEE-TV Rockford, Ill., named station manager.

Earl Stephens Smith, assistant controller, WXIA-TV Atlanta, named business manager, WGST(AM) Atlanta, newly acquired Meredith Broadcasting station. **Janet Elsberry,** senior public relations representative, Meredith Broadcasting, Des Moines, Iowa, named promotion director, WGST.

Ray Shelton, air personality, WHAS-AM-FM-TV Louisville, Ky., named publicity director, succeeding **Duke Uridge,** who resigned. **George Ellis** named promotion director there.

Broadcast Advertising

Paul R. Kunkler, general sales manager, KQV(AM) Pittsburgh, named to same post, WGST(AM) Atlanta.

Larry Adams, manager of Katz Radio's Los Angeles sales office, named to newly created position of regional manager, Los Angeles and San Francisco. **Sandy Gasman,** division manager, Katz Radio, New York, named regional manager, Atlanta and Dallas. **Bill McHale,** manager, Katz Radio Eastern markets, named regional manager, New York, Detroit and Philadelphia. **John Roberts,** VP and member of Katz board of directors, named VP-regional manager, Chicago and St. Louis.

Irving Kagan, sales manager, WMCA(AM) New York, named sales manager, WWRL(AM) New York.

James A. Johnson, national sales manager, KMPC(AM) Los Angeles, named sales manager. He is succeeded by **Don McGovern,** account executive, KMPC.

Bill King, local TV sales manager, WTHI-TV Terre Haute, Ind., named general sales manager. **Dave Bailey,** account executive, WTHI-TV, named local TV sales manager. **Joe Hanna** joins WTHI-AM-FM Terre Haute as sales manager.

Lawrence D. Ostrow, on staff of Radio Advertising Bureau, New York, elected VP-national retail chain sales.

Joanna Hill, program director and office manager, WPTW-AM-FM Piqua, Ohio, named sales manager.

Lynn Reynolds, sales manager, *Montgomery County* (Md.) *Sentinel* newspaper, named general sales manager, WINX(AM) Rockville, Md.

Rod Krebs, sales manager, KJRB(AM) Spokane, Wash., named to same post, KJR(AM) Seattle. Both are Kaye-Smith stations.

Harvey Scholnick, VP-account supervisor, J. Walter Thompson Co., Chicago, named management supervisor, JWT's Chicago office.

Keith McClellan, account executive, WXYZ-TV Detroit, named local sales manager.

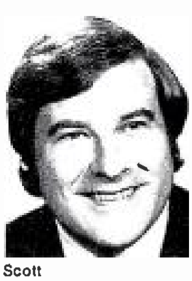
William D. Badger, account supervisor, N. W. Ayer ABH International, New York, elected VP.

Patricia Mellion, International Playtex account supervisor for Ted Bates & Co., New York, elected VP.

Walter A. Quinn Jr., research director of MacFadden-Bartell Corp., New York, named sales research director of Avco Radio Television Sales, New York.

Programing

Joseph M. Taritero, VP, children's programs, NBC-TV, Los Angeles, elected to newly created post of VP, variety programs.


Scott

Craig Scott, operations manager and air personality, WSLR(AM) Akron, Ohio, named national operations manager of group owner, Plough Broadcasting Co., headquartered at WJJD-AM-FM Chicago.

Chet Falzerano, production manager, WDAF-TV Kansas City, Mo., named operations director, WBRC-TV Birmingham, Ala. Both are Taft Broadcasting stations.

Jim Ricks, Southeastern sales representative, Columbia Pictures Television, based in Florida, appointed Southeastern division manager, Paramount television sales, also based in Florida.

Gary McDowell, program director, WIP(AM) Philadelphia, named operations director, WGST(AM) Atlanta.

Bill Brandt, on production staff, KPLR-TV St. Louis, named operations manager.

Jack Michaels, news and sports director, WPTW-AM-FM Piqua, Ohio, named supervisor, on-air operations.

Edward L. Spray, producer-director, WMAQ-TV Chicago, and faculty member of Columbia College there, joins WBBM-TV Chicago as program manager.

Scotty Day, air personality, KOGO(AM) San Diego, named program director.

Steve West, program director, KJRB(AM) Spokane, Wash., named to same post, KJR(AM) Seattle. Both are Kaye-Smith stations.

Jim Larkin, program director, WEBC-AM Duluth, Minn., joins KQRS-AM-FM Minneapolis as music director.

Murray Pollack, official of Screen Extras Guild since 1955, elected president.

Broadcast Journalism

Hugh Michael Dewey, news director, WEBR(AM) Buffalo, N.Y., named to same post, KCMO(AM)-KCEZ(FM) Kansas City, Mo.

Robert E. Frye, Washington bureau chief, Television News Inc., named Washington producer of news, ABC-TV's *AM America*, premiering Jan. 6.

Harriett Woods, public affairs director, KPLR-TV St. Louis, named director of news and public affairs.

Bob Jordan, news producer, WMAL-TV Washington, named executive news producer. **John Spiropoulos,** on staff of WMAL-TV, named news producer.

P. Bert Haney Jr., news director and anchorman, WKRG-TV Mobile, Ala., joins WPIX-TV New York as co-anchor.

Jim Hattendorf, assignment editor-producer, WOAI-TV San Antonio, Tex., named assignment editor, KFMB-TV San Diego.

Peggy Stockton, freelance reporter and newscaster, joins WNEW(AM) New York as reporter. **Andy Fisher,** writer-reporter-sportscaster, WNEW, named overnight newscaster.

Dan Spaulding, TV news anchorman, WEYI-TV Saginaw, Mich.; **Rod Madden,** news director, WIIL-TV Terre Haute, Ind., and **Mark Koebrick,** newsman, noncommercial WIPB-TV Muncie, Ind., join WTHI-TV Terre Haute, as news anchormen.

Tom Gray, former reporter-anchorman, WISH-TV Indianapolis, rejoins station as general assignment reporter.

Ellen Smith Bryan, assistant campaign deputy press secretary, Charles Ravenel's campaign for governor, South Carolina, joins on-air news staff, WCBD-TV Charleston, S.C.

Equipment & Engineering

Greg Smith, engineer, KPLR-TV St. Louis, named chief engineer.

Bill Stevens, transmitter supervisor and acting chief engineer, KCST(TV) San Diego, appointed chief engineer.

James Glaser, manager of systems engineering, Lynch Communication Systems Inc., Reno, named senior marketing engineer, based in Dallas. **John G. Claypool,** in various posts with Lynch, named sales engineer, Western sales area, based in Reno.

Henry J. Deschene Jr., senior salesman, Brand-Rex Co., Willimantic, Conn., named Southeast regional sales manager, based in Atlanta.

Sam Goodman, formerly VP and controller, Nestle Co., named VP-chief financial officer, Ampex Corp., Redwood City, Calif.

Sidney L. Day, CATV construction crew supervisor, Visacom Inc., joins Cerro Communications Products, Freehold, N.J., as product engineer.

Allied Fields

William L. Watson, reporter with Washington bureau of Afro-American newspapers, named publications editor of National Association of Broadcasters Office of Community Affairs.

Otis T. Hanson, chief, aural existing facilities branch, and **Harold D. Russell,** chief, aural new and changed facilities branch, both of Broadcast Facilities Division, FCC's Broadcast Bureau, Washington, retire Dec. 31.

Deaths

Frank Chalmers, 57, veteran broadcaster, died Dec. 2 at Boulder, Colo., Community hospital of massive stroke following brain surgery. Mr. Chalmers moderated ABC's *Town Meeting of the Air* for western states in early 1940's, later worked on-air at WCBC(AM) Anderson, Ind., KTVR(TV) and KHOW(AM) Denver, KSIB(AM) Creston, Iowa and, since August 1973, as air personality at KBOL(AM) Boulder. He is survived by his former wife and three daughters.

Paul Richards, 50, who starred in TV series, *Breaking Point,* during 1963-64 season and made guest appearances on *Have Gun Will Travel, Bonanza* and *Restless Gun,* died Dec. 10 of cancer in Los Angeles. Survivors include his wife, Monica Keating.

Ralph P. Glazer, 48, VP and general manager of radio sales, Avco Radio Television Sales Inc., died of heart attack at Avco's New York office last Tuesday (Dec. 11). He has been with representative firm since its formation 10 years ago. In broadcasting since 1949, he had held key sales posts with Westinghouse Broadcasting Co. and CBS. Mr. Glazer is survived by his wife, June; son, John, and daughter, Julia.

For the Record®

As compiled by BROADCASTING, Dec. 2 through Dec. 6 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 applications

■ *Shreveport, La.—Louisiana Educational Television Authority seeks ch. 24 (530-536 mhz); ERP 1726 kw vis., 173 kw aur., HAAT 1,070 ft.; ant. height above ground 1,080 ft. P.O. address: State Department of Education, Box 44064. Baton Rouge 70804. Estimated construction cost $1,155,572; first-year operating cost $254,064. Legal counsel Patton, Boggs and Blow, Washington; consulting engineer Kessler, Peters and Wilheim. Principal: Max Fetty, executive director. Ann. Dec. 4.

■ *Macomb, Ill.—Western Illinois University seeks ch. 22 (518-524 mhz); ERP 354.8 kw vis., 35.5 kw aur., HAAT 1,218 ft.; ant. height above ground 1,259 ft. P.O. address: 900 W. Adams St., Macomb 61455. Estimated construction cost $1,908,000; first-year operating cost $640,000. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Steel, Andrus & Adair. Principal: Dr. Robert L. Milkman, director of office of instructional technology. Ann. Dec. 4.

■ *Moline, Ill.—Western Illinois University seeks ch. 24 (530-536 mhz); ERP 446.7 kw vis., 55.8 kw aur., HAAT 586 ft.; P.O. address: 900 W. Adams St., Macomb 61455. Estimated construction cost $459,000; first-year operating cost $640,000. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Steel, Andrus & Adair. Principal: Dr. Richard L. Milkman, director of office of instructional technology. Ann. Dec. 4.

TV license

Broadcast Bureau granted following license covering new station:

■ WBTB-TV Newark, N.J., Blonder-Tongue Broadcasting Corp. (BLCT-2341). Action Nov. 29.

AM actions

Broadcast Bureau granted following CP modifications to extend completion time to date shown: KHUM Eureka, Calif.—To June 1, 1975 (BMP-13888); KIGI Pasadena, Calif.—To June 5, 1975 (BMP-13887): WRGI Marco Island, Fla.—To March 4, 1975 (BMP-13884); WIAF Clarkesville, Ga.—To May 21, 1975 (BMP-13875).

AM starts

■ KACO Bellville, Tex.—Authorized program operation on 1090 khz, 250 w-D. Action Nov. 18.

■ KEYH Houston—Authorized program operation on 850 khz, 10 kw-D, DA. Action Nov. 15.

AM license

Broadcast Bureau granted following license covering new station:

■ WGTW Mount Dora, Fla., Lake Radio (BL-13750). Action Nov. 29.

FM applications

■ *Kodiak, Alaska—Kodiak Public Broadcasting Corp. seeks 100.1 mhz, 3 kw., HAAT 3 ft. P.O. address: Box 484, Kodiak 99615. Estimated construction cost $89,461; first-year operating cost $105,000. Principal: Samuel A. Ward, vice president, board of directors. Ann. Dec, 2.

■ Nashville, Ark.—Annie Nell Gathright seeks 105.5 mhz, 3 kw., HAAT 84.6 ft. P.O. address: 1513 S. Fourth, Nashville 71852. Estimated construction cost $31,418; first-year operating cost $18,000; revenue $24,000. Format: C&W/relig./MOR. Principal: Ms. Gathright owns KBHC(AM) Nashville. Ann. Dec. 2.

■ *Boulder, Colo.—Community Free School Inc. seeks 93.9 mhz, 1.3 kw., HAAT 215 ft. P.O. address: 885 Araphahoe Ave., Boulder 80302. Estimated construction cost $12,553; first-year operating cost $6,147. Principal: Dennis Dube, president. Ann. Dec. 6.

■ *Milton, Fla.—Board of Regents of Florida, acting for and on behalf of University of West Florida seeks 88.1 mhz, 100 kw., HAAT 898 ft. P.O. address: 108 W. Gaines St., Collins Bldg., Tallahassee, Fla. 32306. Estimated construction cost $427,213; first-year operating cost $87,838. Principal: Dr. Thomas K. Perry, instructional media center. Ann. Dec. 2.

■ Hazlehurst, Ga.—Jeff Davis Broadcasters seeks 93.5 mhz, 3 kw, HAAT 232 ft. P.O. address: Box 157. Hazlehurst 315. Estimated construction cost $19,045; first-year operating cost $1,380; revenue $25,000. Format: dups AM. Principals: John Hulett and Wimley Waters (50% each) own WVOH(AM) Hazlehurst. Ann. Dec. 2.

■ *Lorman, Miss.—Alcorn State University seeks 88.9 mhz, 100 kw., HAAT 514 ft. P.O. address: Box 359, Lorman 39096. Estimated construction cost $177,400; first-year operating cost $65,750. Principal: Dr. Walter Washington, president. Ann. Dec. 2.

■ Poplar Bluff, Mo.—River Valley Broadcasting seeks 95.5 mhz, 100 kw., HAAT 477 ft. P.O. address: Box 437, Ironton, Mo. 63650. Estimated construction cost $90,011; first-year operating cost $48,000; revenue $72,000. Format: standard pops. Principals: Gaylon Watson, owner of KPIA(AM) Ironton, Mo.; L. Michael Lorch, attorney and cattle operator; C.H. Parsons Jr., attorney and real estate developer (⅓ each). Ann. Nov. 27.

■ *Oklahoma City—Oklahoma Educational Television Authority seeks 88.9 mhz, 100 kw., HAAT 491 ft. P.O. address: 7403 N. Kelley Ave., Oklahoma City 73114. Estimated construction cost $175,824; first-year operating cost $102,766. Principal: Robert L. Allen, director. Ann. Dec. 2.

■ *Tulsa, Okla.—Oklahoma Educational Television Authority seeks 91.3 mhz, 100 kw., HAAT 304 ft. P.O. address: 7403 N. Kelley Ave., Oklahoma City 73114. Estimated construction cost $128,735; first-year operating cost $45,709. Principal: Robert L. Allen, director. Ann. Dec. 2.

■ Aberdeen, S.D.—Green Bay Broadcasting Co. seeks 94.1 mhz, 100 kw., HAAT 196 ft. P.O. address: Box 36, Green Bay, Wis. 54305. Estimated construction cost $53,967; first-year operating cost $5,000; revenue $12,000. Format: MOR/standard pops. Principal: Ben A. Laird (100%) owns WDUZ-AM-FM Green Bay, and seeks assignment of license of KSDN(AM) Aberdeen. Ann. Dec. 6.

■ Ozona, Tex.—Crockett County Broadcasters seeks 94.3 mhz, 375 w., HAAT 300 ft. P.O. address: Box 1296, San Angelo, Tex. 76901. Estimated construction cost $4,875; first-year operating cost $12,000; revenue $36,000. Format: C & W. Principals: Richard L. Whitworth, sales employe at KEAN(AM) Brownwood, Tex., and Thomas H. Earnest, owner of KSJT(FM) San Angelo, Tex. (50% each). Ann. Dec. 2.

■ Kilmarnock, Va.—Kilmarnock Broadcasters seeks 101.7 mhz, 1.9 kw., HAAT 234.6 ft. P.O. address: Islington Rd., Warsaw, Va. 22572. Estimated construction cost $71,499; first-year operating cost $34,490; revenue $50,000. Format: MOR. Principals: Northern Neck and Tidewater Broadcasting Co., licensee of WNNT-AM-FM Warsaw, Va. (80%) (Northern Neck is owned by Patricia P. Williams); William D. Loudy, vice president and general manager at WNNT (20%). Ann. Nov. 27.

■ Marinette, Wis.—Near North Broadcasting seeks 95.1 mhz, 100 kw., HAAT 433 ft. P.O. address: 1706 Main St., Marinette 54143. Estimated construction cost $115,000; first-year operating cost $15,200; revenue $60,000. Format: contemp. Principals: Frank and Louis Lauerman (100%) own WLOT(AM) Marinette. Ann. Dec. 3.

FM actions

■ Blackfoot, Idaho—Western Communications. Broadcast Bureau granted 97.7 mhz, 3 kw. HAAT —70 ft. P.O. address: 75 East Judicial Street, Blackfoot 83221. Estimated construction cost $9,850; first-year operating cost $11,400; revenue $25,000. Principals: Marvin Kent Frandsen and wife Patricia Ann own 85% of Sun Valley Radio, parent corp. of Western Communications. Mr. Frandsen owns stock and manages KSKI(AM) Hailey, Idaho (BPH-8996). Action Nov. 27.

■ Fort Dodge, Iowa—Gospel Radio. Broadcast Bureau granted 92.1 mhz, 2.75 kw. HAAT 310 ft. P.O. address: 1124 Avenue B, Box 1312, Fort Dodge 50501. Estimated construction cost $30,245; first-year operating cost $11,600; revenue $46,000. Principals: N. S. Beminio, Jack Becker (1/6 share each), et al. Mr. Beminio is train conductor, Mr. Becker is farm equipment designer, both in Iowa (BPH-8864). Action Dec. 2.

■ Clinton, Mo.—Osage Broadcasting Co. Broadcast Bureau granted 95.3 mhz, 3 kw, HAAT 175 ft. P.O. address: Box 113, Clinton 64735. Estimated construction cost $38,500; first-year operating cost $28,000; revenue $36,000. Format: Diversfd. Principals: William R. Tedrick, Eva G. Tedrick, and estate of William J. Allen (33⅓% each). Mr. Tedrick owns KWRT(AM) Boonville, Mo. and has interest in several other midwestern radio stations. Mrs. Tedrick has interest in food processing company. Osage owns KDKD(AM) Clinton (BPH-9110). Action Nov. 29.

■ *St. Bonaventure, N.Y.—St. Bonaventure University. Broadcast Bureau granted 88.1 mhz, 10 w. HAAT 90 ft. P.O. address: Drawer O, St. Bonaventure 14778. Estimated construction cost $4,485; first-year operating cost $6,854. Principal: Rev. Damian McElrath, president (BPED-1879). Action Nov. 27.

■ *Schenectady, N.Y.—Trustees of Union College. Broadcast Bureau granted 90.9 mhz, TPO 10 w. HAAT 80 ft. P.O. address Union College, Schenectady 12308. Estimated construction cost $6,620; first-year operating cost $2,810; revenue none. Principal: Dr. Harold C. Martin is president of Union College (BPED-1793). Action Nov. 21.

Call letters

Applications

Call	Sought by
	New TV
KBIN	State Educational & Television Facility Board, Council Bluffs, Iowa
	New AM
WKVE	Twin City Broadcasting Co., Cave City, Ky.
	New FM's
KICN	Rainer Broadcasting Co., Spokane, Wash.
*KFCF	Fresno Free College Foundation, Fresno, Calif.
WCPL	Robert Broadcasting, Pageland, S.C.
KTLB	Twin Lakes Broadcasting, Twin Lakes, Iowa
KKXL-FM	Red River Valley Broadcasting Co., Grand Forks, N.D.
*WBFH	Board of Education of Bloomfield Hills School, Bloomfield Hills, Mich.
KJNA	LaSalle Broadcasters, Jena, La.
*WIDR	Western Michigan University, Kalamazoo, Mich.
KDOM-FM	Schneider Broadcasting, Windom, Minn.
KBFE	Brett F. Eisele, Casa Grande, Ariz.
	Existing AM's
WSET	WTLO Somerset, Ky.
KDXE	KEWP North Little Rock, Ark.
	Existing FM's
KCRQ	KICR Cedar Rapids, Iowa
WKRX	WROX-FM Roxboro, N.C.
WASL	WTRO-FM Dyersburg, Tenn.
KDID	KWCL-FM Oak Grove, La.
KLRF	KVOE-FM Emporia, Kan.

Grants

Call	Assigned to
	New TV
WBKB-TV	Thunder Bay Broadcasting Corp., Alpena, Mich.
	New FM's
WLRB	Melvin Gollub, Rehoboth Beach, Del.
*KOHS	Alpine School District, Orem, Utah
*WSLX	St. Luke's Foundation, New Canaan, Conn.
*WAMP-FM	Board of Education—Toledo City School District, Toledo, Ohio
KQNM	Gallup Broadcasing Co., Gallup, N. Mex.
*WXGC	Georgia State College for Women, Milledgeville, Ga.
KUAD-FM	KUAD-FM Inc., Windsor, Colo.
*KRUD	Nevada State Public Radio Association, Las Vegas
*WITR	Rochester Institute of Technology, Henrietta, N.Y.
*WBCT	Benedict College, Columbia, S.C.
WKOG-FM	Piedmont Broadcasting Co., Gordon, Ga.
	Existing TV's
KXAS-TV	WBAP-TV Fort Worth
KBJR-TV	WDSM-TV Superior, Wis. (correction to Nov. 25 listing)
	Existing AM
WWCB	WOTR Corry, Pa.
	Existing FM's
WSRK	WGNR Oneonta, N.Y.
WKTI	WTMJ-FM Milwaukee
WRSV	WEED-FM Rocky Mount. N.C.
KCBI	KUEB Dallas
WRSQ-FM	WEBD Genesee, Ill.

■ Bolivar, Tenn., Bolivar Broadcasting Service—Broadcast Bureau granted mod. of CP to change trans. and ant.; make change in transmission line and add circular polarization; ERP 3 kw; ant. height 300 ft.; remote control permitted (BMPH-14319). Action Nov. 26.

Broadcast Bureau granted following CP modifications to extend completion time to date shown: KVRE-FM Santa Rosa, Calif.—To Feb. 1, 1975 (BMPH-14313); KHEX Yuba City, Calif.—To Jan. 31, 1975 (BMPH-14312); KSTX Canon City, Colo.—To May 31, 1975 (BMPH-14309); *WFIT Melbourne, Fla.—To May 28, 1975 (BMPED-1182); WKLK-FM Cloquet, Minn.—To June 1, 1975 (BMPH-14310); WHAY Aberdeen, Miss.—To June 5, 1975 (BMPH-14316); WBIP-FM Booneville, Miss.—To April 30, 1975 (BMPH-14290); KCHI-FM Chillicothe, Mo.—To March 1, 1975 (BMPH-14300): KPQX Havre, Mont.—To March 1, 1975 (BMPH-14297); KEEC Las Vegas—To May 14, 1975 (BMPH-14293); KBOY-FM Medford, Ore.—To November 30, 1974 (BMPH-14294); WAEK Cayce, S.C.—To April 30, 1975 (BMPH-14291); KLUF Lufkin, Tex.—To May 26, 1975 (BMPH-14314); KULA Waipahu, Hawaii—To May 28, 1975 (BMPH-14298).

FM starts

■ KLYR-FM Clarksville, Ark.—Authorized program operation on 92.7 mhz, ERP 3 kw, HAAT —73 ft. Action Nov. 18.

■ KPCG Joplin, Mo.—Authorized program operation on 102.5 mhz, ERP 100 kw, HAAT 400 ft. Action Nov. 20.

FM license

Broadcast Bureau granted following license covering new station:

■ WRDN-FM Durand, Wis., WRDN Inc. (BLH-6411). Action Nov. 29.

Ownership changes

Applications

■ KAFF-AM-FM Flagstaff, Ariz. (AM: 93.0 khz, 5 kw-D; FM: 92.9 mhz, 30 kw)—Seeks assignment of license from KAFF Broadcasting Co. to Empire Broadcasting Corp. for $350,000. Seller: Guy Christian. Buyers: Eldon Mengel (presently 18.8%), Gary N. Peterson (now 17.4%, seeking 59.1%) own KFLN(AM) Baker, KXXL(AM) Bozeman, KWYS(AM) West Yellowstone and KPWD(FM) Plentywood, (sale pending), all Montana; and KBRV(AM) Soda Springs, Idaho. Ann. Dec. 5.

■ KXOA(FM) Sacramento, Calif. (107.9 mhz, 49 kw)—Seeks transfer of control of KXOA-FM Inc. from Lester E. Chenault and Philip T. Yarbrough (25% each before; none after) to Don Lee Motors Corp. (none before; 50% after). Consideration: $200,834. Principals: Don Lee, real estate and financial holding corporation, is controlled by Laurie Leasing Corp. Willet H. Brown, 25% owner of KXOA, controls Laurie Leasing. Ann. Dec. 5.

■ WNLK(AM)-WDRN(FM) Norwalk, Conn. (AM: 1350 khz, 1 kw-D, 500 w-N; FM: 95.9 mhz, 3 kw) —Seeks assignment of license from Norwalk Broadcasting Co. to Hanson Communications for $705,050. Seller: Estate of late James C. Stolcz, which also owns WBUX(AM) Doylestown, Pa. Buyer: Michael F. Hanson II (100%), former director of news and public affairs for WRVR(FM) New York. Ann. Dec. 5.

■ WJAZ(AM) Albany, Ga. (960 khz, 5 kw-D, DA) —Seeks assignment of license from James S. Rivers Inc. to Dowdy Brothers Broadcasting Co. for $375,000. Seller: Mr. Rivers (100%) has interest in WJIZ(FM) Albany, WMJM(AM)-WFAV-(FM) Cordele, WTJH(AM) East Point, all Georgia, and is in process of transfering his control of WDOL(AM)-WJSR(FM) Athens, Ga. Buyers: Roy Morris Dowdy (65%), formerly sales manager at WROA-AM-FM Gulfport, Miss.; Bobby H. Dowdy (30%), owner of florist concessions at air force bases; Jim R. Dowdy (5%), truck driver. Ann. Dec. 5.

■ KUAI(FM) Eleele, Hawaii (72.0 khz, 5 kw)—Seeks transfer of control of American Islands Broadcasting Corp. from Charles T. Erickson (64% before; none after) to John S. Short and William G. Dahle (jointly: none before; 64% after). Consideration: $1,000. Principals: Mr. Short is vice president and general manager, and Mr. Dahle is vice president and station manager, of American Islands Broadcasting. Ann. Dec. 5.

■ KTVR(TV) (ch. 13) La Grande, Ore.—Seeks assignment of license from KTVB Inc. to State of Oregon, acting by and through State Board of Higher Education for $75,000. Seller: KTVB Inc. owns KTVB(TV) Boise, Idaho. Robert E. Krueger, president and general manager. Buyer: State of Oregon requests this assignment in order to operate as non-commercial station. Donald R. Larson, secretary. Ann. Dec. 6.

■ KRAY(AM) Amarillo, Tex. (1360 khz, 500 w-D)—Seeks assignment of license from Raymond D. Hollingsworth to Tascosa Broadcasting for

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*

$113,500. Buyers: James D. Shelton, projects manager of oil and gasoline distributorship; Keith Adams, recently assistant general manager at KGNC-AM-FM-TV Amarillo (35% each); Ted Y. and George Lokey, stockholders in tire, oil, real estate and investment companies (15% each). Tascosa has also applied for new FM in Amarillo. Ann. Dec. 5.

■ KSEL-AM-FM Lubbock, Tex. (AM: 950 khz, 5 kw-D, 500 w-N; FM: 93.7 mhz, 100 kw)—Seeks assignment of license from McAlister Broadcasting Corp. to KSEL Inc. Consideration: $947,500. Sellers: R. B. McAlister, board chairman, Bill McAlister, president, et al. own KSEL-TV Lubbock. Buyer: Harris Enterprises Inc., comprised of families of late John P. and Sidney Harris. Harris Enterprises controls eight newspapers in Kansas, Iowa and California and KBUR-AM-FM Burlington, Iowa; KFKA(AM) Greeley, Colo.; WJOL-AM-FM Joliet, Ill., and KIUL(AM) Garden City and KTOP-AM-FM Topeka, both Kansas. Robert Wells, former commissioner, is vice president and manager of Harris broadcast properties. Ann. Dec. 5.

■ WBAY-AM-FM Green Bay, Wis. (AM: 1360 khz, 5 kw, DA-N; FM: 101.1 mhz, 100 KW)—Seeks assignment of license from Norbertine Fathers to Midwest Communications Inc. for $700,000. Seller: Norbertine Fathers, religious community, is in process of selling WBAY-TV Green Bay and WHBY(AM) Appleton, Wis. Buyers: Duey E. Wright (92%), et al. Mr. Wright owns WRIG(AM)-WDEZ(FM) Wausau, Wis. Ann. Dec. 5.

Actions

■ Casa Grande, Ariz.—Broadcast Bureau granted assignment of construction permit for new FM from Brette F. Eisele to Eisele Broadcasting Corp. owned 100% by Mr. Eisele (BAPH-572). Action Nov. 29.

■ KATA(AM) Arcata, Calif. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Arcata Broadcasting Co. to Martin Broadcasting Corp. for $300,000. Seller: Western Communications, publisher of four Oregon newspapers and owner of KGAL(AM) Lebanan, Ore. Buyers: John P. Martin (50%) and C. Lucille Martin (50%), his wife. Mr. Martin is executive vice president of Telecon Productions, Chicago (BAL-8236). Action Nov. 27.

■ KHSJ-AM-FM Hemet, Calif. (AM: 1320 khz, 500 w-D, DA; FM: 105.5 mhz, 700 w)—Broadcast Bureau granted assignment of license from Ramona Broadcasting Corp. to KHSJ Inc. for $270,000. Seller: James C. Richards, president and general manager. Buyer: 2588 Newport Corp., licensee of KTUC(AM)-KFMM(FM) Tucson, Ariz., KYVA(AM)-KGLP(FM) Gallup, N.M. and KHOT-(AM)-KUUL(FM) Madera, Calif. Raymond I. Kandel, real estate investor, is president and 50% owner of 2588 Newport (BAL-8250). Action Nov. 21.

■ WBCK(AM) Battle Creek, Mich.—Broadcast Bureau granted involuntary transfer of control of Michigan Broadcasting Co. from Robert H. Holmes and David N. Holmes to David N. Holmes and Donald J. Walbridge, administrator of estate of R. H. Holmes (BTC-7585). Action Nov. 22.

■ WICC(AM) Bridgeport, Conn., WGN-AM-TV Chicago; KDAL-AM-TV Duluth, Minn.; WPIX-FM-TV New York; and KWGN-TV Denver—Broadcast Bureau granted relinquishment of negative control of Tribune Co. (parent corporation) from H. F. Grumhaus, James J. Patterson, Mrs. Ruth McCormick, et al. (eight trustees), trustees of McCormick-Patterson Trusts, through transfer of stock to F. M. Flynn, James J. Patterson, Mrs. Ruth McCormick, H. F. Grumhaus, et al. (BTC-7577). Action Nov. 22.

■ WHYI(FM) Ft. Lauderdale, Fla.; KEZK(FM) St. Louis; WKTQ(AM) Pittsburgh; KGMB-AM-FM Honolulu—Broadcast Bureau granted assignment of license from Heftel Broadcasting - South Florida to Heftel Broadcasting - Radio, wholly owned subsidiary (BALH-2079). Action Nov. 29.

■ WSRF(AM)-WSHE(FM) Ft. Lauderdale, Fla.—Broadcast Bureau granted transfer of control of Van Patrick Broadcasting Co. from Lorin E. Milner, Van Patrick, and B. A. Chaplow to Lorin E. Milner revocable trust, Evelyn A. Patrick and Edward J. Dore Jr., co-executors of estate of Van Patrick and B. A. Chaplow (BTC-7583-84). Action Nov. 22.

■ WALJ(FM) Naples, Fla. (93.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Naples Image Inc. to Collier Broadcasting Co. for $116,219. Seller: William A. Loach Jr., president. Buyers: Mr. and Mrs. Robert B. Lubic (75%) and Mr. and Mrs. David N. Pfaff (25%) own WRGI(AM) Marco Island, Fla. (BALH-2060). Action Nov. 27.

■ WOGO(AM) New Smyrna Beach, Fla. (1550 khz, 250 w-D)—Broadcast Bureau granted assignment of license from William Henry Brown to Astro Enterprises for $60,000. Seller: Mr. Brown owns 22% stock in Astro. Buyers: Arthur Fox (18.1%). Mercer L. King Jr. (22%), et al. Astro owns WWBC(AM) Cocoa, Fla. (BAL-8226). Action Nov. 27.

■ WCOA(AM)-WJLQ(FM) Pensacola. Fla. (AM: 1370 khz, 5 kw-DA-N; FM: 100.7 mhz. 25.5 kw)—Broadcast Bureau granted assignment of license from WCOA Radio Inc. to Summit Communications Inc. for $1,900,000. Sellers: J. McCarthy Miller (51%), Boris Mitchell (21.5%), et al. Messrs. Miller and Mitchell have interest in several southern stations including WTRL(AM) Bradenton, Fla. and WBIA(AM) Augusta, Ga. Buyers: Gordon C. Gray (52%) and sons Gordon Jr., Burton C., C. Bovden and Bernard (48% jointly). Summit owns WSJS(AM)-WTQR(FM) Winston-Salem, N.C. (BAL-8292). Action Nov. 27.

■ KLIX(AM) Twin Falls, Idaho—Broadcast Bureau granted assignment of license from Sawtooth Radio Corp. to Sawtooth Radio Corp. for $303,544. Seller: C. N. Layne, et al. (100%). Buyers: Charles R. Tuma (99.9%) is KLIX newsman (BAL-8099). Action Nov. 27.

■ WROY(AM)-WRUL(FM) Carmi, Ill.—Broadcast Bureau granted acquisition of positive control of Carmi Broadcasting Co., by C. F. Rebstock (18% before; 50.8% after) through purchase of stock from Samuel A. Hassan (38.8% before; 6% after). Consideration: $65,600 (BTC-7586). Action Nov. 22.

■ WIXI(AM) Lancaster, Ky. (AM: 1280 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Lancaster Broadcasters to Lancaster Broadcasters Inc. for $70,000. Seller: South C. Bevins (100%) owns WANO(AM) Pineville, Ky. Buyers: Charles E. Phillips, sales manager at WYSH(AM) Clinton, Tenn.; James F. Stair, general manager at WYSH(AM)-WCFA(FM) Clinton; and George R. Guertin, stockholder in several Tennessee stations including WYSH(AM)-WCFA-(FM) (33⅓% each) (BAL-8235). Action Nov. 27.

■ WKDO(AM) Liberty, Ky. (1560 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Janie Ruth Broadcasting Co. to Radio Station WKDO for $75,000. Seller: Calvin C. Smith (100%) owns WRSL-AM-FM Stanford, Ky. Buyer: Carlos Wesley (100%), general manager of WKDO (BAL-8270). Action Nov. 27.

■ WHMP-AM-FM Northampton, Mass.—Broadcast Bureau granted transfer of control of Pioneer Valley Broadcasting Co. from Charles W. DeRose, Peter L. DeRose and estate of Charles N. DeRose, family group (24% before; none after) to Charles W. and Peter L. DeRose (both 38% before; 50% after) (BTC-7588). Action Nov. 22.

■ WVIC-AM-FM East Lansing, Mich. (AM: 730 khz, 500 w-D, DA; FM: 94.9 mhz, 20 kw)—Broadcast Bureau granted transfer of control of WGSB Broadcasting Co. from Bob Sherman, et al. (65% before; none after) to James A. Morse (none before; 65% after). Consideration: $297,269. Principal: Mr. Morse is real estate investor and former free-lance radio-TV announcer (BTC-7562). Action Nov. 27.

■ WJPR(AM) Greenville, Miss.—Broadcast Bureau granted assignment of license from WJPR Radio to WJPR Inc., both owned by Bruce H. and John K. Gresham (BAL-8296). Action Nov. 29.

■ KGHM(AM) Brookfield, Mo. (1470 khz, 500 w-D, DA)—Broadcast Bureau granted assignment of license from W-H Enterprises to Brookfield Broadcasting Co. for $160,000. Seller: Joe R. Bankhead, president, et al. Buyers; Gary S. Yantes (57%), Ronald W. Groslie (25%) and Herbert W. Perry (18%). Mr. Perry owns accounting firm, Messrs. Yantes and Groslie are salesmen for KDLM(AM) Detroit Lakes, Minn. (BAL-8168). Action Nov. 22.

■ KENM(AM) Portales, N.M. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Portales Broadcasting Co. from Gary B. Ackers, Larry D. Ackers, Billy J. Fox and trustees of Carol Cagle Trust (100% before, none after) to Abilene Radio and Television Co. (none before, 100% after). Consideration $6,400. Principals: L. Dale Ackers and Jack Andrews, trustees of Carol Cagle Trust, have 9.2% joint interest and each 29.2% individual interest in Abilene Radio and Television. Christine Ackers Cagle (20%) and Sybil Ackers (12.5%) are respectively sister and mother of L. Dale Ackers (BTC-7537). Action Nov. 27.

■ KRSY(AM) Roswell, N.M. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from John Burroughs to Troy Raymond Moran for $228,304. Seller: Mr. Burroughs has interest in KRZY(AM)-KRST(FM) Albuquerque, N.M. Buyer: Mr. Moran also has interest in KRZY-KRST (BAL-8267). Action Nov. 27.

■ WZOW-FM Utica, N.Y. (107.3 mhz, 3.6 kw)—Broadcast Bureau granted assignment of license from Horwin Broadcasting Corp. to WTLB Inc. Consideration: $160,000. Seller: Lawrence J. Horwin (100%). Buyers: Paul A. Dunn (20%), Edward J. Carey (20%), et al. own WTLB(AM) Utica (BALH-2057). Action Nov. 27.

■ WHPE-AM-FM High Point, N.C.—Broadcast Bureau granted assignment of licenses from High Point Broadcasting Co. to Bible Broadcasting Network, sole stockholder of High Point Broadcasting (BAL-8295). Action Nov. 29.

■ WPTW-AM-FM Piqua, Ohio—Broadcast Bureau granted involuntary transfer of negative control of WPTW Radio Inc. from C. Oscar Baker to Piqua National Bank & Trust Co., executor of estate of Mr. Baker (BTC-7595). Action Nov. 27.

■ KRNS(AM) Burns, Ore. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Radio Burns to KRNS Radio. Consideration: $150,000. Sellers: James Ward and Howard McDonald. Buyers: William I. Hampton and Paul B. Patrick (50% each). Mr. Hampton is former newscaster for KFI(AM) Los Angeles. Mr. Patrick works in production at KEZM(FM) Los Angeles (BAL-8267). Action Nov. 29.

■ WPTS(AM) Pittston, Pa. (1540 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Midway Broadcasting Co. to Ward Broadcasting Corp. Consideration: $250,000. Seller: Mrs. A. W. Fiorani. Buyer: James F. Ward (100%), general manager of WBAX(AM) Wilkes-Barre, Pa. (BAL-8276). Action Nov. 29.

■ WRSC(AM)-WQWK(FM) State College, Pa. (AM: 1390 khz, 1 kw-D; FM: 96.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Edorea Corp. from Michael M. Rea and J. Albert Dame (respectively 75% and 25% before, none after) to State College Communications Corp. (none before, 100% after). Consideration: $850,000. Sellers: Principals: Messrs. Rea and Dame own WKBO(AM) Harrisburg, Pa. Principals in State College: Eastern Broadcasting Corp. (80%) and Robert Zimmerman (20%). Roger A. Neuhoff is major stockholder 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 (BTC-7552). Action Nov. 22.

■ WNAE(AM)-WRRN(FM) Warren, Pa. (AM: 1310 khz, 5 kw-D; FM: 92.3 mhz, 26 kw)—Broadcast Bureau granted assignment of license from Northern Allegheny Broadcasting Co. to Kinzua Broadcasting Co. for $570,000. Sellers: A. David and James Potter, et al. Messrs. Potter are retiring from broadcasting because of health reasons. Buyers: W. LeRoy Schneck (62.5%), Rockwell O'Shiel (25%), et al. Mr. Schneck has interest in Northern Allegheny and is program director of WNAE-WRRN. Mr. O'Shiel, Warren attorney, owns outdoor recreational facilities company (BAL-8249). Action Nov. 27.

■ WOYE-FM Mayaguez, Puerto Rico (94.1 mhz, 20 kw)—Broadcast Bureau granted assignment of license from Ultra High Fidelity Corp. to Pepino Broadcasters for $85,000. Sellers: Gilbert Mamary, Gladys Carbonell, et al. have interest in WTIL-(AM) Mayaguez. Buyer: Felix Bonnet Velez (100%) owns WFBA(AM) San Sebastian (BALH-2056). Action Nov. 29.

■ WLAT-AM-FM Conway, S.C.—Broadcast Bureau granted involuntary transfer of negative control of

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Coastal Broadcasting Co. from Loys Marsdon Hawley (50%) to Jack E. Hawley, executor of estate of Loys Marsdon Hawley (BTC-7589-90). Action Nov. 22.

■ WMOC(AM) Chattanooga—Broadcast Bureau granted assignment of license from Robert A. Mayer to Mayer Broadcasting Co. owned 100% by Mr. Mayer (BAL-8289). Action Nov. 27.

■ WGAP(AM) Marysville, Tenn. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Virginia E. Corbett to Stephen Y. Corbett for $105,144. Seller: Virginia E. Corbett executrix of estate of Frank H. Corbett. Buyer: Mr. Corbett, son of Mrs. Corbett, is general manager of WGAP (BAL-8211). Action Nov. 29.

■ WREC-AM-FM Memphis (AM: 600 khz, 5 kw; FM: 102.7 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Cowles Tennessee Radio Properties from Cowles Communications (100% before, none after) to Summit Communications Inc. (none before, 100% after). Consideration: $3,100,000. Principal: Gordon Gray family. Sale is part of reshuffling of media crossownerships by publicly traded Cowles and Summit, owned by Gordon Gray family (BTC-7554). Action Nov. 27.

■ KALT(AM) Atlanta, Tex. (900 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Ark-La-Tex Broadcasting Co. from Herman H. Wommack Jr. (63% before; none after) to David A. Wommack (37% before; 100% after). Consideration: $125,000. Principal: David Wommack is manager of KALT(AM) and has interest in KALT-FM (BTC-7560). Action Nov. 22.

■ KDFW-TV Dallas—Broadcast Bureau granted assignment of license from Times Herald Printing Co. of Texas to KDFW-TV Inc., both wholly owned subsidiary of Times Mirror Co. (BALCT-555). Action Nov. 22.

■ KGVL(AM) Greenville, Tex.—Broadcast Bureau granted transfer of control of Radio Station KGVL Inc. from Cecelia C. Kimzey and Elizabeth C. Force, co-executors of estate of Truett Kimzey to Cecelia C. Kimzey, and John Paul Kimzey and First National Bank of Fort Worth trust department, co-trustees of Kimzey "A" Trust & Kimzey "B" Trust; no consideration (BTC-7509). Action Nov. 21.

■ KEFC(FM) Waco, Tex. (95.5 mhz, 3.1 kw)—Broadcast Bureau granted assignment of license from Joy Broadcasting Inc. to The Centracast Corp. for $135,000. Seller: Charles E. Maddux (100%), president. Buyer: Centrum Corp. (51% de facto) and Mr. Maddux (49%). Centrum owns KAWA(AM) Waco (BALH-2009). Action Nov. 27.

■ WSNO(AM)-WORK(FM) Barre, Vt.—Broadcast Bureau granted relinquishment of negative control of Radio Barre Inc. by Robert I. Kimbel and Bessie W. Grad (both 50% before; 40% after) through transfer of stock to Alan H. Noyes (none before; 20% after); consideration $32,000. Principal: Mr. Noyes is station manager of WSNO-WORK (BTC-7594). Action Nov. 27.

■ WPED(AM) Crozet, Va. (810 khz, 250 w-D)—Broadcast Bureau granted assignment of license from George G. Cory to McClenahan Broadcasting Corp. for $275,000. Seller: Mr. Cory is retiring from broadcasting because of health reasons. Buyer: W. Edward McClenahan (100%) is general manager of WCHV(AM)-WCCV(FM) Charlottesville, Va. (BAL-8245). Action Nov. 22.

■ KPUL-AM-FM Pullman, Wash. (AM: 1150 khz, 1 kw-D; FM: 104.9 mhz, 1.7 kw)—Broadcast Bureau granted assignment of license from Robert Lloyd Hoover to Radio Palouse for $115,000. Seller: Mr. Hoover wishes to acquire larger market station. Buyers: Susan S. and William L. Wood Jr. (100%). Mr. Wood was salesman for KXLY-TV Spokane, Wash. and his wife is executive secretary at KSPS-TV Spokane (BAL-8244). Action Nov. 27.

Facilities changes

TV actions

■ *WEDY New Haven, Conn.—Broadcast Bureau granted authority to operate trans. by remote control from Video Lane, Booth Hill Rd., Trumbull, Conn. (BRCETV-70). Action Nov. 25.

■ WDCA-TV Washington — Broadcast Bureau granted authority to operate trans. by remote control from 5202 River Rd., Bethesda, Md. (BRCTV-160). Action Nov. 27.

■ WTVX Fort Pierce, Fla.—Broadcast Bureau granted CP to change type trans.; ERP 67.6 kw (vis.), 13.5 kw (aur.) (BPCT-4764). Action Nov. 27.

■ WJET-TV Erie, Pa.—Broadcast Bureau granted CP to make changes in transmitting equipment; ERP 661 kw (vis.), 66.1 kw (aur.); condition (BPCT-4788). Action Nov. 25.

■ KGOJ Brownsville, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 295 kw (vis.); 58.9 kw (aur.); change trans. to northwest of Brownsville, 2.3 miles northeast of Santa Maria, Tex.; change type of trans. and ant.; ant. height 1,430 ft. (BMPCT-7552). Action Dec. 3.

■ KVEO McAllen, Tex.—FCC granted mod. of CP to change trans. location, increase ant. height and reduce power. Action Dec. 3.

■ WEAU-TV Eau Claire, Wis.—Broadcast Bureau granted CP to make changes in transmitting equipment (BPCT-4684). Action Nov. 21.

AM actions

■ KLAM Cordova, Alaska—Broadcast Bureau granted mod. of license covering change of Nov. 16 through April 30 specified hours to: 7:30 a.m. to 12:00 noon daily and 5:00 p.m. to 10:00 daily and Sunday (BML-2529). Action Nov. 29.

■ KCBC Des Moines, Iowa—Broadcast Bureau granted mod. of license to operate trans. by remote control and change main studio location to 6967 University, Des Moines (main and aux.) DA-1; conditions (BRC-3680). Action Nov. 20.

■ WPNO Auburn, Me.—Broadcast Bureau granted CP to increase power; change trans.; change trans. location to Minot Ave. (State Route 11-121) 0.5 mile east of Haskell Corner, Auburn (BP-19619). Action Dec. 2.

■ WCIS Moss Point, Miss.—Broadcast Bureau granted CP to reduce power and change to non-DA; trans. and studio location at 4510 Shortcut Rd., Pascagoula, Miss.; conditions (BP-19671). Action Nov. 27.

■ WKYK Burnsville, N.C.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to East Main St., Ext., Burnsville, and change type of trans. (BP-19794). Action Nov. 29.

■ WCVP Murphy, N.C.—Broadcast Bureau granted CP to remove short-wave ant. from existing ant. (BP-19835). Action Nov. 29.

■ WCIN Cincinnati—Broadcast Bureau granted CP to add MEOV's to daytime and nighttime DA patterns (BP-19833). Action Nov. 20.

■ WNRE Circleville, Ohio—Broadcast Bureau granted mod. of CP to add MEOV's (BMP-13891). Action Nov. 22.

■ WMUU Greenville, S.C.—Broadcast Bureau granted mod. of license covering change in main studio location to Altamont Rd. atop Paris Mountain, near Greenville, and operate trans. by remote control from studio location (BML-2530). Action Nov. 29.

■ KGFX Pierre, S.D.—Broadcast Bureau granted CP to add nighttime operation and install trans. (BP-19694). Action Nov. 27.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WISP Kinston, N.C. (BP-19,473) Nov. 15; WKLY Hartwell, Ga. (BP-19,742), Nov. 20.

FM actions

■ KZZZ Kingman, Ariz.—Broadcast Bureau granted mod. of CP to change trans., studio and remote control location to 2534 Margaret Ave., Kingman; change trans. and ant.; ERP 3 kw; ant. height 70 ft. (BMPH-14320). Action Nov. 26.

■ KCNW Riverside, Calif.—Broadcast Bureau granted CP to change trans. location to Box Springs Mountain, 5.25 miles east-southeast of Riverside post, Riverside; operate by remote control from studio site at 7451 Lincoln Ave., Riverside; install new trans. and ant.; make changes in ant. system; ERP 80 w; ant. height 1,620 ft. (BPH-9150). Action Nov. 27.

■ WKSS Hartford-Meridian, Conn.—Broadcast Bureau granted CP to install new ant. (BPH-9217). Action Nov. 29.

■ KFXD-FM Nampa, Idaho—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 46 kw; ant. height 2,520 ft. (BMPH-14330). Action Nov. 29.

■ *WMXM Lake Forest, Ill.—Broadcast Bureau granted CP to make changes in ant. system; ant. height 108 ft. (BPED-1922). Action Nov. 29.

■ KTOP-FM Topeka, Kan.—Broadcast Bureau granted CP to change trans. location to 1600 N. Buchanan, Topeka; install new ant.; make changes in ant. system; ERP 5.3 kw; ant. height 260 ft. (BPH-9028). Action Dec. 2.

■ WVEZ Louisville, Ky.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 24.5 kw; ant. height 670 ft. (BPH-9208). Action Nov. 29.

■ KCUE-FM Red Wing, Minn.—Broadcast Bureau granted CP to install new ant.; ERP 2.30 kw; ant. height 340 ft. (BPH-9223). Action Nov. 29.

■ KROC-FM Rochester, Minn.—Broadcast Bureau granted CP to install new trans. and ant.; add circular polarization; ERP 100 kw; ant. height 1,110 ft.; remote control permitted (BPH-9227). Action Nov. 29.

■ *WBJB-FM Lincroft, N.J.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ERP 2.25 kw; ant. height 52 ft.; remote control permitted (BMPED-1188). Action Nov. 26.

■ *WEOS-FM Geneva, N.Y.—Broadcast Bureau granted CP to change trans. location to Winn-Seeley, Gymnasium, Colleges of Seneca campus, Geneva; install new trans. and ant.; make changes in ant. system; ERP 460 w; ant. height minus 8 ft.; remote control permitted (BPED-1878). Action Dec. 2.

■ WEED-FM Rocky Mount, N.C.—Broadcast Bureau granted CP to make changes; ERP 1.30 kw (BPH-9220). Action Nov. 29.

■ WCUE Akron, Ohio—Broadcast Bureau granted CP to change trans. location to 3.1 miles north of Cuyahoga Falls, Akron; operate by remote control from 424 Sackett Ave., Akron; install new trans. and ant.; make change in ant. system; ERP 50 kw; ant. height 440 ft. (BPH-8994). Action Nov. 27.

■ WNRE-FM Circleville, Ohio—Broadcast Bureau granted authority to operate trans. by remote control from main studio at U.S. Route 23N, Circleville (BRCH-1233). Action Nov. 19.

■ WIYQ Ebensburg, Pa.—Broadcast Bureau granted mod. of CP to change ant. and transmission line; ERP 1.25 kw; ant. height 550 ft.; remote control permitted (BMPH-14307). Action Nov. 26.

■ WGCR-FM Wellsboro, Pa.—Broadcast Bureau granted mod. of CP to change ant.; ERP 5 kw; ant. height 380 ft. (BMPH-14308). Action Nov. 26.

■ KMIT Mitchell, S.D.—Broadcast Bureau granted mod. of CP to change trans., ant. and transmission line (BMPH-14318). Action Nov. 26.

■ KFMK Houston—Broadcast Bureau granted CP to change trans. location to south of Liberty Rd., east end of Englewood Yards, Southern Pacific Railroad, Houston; operate by remote control from studio site at 1900 Medical Tower Bldg., south Main and Dryden, Houston; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 440 ft. (BPH-9151). Action Dec. 2.

■ WMVA-FM Martinsville, Va.—Broadcast Bureau granted CP to install new ant. (BPH-9218). Action Nov. 29.

■ *WVWR-FM Roanoke, Va.—Broadcast Bureau granted CP to change frequency to 89.1 mhz; change trans. location to Poor Mountain, 12 miles southwest of Roanoke; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 1,970 ft.; remote control permitted (BPED-1877). Action Nov. 27.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KSGM Ste. Genevieve, Mo. (BPH-9114), Nov. 20; KTTS-FM Springfield, Mo. (BPH-8892), Nov. 18; WFMF Baton Rouge (BPH-8940), Nov. 19; WRDB-FM Reedsburg, Wis. (BPH-8637), Nov. 15; WTAO Murphysboro, Ill. (BPH-8702), Nov. 18.

In contest

Designated for hearing

■ St. Louis and Granite City, Ill., AM proceeding: Doubleday Broadcasting Co., seeking KWK(AM) St. Louis facilities (1380 khz), and Norman Broadcasting Co. (WGNU[AM] Granite City), seeking frequency change from 920 khz to 1380 khz (Docs. 20277-80)—FCC set applications for hearing. Issues include area and population determination, and availability of other radio service to such areas and populations. Action Dec. 4.

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:

■ Tallahassee, Fla., FM proceeding: Capital City FM, Phillips Radio and Amrad Corp., competing for 103.1 mhz (Docs. 20237-9)—Designated ALJ Thomas B. Fitzpatrick to serve as presiding judge; scheduled hearings for Feb. 10, 1975. Action Nov. 25.

■ Monticello, N.Y., FM proceeding: Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—Designated ALJ Jay A. Kyle to serve as presiding judge; scheduled hearing for Feb. 18, 1975. Action Nov. 27.

Procedural rulings

■ Milton, Fla., AM proceeding: Radio Santa Rosa, Aaron J. Wells, Jimmit H. Howell and Mapoles Broadcasting Co., competing for 1330 khz (Docs. 19882-5)—Review board denied Broadcast Bureau's appeal from oral ruling on Oct. 3 of ALJ Herbert Sharfman refusal to order testimony of Mapoles Broadcasting. Action Nov. 26.

■ Decatur, Ill., FM proceeding: Prairieland Broadcasters, WBIZ Inc., Superior Media and Decatur Broadcasting, competing for 95.1 mhz at Decatur (Docs. 20055-F, 20059)—Review board added trafficking and cross-interest issue against Superior Media in response to motion to enlarge issues filed July 30 by Prairieland Broadcasting. Action Dec. 2.

■ Edna, Tex., AM proceeding: International Broadcasting Corp. (KWKH[AM] Shreveport, La.) petition to deny Cosmopolitan Enterprises (KWBY-[AM] Edna) CP for 5 kw (Doc. 20075)—Review board, on request of Broadcast Bureau, modified issue to allow additional inquiry into matters which Cosmopolitan allegedly failed to report. Action Nov. 26.

Initial decision

■ Washington, educational FM proceeding: Pacifica Foundation, seeking ch. 207 (Doc. 18634)—ALJ James F. Tierney, in initial decision, granted application of Pacifica Foundation. Judge Tierney found no evidence that Pacifica tried to intentionally deceive or mislead FCC or other parties in proceeding. Ann. Dec. 3.

Review board decisions

■ Santa Cruz, Calif., AM proceeding: St. Cross Broadcasting, Progressive Broadcasting Co., Milo Communications Corp. and Lloyd M. Marks, competing for new AM (Doc. 19503)—Review board affirmed initial decision that approved partial reimbursement of expenses incurred by St. Cross Broadcasting, which was dismissed in proceeding on May 25, 1973. Action Nov. 21.

■ Marathon, Fla., FM proceeding: WHOO Radio Inc. and Breeze 94, competing for 94.3 mhz (Docs. 19935-6)—Review board granted application of Breeze 94 for CP for new FM and denied competing application of WHOO Radio. Breeze 94 granted 94.3 mhz, 3 kw, HAAT 107 ft. P.O. address: 11300 Overseas Highway, Suite 94, Marathon 33050. Estimated construction cost: $22,565; first-year operating cost: $26,849; revenue: $36,000. Principals: John F. and June I. Thacker (together 70%). Mr. Thacker, formerly general manager of WFFG(AM) Marathon, is assistant to manager of Sun World Broadcasters. Mrs. Thacker is nurse. Action Nov. 26.

■ Midland, Mich., FM proceeding: Wolverine Radio Co. and Patten Corp. WMPX[AM] Midland and WKHM-AM-FM Jackson), competing for 93.5 mhz (Docs. 19925-6)—Review board granted application of Wolverine Radio Co., and dismissed mutually exclusive application of Patten Corp. Wolverine Radio Co. granted 93.5 mhz, 3 kw, HAAT 300 ft. P.O. address Box 1844, Midland 48640. Estimated construction cost $3,046; first-year operating cost $17,857; revenue $26,000. Principals: Ted A. Peloubet, president (51%), et al. Mr. Peloubet is news director of WBCM-AM-FM Bay City, Mich. Action Nov. 26.

Complaint

■ KDKA(AM) Pittsburgh and CBS—FCC denied application for review of Broadcast Bureau's July 24 denial of fairness doctrine complaints of Mrs. Mary Jo Bradley against CBS and KDKA. Bureau concluded that since it had not received evidence of either news suppression or distortion, or of violation of fairness doctrine, no action was warranted on Mrs. Bradley's complaints. Action Nov. 27.

Fines

■ WMUR-TV Manchester, N.H.—FCC ordered United Television Co. of New Hampshire, licensee of WMUR-TV, to forfeit $6,000 for improper program logging. FCC determined that United violated logging rules by improperly logging as "local," when in fact program was video-tape recorded and produced without local participation. Action Nov. 27.

■ WTKO(AM) Ithaca, N.Y.—Broadcast Bureau ordered Ivy Broadcasting Co. to forfeit $500 for various program logs violations. Action Dec. 2.

■ KPXE(AM) Liberty, Tex.—Broadcast Bureau notified Dorsey Eugene Newman that he has incurred an apparent liability of $500 for leaving trans. unattended for up to one hour daily. Action Dec. 2.

Other action

■ KWHY-TV Los Angeles—FCC granted application of Coast Television Broadcasting Corp., licensee of KWHY-TV, for authority to operate subscription TV station on ch. 22. Action Nov. 27.

Allocations

Action

FCC took following action on FM allocations:

■ Texas—Broadcast Bureau proposed changing channel assignments in several Texas communities. Action was in response to petition by Wilson County Broadcasting Co., proposing to assign ch. 232A to Floresville by changing assignments at Devine, Gonzales, Kenedy-Karnes, San Antonio, San Marcos, and Victoria, and deleting ch. 211A at Hondo. Action Nov. 20.

Rulemaking

Action

■ FCC adopted rules to implement National Environmental Policy Act. Action amends Part 1 of commission's rules and regulations by adding new subpart I. New rules identify types of facilities considered to be major on basis of their probable environmental significance and require that information relating to such facilities be submitted to commission along with applications for CP's (Doc. 19555). Action Sept. 26.

Translators

Actions

■ K09CW Healy, Usibelli and Suntranna, Alaska—Broadcast Bureau granted CP for translator to change frequency from ch. 9 to ch. 13; change call letters to K13MZ (BPTTV-5033). Action Nov 26.

■ K07KE rural area in southwest Baca county, Colo.—Broadcast Bureau granted CP to change frequency of translator from ch. 7 to ch. 3; change call letters to K03DZ (BPTTV-5120). Action Nov. 27.

■ Colorado—FCC granted application of Four States Television, licensee of KIVA-TV Farmington, N.M., for new 100-w translator station to serve Nucla, Norwood and Naturita, Colo., rebroadcasting KIVA-TV. Petition to deny application by XYZ Television Inc., licensee of KREY-TV Montrose, Colo., was denied. Action Nov. 27.

■ W07ZG Brant Lake and South Horicon, N.Y.—Broadcast Bureau granted CP for new translator on ch. 7, rebroadcasting WMHT-TV Schenectady, N.Y.; condition (BPTTV-4986). Action Nov. 19.

■ K13LG Fairburn, S.D.—Broadcast authorization canceled and call letters deleted (BPTTV-4410). Ann. Dec. 2.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance. FCC announced Dec. 4 (stations listed are TV signals proposed for carriage):

■ Community Antenna, 93 Main St., Gouverneur, N.Y. 13642, for Gouverneur (CAC-4518): Add WOR-TV New York; W50AA Watertown, N.Y. and delete CJOH Ottawa, Ontario; WNYS Syracuse, N.Y.

■ Cablevision of Charlotte, 4420 E. Independence Blvd., Charlotte, N.C. 28205, for Charlotte (CAC-2207): Delete WTCG Atlanta and temporarily suspend carriage of WXII Winston-Salem, N.C.; WGHP-TV High Point, N.C., contingent upon adding WDCA-TV Washington.

■ Cablevision of Salisbury, 1108 Ketner Center, Salisbury, N.C. 28144, for Salisbury (CAC-2208): Delete WTCG Atlanta; delete WTVI Carlotte, N.C., contingent upon adding WDCA-TV Washington.

■ Putnam TV Cable, 117 S. Hickory St., Ottawa, Ohio 45875, for Leipsic, Ohio (CAC-4534): WLIO Lima, Ohio; WDHO-TV, WTOL-TV, WSPD-TV, WGTE-TV Toledo, Ohio; WKJG-TV, WPTA, WANE-TV Ft. Wayne, Ind.; WHIO-TV Dayton, Ohio; WKBD-TV Detroit; CKLW Windsor, Ontario.

■ Hooker TV Cable, Box 945, Hooker, Okla. 73945, for Hooker (CAC-4516): Add KTVC Ensign, Kan.

■ Yukon Cablevision, Box 333, Wichita, Kan. 67201, for Yukon, Okla. (CAC-4517): WKY-TV, KOCO-TV, KWTV, KETA, KOKH-TV Oklahoma City; KTVT Ft. Worth; KXTX-TV Dallas.

■ Covenant Cable TV, 210 W. Otterman St., Greensburg, Pa. 15601, for Penn township (CAC-4519), Youngblood borough (CAC-4520), Manor borough (CAC-4521), North Irwin borough (CAC-4522), North Huntington township (CAC-4523), Penn borough (CAC-4524), Irwin borough (CAC-4525), Jeannette (CAC-4526), Sewickley township (CAC-4527), and Adamsburg (CAC-4528), all Pennsylvania: Add WUAB Lorain, Ohio; WKBF Cleveland; and for Unity township (CAC-4529), Greensburg (CAC-4530), South Greensburg (CAC-4531), Southwest Greensburg (CAC-4532) and Hempfield township (CAC-4533), all Pennsylvania: Add WTAJ-TV Altoona, Pa.; WUAB Lorain, Ohio; WKBF-TV Cleveland.

■ Clear Vision Cable Co. of Martin, Box 3007, Meridian, Miss. 39301, for Sharon (CAC-4535) and Greenfield (CAC-4536), both Tennessee: Add WMC-TV Memphis.

Certification actions

■ Fort Valley and Peach county, Ga.—FCC granted applications of Valley Cable TV for certificates of compliance to add *WGTV Athens, Ga., to its cable systems at Fort Valley and adjacent unincorporated areas in Peach county. Action Nov. 27.

■ Lake county, Ill.—FCC granted application of Lakes Cable for certificate of compliance to operate cable system in specified unincorporated areas of Lake county, located outside all TV markets. Lakes Cable proposed to carry WREX-TV and WTVO Rockford; WCEE-TV Freeport; WBBM-TV, WCFL-TV, WCIU-TV, WFLD-TV, WGN-TV, WLS-TV, WMAQ-TV, WSNS-TV, *WTTW and *WXXW, all Chicago; and WISN-TV, WITI-TV, *WMVS, *WMVT, WTMJ-TV and WVTV, all Milwaukee. Action Nov. 27.

■ Monroe and West Monroe, La.—FCC granted applications by Louisiana CATV for certificates of compliance to add KTVT Ft. Worth, and *WMAA Jackson, Miss., to its cable systems at Monroe and West Monroe, La. Systems are located in Monroe, La.-El Dorado, Ark., major TV market (CAC-1455, 1640). Action Nov. 27.

Other actions

■ San Francisco—FCC denied Big Valley Cablevision stay of commission's Sept. 5 denial of reconsideration of its Dec. 5, 1973, decision to delete company's authorization for carriage of KEMO-TV San Francisco. Action Nov. 27.

■ Nebraska—FCC denied petition by Duhamel Broadcasting Enterprises, licensee of KDUH-TV Hay Springs, Neb., for reconsideration of commission grant authorizing Multi-Pix Inc. and Community Telecommunications Inc. to add KCOP, KHJ-TV, KTLA, and KTTV Los Angeles, to their operating cable systems located outside all TV markets at Kimball, Alliance, and Sidney, Neb. Duhamel said FCC did not adequately consider KDUH-TV's economic plight. Action Nov. 27.

■ Washington—FCC denied Cable TV Puget Sound, operator of interconnected cable systems in nine communities in Seattle-Tacoma, major TV market, reconsideration of commission action denying it carriage of CHAN-TV Vancouver, B.C. Action Dec. 3.

■ FCC granted several petitions for refunds of cable TV annual fees paid under current fee schedule, and will refund approximately $4 million to owners of cable systems. Petitions were filed by Combined Communications, National Cable Television Association, American Cable Television, Cannon Beach TV Co. and Teleprompter Corp. Action Dec. 2.

Classified Advertising

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

RADIO

Help Wanted Management

Pennsylvania Radio Station seeking young, aggressive, sales oriented manager. Must have sales or station managing experience. Two station market. Ownership available. $20,000 to $25,000 range, plus percentage of profit. Must handle accounts. Box N-74, BROADCASTING.

Group owned AM in single station Missouri market seeking management trainee. Must be sales and sound oriented. Salary based on experience and ability. Will be expected to do everything including short board shift. Resume and references will be checked. Box N-100, BROADCASTING.

Looking for medium sized market radio station manager. Salary open, part ownership available to right individual. Box N-106, BROADCASTING.

Experienced aggressive young account executive wanted by full time top-rated AM Rocker in Northern California. Station is part of a young and aggressive four station chain. Resume with picture, references and track record required with first response. Salary commensurate with experience. Send replies to: KOBO Radio, 463 Palora Avenue, Yuba City, CA 95991. Attention: Monty Ivey.

Help Wanted Sales

WKXY Sarasota seeking salesperson preferably experienced contemporary sales and production. Resume, sales record, references first letter. WKXY, Box 2500, Sarasota, FL 33578.

Salesperson wanted. Salary plus commission. Send resume to Manager, WNCT 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 programing ability. Must have a car. Box N-13, BROADCASTING.

Mountain West good living. Top station in city of 50,000 seeking MOR night DJ interested in stable job. Experience, 1st Class necessary. EOE. Send resume, salary requirements to Box N-94, BROADCASTING.

Are You Creative? Award winning Texas CW, Tops in small market, needs afternoon drive jock who's heavy on production. I'll groom you into Air Personality. Light experience/heavy desire okay. Send informal letter to Box N-97, 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.

Wanted: Morning person for Country music station in Southwest. No "Howdy friends and neighbors" type. No "nasal tone" kids. Send aircheck, (no carefully edited tapes). Three to five years experience preferred—send resume and tape to Jerry Groner, KRZY, P.O. Box 3280, Albuquerque 87110.

Mature, experienced person for news and DJ combination. MOR format. Apply to George Taylor, WALE, Fall River, MA 02722. EOE.

Help Wanted Technical

Top quality Beautiful Music AM and FM radio station in Florida needs Chief Engineer familiar with automation equipment. $1,000 a month—many fringe benefits. Box N-83, BROADCASTING.

Chief Engineer, Group owner, major market radio chief engineer, AM & FM. Strong, well organized administrator wanted. Resume and references with first contact. Box N-96, BROADCASTING.

Chief Engineer for small market in beautiful resort/recreation area. Experienced in FCC regs., maintenance, etc. Possible opportunity to construct FM. Group owned. If able to do short board shift you're worth more. Resume and references to Box N-99, BROADCASTING.

Excellent semi-retirement or part-time opportunity for top rated chief who desires to relax and enjoy beautiful Ozarks or pursue a second career. Group owned AM needs engineer to run a good shop. Also familiar with FM. If second career in related field is sought, shop area will be provided. Interested? Let's talk and we might work out more. Box N-101, BROADCASTING.

Help Wanted Technical Continued

WNBH and WMYS, 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 Midwest 250 and 1 K non-direct. Full responsibility for operations and maintenance. Send resume or call WHBY, Appleton, Wisconsin 414-733-6639 and ask for General Manager.

Help Wanted News

News director. Midwest background only. Very strong local news. $8,000.00 up. Resume, salary requirement first letter. Box N-10, BROADCASTING.

Help Wanted Programing, Production, Others

We're looking for a young person who wants to advance to automation, can write copy that sells and does great production. This person must want to grow personally each day as fast as our company is growing. Call Cal Nicklay at KCFI, Cedar Falls, IA, 319-277-1918.

Sarasota, Florida. Copy writer for contemporary radio commercial production. Send samples and resume. WKXY, Box 2500, Sarasota, FL 33578.

Situations Wanted Management

Extremely competitive, 32, family man, seeks GM position in Northwest U.S. Creative sales oriented with strong fiscal management. Responsible programmer, community minded. Honesty of high concern. You show benefits and potential and I pay relocation expenses. Box N-73, BROADCASTING.

Attention: I have 12 years experience from the bottom up. Past 7 years in ownership with a very successful track record. My ability lies in sales and management. Top references. Looking for medium to large market. Minimum 30K. Reply Box N-80, BROADCASTING.

Christian broadcaster. Wants ministry in management. Have good references, experienced all departments. Box N-81, BROADCASTING.

Mature dedicated proven broadcaster is seeking management responsibility in SW Texas, N.M., Arizona or non-metropolitan California community. 307-237-9169, Box 1183, Casper, WY 82601.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

First phone, authoritative news, employed, enjoy sales, 1½ years radio school, including TV news. Happy, seeking light rock MOR or country in Southern Calif. Box N-53, BROADCASTING.

D.J. Play by play, news, management. 17 years experience. Major or regional market. Box N-67, BROADCASTING.

Looking! Overnight personality, experienced! Total presentation. Box N-72, BROADCASTING.

Young D.J. crying for "first break," non-experienced but aggressive and creative. Third not endorsed, but couldn't I work under a provision like to work behind the scene. It would be a shame to let my talents rot. Please help. Box N-76, BROADCASTING.

First phone, medium market, 4 years experience, will relocate, play by play. Box N-77, BROADCASTING.

Experienced first phone, aggressive announcer, good news, tight board, production, MOR, will relocate. Prefer New England or Southwest. Box N-89, BROADCASTING.

Announcer, 3rd endorsed, three months experience. Dependable and willing to work. Midwest. Call Steve 312-639-7882.

Young, aggressive 1st phone. 1 yr. TV board operator. Seeks break into FM format. Go anywhere. Katz, c/o General Delivery, Williston, ND 58801

Looking for Contemporary MOR or Top 40. Up tempo, conversational approach. Enjoy mornings, eight years experience, good production, first. Dick Houser, 5421 Fifth Avenue, Fort Myers, FL 33901.

Situations Wanted Announcers Continued

Do you want me to make money for your station? I'll do it by using my commercial announcing ability as well as my sales experience and ability. 3rd endorsed. Will relocate. Prefer North Eastern states including New England. Richard Goodman, 1745 East 8th Street, Brooklyn, NY 11223. 212-645-6486.

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.

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, 803-558-2150 after 6:30 wk., all day Sun.

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.

Situations Wanted Technical

First phone desires position as studio or transmitter engineer, also programming production. Willing to relocate. 419-332-4953.

Situations Wanted News

Sportscaster, 8 years experience, including play-by-play of pro baseball, plus college basketball, football, and baseball. I also have TV experience. I am looking for a permanent position for a station that wants a professional broadcaster. Write Box N-86, BROADCASTING.

Sports Director PBP. All sports—high school, college, pro level. Strong sales background. Phone 516-725-2140.

Hard-working, experienced newsman, PBP sports, 1st phone, degree, married, will relocate. Phone 415-776-3231.

News director, newsman. Good writer, good street, know sports. Northeast, Southwest or points in between. Douglas Nagy, 1-313-534-0251.

Situations Wanted Programing, Production, Others

Program director with record of top ratings, both as PD and morning man. I've got the experience and ability to make your station a winner. If you want a take charge, winning PD, answer this ad before your competition does. Let's make '75 a winner! Box N-104, BROADCASTING.

Experienced broadcast director/studio operator wants and needs work in television. Contact Bruce Vincent, 216 Waverly Road, Wilmington, DE 19803.

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.

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.

On-air Promotion Manager for Top Ten RA/TV station. Min. of 4 yrs. broadcasting exp. w/2 yrs. on-air promo. exp. Salary open. EOE. Send resume to Box N-78, BROADCASTING.

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.

Help Wanted Technical Continued

Chief Engineer, TV, strong on motivating technical crew and maintenance of excellent facilities. Equal opportunity employer. Box N-85, BROADCASTING.

Wanted experienced video tape maintenance and field engineers for large Miami, Florida facility. Please send resume and salary requirements to Box N-93, BROADCASTING.

Bicycle to work and enjoy it when you arrive. Large university in a small Florida town needs closed circuit color engineer. Box N-103, 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.

Transmitter Supervisor needed for small VHF Station in Colorado resort city. Contact David Balfour, KREX-TV, Box 789, Grand Junction, CO, phone 303-242-5000.

Engineer needed immediately for University Broadcast CCTV system. Applicant should be experienced in all phases of color studio operation including video tape recording in all formats. First Class Radiotelephone License plus minimum of two years Broadcast TV/CCTV experience. Outstanding benefits including paid health and life insurance. Starting salary 10K. Apply to Jay Kuca, Chief Broadcast Engineer, Wright State University, Dayton, OH 45431.

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.

Help Wanted News

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.

Wanted—News Director/Anchorperson in Rocky Mountain Region. Excellent opportunity for experienced self starter who can lead as well as perform. Send resume to Box N-105, BROADCASTING.

News Director for eye-witness format. TV experience a must. Send resume, pix and salary requirements. Equal Opportunity Employer. Box N-114, BROADCASTING.

Weather/Announcer eye-witness and general announcing duties. Send resume, pix and salary requirements. Will request VTR later. Equal Opportunity Employer. Box N-117, BROADCASTING.

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

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.

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.

Graphic Artist wanted for aggressive promotion department in dominent VHF station. Must know print layout and design. If you have experience, and are creative send resume to Box N-87, BROADCASTING.

Help Wanted Programing, Production, Others Continued

On-Air Promotion Writer—Major market group broadcaster is seeking an On-Air Promotion Writer with several years' experience in TV Promotion Department. Company offers attractive salary, commensurate with experience, plus good fringe benefit package. An Equal Opportunity Employer M/F. Please send complete resume, including salary history and sample scripts, to Box N-90, BROADCASTING.

Producer-Director—KAMU-TV, PBS UHF full color facility licensed to Texas A&M University seeks a full-time Producer-Director. Duties include producing and directing daily half-hour newscast, directing a weekly interview program and directing several other individual programs. Experience with and interest in film production desired. Position includes ¼ time teaching in television production. Bachelors degree required. KAMU-TV is an equal opportunity, affirmative action employer, and will consider all applicants regardless of sex, race or national origin. Send applications to Mel Chastain, Station Manager, KAMU-TV, Texas A&M University, College Station, TX 77843.

Situations Wanted Management

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 News

Producer, reporter, director. Black, experienced, TV-Radio. Box M-139, BROADCASTING.

Weather got you down? I'm what the doctor ordered! Professional meteorologist, member of the American Meteorological Society with strong mid-market background, desires new horizons. Box N-75, BROADCASTING.

Dependable, experienced weathercaster. News standups. B.A. degree. Box N-92, BROADCASTING.

Meteorologist, Young, aggressive and personable with smooth easy to understand delivery. 6 years successful major market experience. VTR available. Box N-95, BROADCASTING.

News Director with solid 20 yrs. of news experience seeks aggressive operation in need of top administrator, experienced all phases, 15-16M. Box N-102, BROADCASTING.

Experienced Sports Director in medium market looking for a change. P.O. Box 23, West Trenton, NJ 08628.

Situations Wanted Programing, Production, Others

Film, experienced video 16 mm, stills. Documentary, commercial, industrial. Responsible, young, creative. Degree. Resume. Box N-25, BROADCASTING.

Children's Television, Goal is to become involved in production of children's series. Experience with children plus currently working in commercial television production. BS in TV and Film. Will relocate anywhere. Box N-79, BROADCASTING.

Program Director, Knows the fine balance of high rating, profits, and license renewal. Top market experience in all phases of television. Excellent references and reputation. Box N-84, BROADCASTING.

Six years experience in production. Know supervision, directing, camera, lighting, switching, etc. Relocate anywhere. Box N-88, BROADCASTING.

Producer/Director/Writer, M.A. radio-TV-film director experience including news, tape, live at Top 40 VHF. Write Dale Laackman, 10229 Riley, Zeeland, MI 49464.

College graduate looking for first break in production or promotion. I'm creative, dependable, energetic, and sober. Call 216-499-8542.

WANTED TO BUY EQUIPMENT

Wanted. Mole Richardson Booms. With or without pedestal. Any reasonable condition. Quote best price. Box N-116, BROADCASTING.

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.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

For sale: 1 Benco 1 Watt Translator (tube type), Channel 7 or 5 in, Channel 2 out, includes 1 Channel 2 Sitco Antenna, $750; 1 Adler UST 105, 100 Watt Translator, $3,000; 2 Adler UST 20, 20 Watt Translator, $2,500 each; 3 Adler RA7, 100 Watt Amps, $1,500 each; 16 Adler UHF Antenna, with misc. harness, power splitter, UHF Translators Channel 7 input, Channel 78, 79 or 80 out. Please contact: Mr. Charles R. Morris, Director of Engineering, KIRO, Incorporated, Broadcast House, 3rd and Broad, Seattle, WA 98121. Phone: 206-624-7077.

For Sale RCA TT25BL Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6511, T. Frank Smith.

New Background music receivers, latest design. $90.00 each. WMDR, Box 461, Moline, IL 61265.

Large quantity used recording tape. 2500' mylar on 10½" NAB reel. $125/reel. WMDR, Box 461, Moline, IL 61265.

RCA/BTA-5F transmitter parts available. Tell us what you need. Contact Chief Engineer, WQQW, Waterbury, CT 203-753-2121.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmiter 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 ESSI, Box 854, Hicksville, NY 11802. 212-895-9257.

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.

FM Translator. Low cost reliable solid state FM translator can mean extra revenue for FM broadcasters. Send for Translator Facts. Terms. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Gates BC5P2 5/1kw AM Transmitter, new in '65, 35,000 actual hours, available 60 days, $7,000.00. 1-205-591-4800.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

5 KW FM Transmitter. RCA BTF-5-B. In continuous operation by KKNU 'til Nov., '74. New final tube, Mar. '74. $4,500 FOB, Fresno, CA 209-485-7272.

Magnecord parts: Largest stock in he country. Factory prices. Try us for hard to find items. Dunn Industries, 12157 Valliant Drive, San Antonio, TX 78216. 512-349-2953.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Jock shorts! Best service available! Current issue $2. Sample free. Broadcast Library, 5804-B Twineing, Dallas, TX 75227.

Library, 504 short old-time comedy one liners by over 50 famous comedians. A DJ's dream come true. Pennies per day. Demo, information, Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011, 703-342-2170.

MISCELLANEOUS

Prizes 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.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! $9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

First Class FCC—6 weeks—$400.00. 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.

RADIO

Help Wanted Sales

TM Productions

The nation's most successful producer of broadcast services, has several exclusive openings for account executives. Present account exec's command $25,000 to $75,000 per year working draw and per diem travel against generous commissions. Must have broadcast knowledge and experience, preferably in programing and sales, and enjoy traveling by car. Each new account executive will be personable, creative, and fully capable of meeting broadcasters and solving their problems with a variety of services that make his position unique. In addition to our renowned production aids, these services will include TM/Broadcast Marketing Consultants—with programs in retail sales development and training, and TM Programing, whose rock, country, and beautiful music formats are the sound of over 140 stations world-wide. Send detailed resume to Jim Long, Chief Executive Officer, or Jerry Atchley, Sales Manager; TM Productions, Inc.; 1349 Regal Row; Dallas, Texas 75247. No phone calls please.

Miscellaneous

TV SLIDES: $6 EA
* HAPPY THANKSGIVING
* SEASON'S GREETINGS
* CHRISTMAS GREETINGS
* MERRY CHRISTMAS
* HAPPY NEW YEAR

SEND FOR COMPLETE LIST

BOB LEBAR FILMS 240 E. 55 ST. NYC 10022

Help Wanted Sales Continued

Two Sales Representatives
Syndicated Radio
Features and Programs

We're looking for two sales representatives to live and work in our Southeast and Southwest territorial areas . . . preferably people now living in these areas. We want self-starting individuals, capable of working independently and aggressively. We produce and market the widest selection of top-quality syndicated radio features and programs available. Excellent opportunity for earnings of $15,000 to $20,000 plus per year, also a per diem expense plan. Requires 4-5 days travel per week. Must have car. Broadcast sales experience preferred. Send complete resume to President, Box N-89, BROADCASTING.

REGIONAL SALES MANAGER

Immediate East and West coast broadcast sales openings for go-getters with a minimum of 5 years sales experience. Excellent compensation package. Send letter or resume with earnings history and expectations to:

ANTHONY R. PIGNONI
BOSCH FERNSEH
279 Midland Ave.
Saddlebrook, NJ 07662

Help Wanted Announcers

TOP FIVE MARKET

Entertainers, personalities, disc jockeys, crazies. I need a whole team of winners for a brand new format on a major Philadelphia AM. Medium market heavyweights ready to move up definitely considered.

Tape and resume to:
Julian H. Breen
Greater Media, Inc.
96 Bayard Street
New Brunswick, NJ 08901
EOE M/F

Help Wanted News

TOP FIVE MARKET

I WANT
Colorful, action-packed, word-picture, people-oriented radio news.

I NEED
The News Director who can create, build the staff, manage and make it happen on a major AM in Philadelphia.

Tape and resume to:
Julian H. Breen
Greater Media, Inc.
96 Bayard Street
New Brunswick, NJ 08901
EOE M/F

Help Wanted Programing, Production, Others

Traffic and Business Systems for Broadcasting Installation Specialists

Our firm is the leading supplier of computer-based traffic, accounting, billing and payroll systems for the broadcasting industry. Now we are adding to our staff once again, as we have in each quarter of 1974.

The person we are seeking will have extensive experience in broadcasting traffic, or accounting, or computer operations. Reporting to our Vice-President, Field Operations, the candidates selected will travel extensively, typically 15 days of the month. Each of our present persons is a college graduate, each is high in initiative and willing to put in long hours of hard work. Each can command the respect of our customer stations' managements. Each is based in his or her home area.

If you quickly visualize systematic procedures to solve problems, are interested in a growth opportunity with excellent compensation, full travel reimbursement, and enjoy hard, challenging work, send your resume and a complete letter explaining your interest. No phone calls.

Paperwork Systems, Inc. P.O. Box 38, Bellingham, WA 98225

WANTED NOW!

Mature News, Sports, and Production talent for 24 hr. contemporary radio station & TV production division. Send audio tape, resume, references and photo. Salary above average with excellent growth opportunity.
Mark Mathew, Program Manager
Great River Communications
Box 1017, Hannibal, MO 63401
(Midwest applicants preferred)

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.*

For Fast Action Use
BROADCASTING'S
Classified Advertising

Situations Wanted Announcers

AVAILABLE FIRST OF YEAR

Broadcast school graduates with 50 to 100 hours control room experience. Most have first ticket and all have been taught complete fundamentals of programing, news, ratings, copyrighting and sales. Some presently capable of doing medium market work. All know the importance of attitude and are willing to work. If you would like to interview one of these people or for an aircheck, you may call collect 615-546-5717 or write: Professional Academy of Broadcasting, P.O. Box 2411, Knoxville, TN 37901.

Announcer-PD modern country or top 40 formats seeks employment. 15 years experience, heavy production and promotion. Contact Box 23094, Phoenix, AZ 85063. Ph. 602-934-8639.

Situations Wanted Programing, Production, Others

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. . . .
4) *And* some new money—invested in your station. . . .

when you decide, give us a call . . . 601-896-8031 . . . and make *us* an Offer *we* can't refuse!

*(Lennen-McCartney '68)

TELEVISION

Help Wanted Management

A VERY BIG TV STATION IS LOOKING FOR A DYNAMITE PROMOTION MANAGER.

We're not looking for juniors. The salary's too good ($20-25M) and the job's too big: merchandising, sales promotion and advertising direction responsibilities for both TV and radio in one of the top five markets in the United States.

Candidates must have an Account Management background with merchandising and promotion experience. Writing ability is preferable, but secondary to the ability to initiate and manage the kind of promotions that make people sit up, watch and listen.

If we're talking about you, talk to us with a letter and resume today.

Box N-115, BROADCASTING

Situations Wanted News

SOLID ANCHORMAN/ND

Have consultants with their pseudo-sociology completed the TV news takeover? Or is there still a management that knows its own mind and insists on a master journalist with excellent credentials and highly developed skills across the board? First class air ability. Good leader. Best references. Box N-91, BROADCASTING.

Employment Service

LOOKING FOR A CAREER IN BROADCASTING?

Then Subscribe to:

Job Leads

Box 61, Lincolndale, N.Y. 10540

Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, DJ's, PD's, Announcers, 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!

Legal Notice

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 franchises 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.

FM

Expanding communications company is interested in acquiring major market FM stations. Cash or terms. Write in confidence to President,

Box N-82, BROADCASTING

You belong in

Broadcasting
The newsweekly of broadcasting and allied arts

Miscellaneous Continued

FOR LEASE
NEAR FCC

The Charm of Jefferson Place
3 Rooms, 4 Powder Rooms
800 sq. ft.—$7/yr.
202-331-7300, Ms. Jefferson

For Sale Stations

Daytime, AM station, 1 kw, in East, Single Station market, equipment under warranty. County spendable income 1 billion plus. Establish financial qualifications with letter of interest.

Box N-70, BROADCASTING

New Class A Mid-Atlantic FM Breaking-even after 2 months

49% with option for remainder in 3 years. $10,000 down and assumption of 5-year $30,000 11% note—$663 per month.

Box N-98, BROADCASTING

Fulltime, 5 kw AM in major (top 15) midwest market. Competitive signal and good growth record and potential. Gross billing in $650,000 range. Asking price $1,500,000. Box N-107, BROADCASTING.

Major midwest AM/FM combination available on attractive terms to qualified buyer. Opportunity for company interested in potential. Asking $1,600,000 with 29% and 8 year payout.

Box N-108, BROADCASTING

Class B-FM and 5 kw fulltime regional AM in major eastern market. Attractive terms to buyer with good financial qualifications. Owns transmitter, real estate. $3,500,000.

Box N-109, BROADCASTING

Top 5 market FM/AM stations. Profitable now. Potential for sales oriented company.
$5,500,000—Terms available.

Box N-110, BROADCASTING

West Coast medium market AM/FM. Good earnings record. Legerage available to knowledgeable broadcaster. $3,000,000.

Box N-111, BROADCASTING

Major market Class "C" FM facility—$2,000,000 on terms to financially able company. "In format" but needs sales push.

Box N-112, BROADCASTING

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, 6⅛" x 9¼".
$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, 6⅛" x 9¼", 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, 6½" x 9½", 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

BROADCASTING Book Division H
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered ________. Payment for the full amount is enclosed.

Name ____________________

Address ____________________

City ________ State ______ Zip ______

For Sale Stations Continued

Fulltime AM in medium southeast market. Excellent growth area. $1,-150,000 cash for property, real estate, $100,000 pure cash flow and 15%-20% annual growth.

Box N-113, 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.

For Sale Stations Continued

AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.

RICHARD A.
SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040

Yes, we have some good stations for qualified buyers.
Florida beach area $140,000 cash
Arkansas profitable single market $110,000 terms
Tennessee nice daytimes $125,000 terms
Louisiana small market $76,000 cash/terms

write BMBI, P.O. Box 2501
Knoxville, Tenn. 37901

NY	1000 pot.	CATV	120M	29%
South	Medium	AM/TV	1.1MM	Terms
Florida	Small	Daytime	110M	29%
MW	Metro	Daytime	225M	Terms

CHAPMAN ASSOCIATES®
nationwide service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

For Sale Stations Continued

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202—223-1553

Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138
New England office • St. Albans, Vermont 05478
(P.O. Box 270) • (802) 524-5963

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

The job makes Dick Shiben; Dick Shiben makes the job

In appearance, Richard Shiben, the FCC's new chief of the Renewal and Transfer Division, does not seem the kind of man who would have much patience for reflection or weighing of new ideas. Tall and pencil thin, with coal-black eyes and a face that looks as if it had been whacked out of stone by someone working under deadline pressure, Mr. Shiben, at 37, gives the impression of, well, hardness, of inflexibility. And the West Virginia drawl with which he speaks would seem to confirm for liberals and intellectuals (who sometimes have such hang-ups) that he is not one to whom they could easily relate.

But Mr. Shiben, who makes no bones about his own conservative ideology ("If I could figure out a way to get government out of programing entirely and abolish my job, I would...If you want to screw it up, let government do it.") has been developing a reputation that does not quite square with the image he projects. Where members of the liberal element among the commission staff once judged him harshly ("small minded," said one now departed lawyer), there are now those in that shrinking element who speak of him as open minded, as willing to listen to all sides. Even the citizen group movement, which generally regards the commission as an instrument of the industry's rather than the public's interest, views him with some warmth. "We don't expect him to be an advocate for the citizen groups," says Frank Lloyd, director of the Citizens Communications Center, "but we do expect him to be fair. And he is."

Mr. Shiben's rise through the commission staff ranks has also been something of an eye-opening experience to those who have observed it. A graduate of St. Vincent College in Latrobe, Pa., and the West Virginia University College of Law, Mr. Shiben, who joined the commission staff in 1962, is not, a colleague observed, regarded as "profound." (Few at the commission are.)

But he has always worked hard and mastered the details of his job, and it shows. At the FCC regional meetings in Atlanta and Chicago, for instance, he impressed Chairman Richard E. Wiley with the candor and the articulation with which he fielded questions from citizens as well as broadcasters; his answers came through in those West Virginia accents as informed and unvarnished.

To some who have known him over the years, the "new Dick Shiben" is a function of his rise up the Broadcast Bureau ladder—from assistant renewal branch chief in 1970 to chief of the division in September 1974—at a time when the citizen group movement was beginning to build and petitions to deny license renewals were flooding into the commission, raising serious questions, not only of how the heavy workload was to be handled, but also of policy.

"He's in a different stance today from the one he was in as assistant chief of the renewal branch," says one associate. "Since he was simply carrying out policy then, he was defending the status quo. As he gained new responsibility and began helping to shape policy, his perspectives broadened. He realizes there is more than one side. He's a little less definite in his views."

Richard Joseph Shiben-chief, Renewal and Transfer Division, FCC; b. June 7, 1937, New Martinsville, W.Va.; BS, St. Vincent College, Latrobe, Pa., 1959; LLB., West Virginia University College of Law, 1962; general counsel's office, FCC, 1962-67; Complaints and Compliance Division, FCC, 1967-70; assistant chief, renewal branch, Renewal and Transfer Division, 1970-72; chief, renewal branch, 1972-74; present position, September 1974; m. Carolyn Spelsberg, March 1, 1962; children— Tom, 17, and David, 16 (by wife's previous marriage); Tanya, 12, and Armand J'ean, 10.

As the associate noted, Mr. Shiben is being exposed not only to broadcasters and their points of view but to citizen groups. For as broadcasters' attorneys do, citizen group representatives prowl the commission's corridors. And the National Citizens Committee for Broadcasting's new magazine, *Access*, said in a generally sympathetic article on Mr. Shiben, he is "accessible."

But he is still something less than a pushover for a petition to deny. Since Mr. Shiben has had anything to do with renewals, some 60 petitions have been rejected, only a few target renewal applications have been designated for hearing—including, however, those for Alabama's educational network of nine stations, which are to be stripped of their licenses (BROADCASTING, Sept. 23.) Of course, the commission sets the tone and policy in such matters. But there is no known case in which the commission overrode the staff's judgment in granting a renewal application that was the object of a petition to deny.

Are the petitions that citizen groups file simply lacking in merit or specificity? "Yes," he says. "Otherwise we wouldn't have denied them...We try to judge them on their merits."

Thus far, at least, the U.S. Court of Appeals in Washington, which takes appeals from most commission actions, agrees. It has upheld the commission in the five decisions it has rendered on appeals by groups against renewal grants.

However, with the backlog of petition-to-deny cases growing at an alarming pace, the time and material for a change in pattern are there. Indeed, the backlog of renewal cases resulting from petitions to deny represents Mr. Shiben's biggest headache (as well as opportunity; it was because of his expertise in renewal matters, gained as chief of the renewal branch, that Mr. Shiben came to mind when Chairman Wiley and Broadcast Bureau Chief Wallace Johnson were looking for a division chief to attack the backlog problem).

The renewals of some 280 stations are on the deferred list as a result of 180 petitions. The petitions filed against 62 stations in Texas and California alone represent a year's work for the renewal branch —or did before its staff of 10 lawyers was beefed up recently with a six-lawyer task force drawn from other sections of the bureau. And Mr. Shiben sees the flood of petitions continuing for the foreseeable future.

However, he also sees at least some hope for cutting down on the number of petitions containing complaints about alleged discrimination in employment. The commission is preparing guidelines designed to help broadcasters comply with its equal employment opportunity rules. "If we have a good statement that is specific as to what we expect in the way of EEO policy," he says, "the industry will react forcefully to increase their minority and female employment." Then, too, broadcaster-citizen group agreements could head off some petitions to deny, but they represent a touchy issue at the commission these days. Some commissioners are fearful that stations may surrender large chunks of their responsibility under threat of a petition to deny. Mr. Shiben is aware of that danger and says broadcasters must retain responsibility for their stations' operations. But he notes that the commission as a matter of policy encourages dialogues between stations and groups. "And," he says, "you have to assume that agreements are the logical outcome of discussions."

The backlog caused by the petitions to deny is not Mr. Shiben's only problem. Most policies in broadcasting that the commission adopts impact on the division. The division is, of course, responsible also for processing the applications for assignment and transfer of licenses that flow in at the rate of between 80 and 90 each month; but the transfer branch has begun moving paper at such a rate that the prospect of giving service between 90 and 120 days is close at hand.

Besides the workload, there are the pressures. As Mr. Shiben says, in the Renewal and Transfer Division, "you're always subject to criticism—by the industry, and you get it; by the public, and you get it; by the commission, and you get it; by Congress, and you get it."

But, he says, "I like it. This is where the action is." And he allows himself a rare smile. Dick Shiben, the man from West Virginia, is making it.

Editorials

Try, try again

The 93d Congress is about to disappear, some would say not a moment too soon. With it disappears the broadcasters' hope for legislative rescue from the present perils of license renewal. Separate bills adopted by Senate and House will die for lack of a conference. For reasons known only to himself, Harley O. Staggers, the West Virginia Democrat who owns and operates the House Commerce Committee, is going to the end without naming conferees.

It would be easy to say that renewal relief was lost to a seniority system that indulges the perverse whims of 67-year-old committee chairmen. In retrospect, it becomes evident that the causes were more complex.

To begin with, there were disagreements among broadcasters about the objectives to be sought and the likelihood of their attainment. What started out to be a relatively uncomplicated bill that would eliminate the aberrant WHDH case as a precedent in renewal challenges turned into a veritable torrent of bills of increasing and frequently conflicting complexities. Not the least of the broadcasters' problems, it is now apparent, was the insistence that the National Association of Broadcasters concentrate its lobbying on the extension of license terms from three years to five. That proved to be a fatally divisive issue on the Hill.

The broadcasters who demanded longer license terms as the principal objective of legislation foresaw a decrease in legal expense and administrative work load. That prospect was probably illusory. The natural response of the FCC to a lengthening of license periods would be a shortening of intervals between other reports. The agency is already demanding annual financial statements from radio and television stations and annual program reports from television. Furthermore, it could be assumed with near certainty that the FCC would demand for five-year renewals a proportionate increase in information over that required now for three-year renewals. The five-year term would cause hardly a skip in the meters running on lawyers' desks in Washington.

There must be another attempt to get renewal relief from the Hill, and broadcasters would be wise to concentrate on the big issue — a prohibition against the ad hoc restructuring of radio and television through attacks on individual licensees whose ownership interests conform to FCC rules. Meanwhile attention must be directed to the FCC which will be trying to dig its own way out of WHDH with some sort of policy statement that will withstand the court appeals that its 1970 statement failed.

All in all, not a very happy ending.

Regulatory inflation

If the President is genuinely looking for ways to reduce the federal budget, he could make a good start in the antitrust division of the Department of Justice. As reported elsewhere in this issue, Justice has refiled yellowing antitrust suits aimed at television network practices that were discontinued long ago under FCC regulation.

The original versions of the suits, filed in 1972, were in themselves obsolete. They had obviously been drafted at some earlier date before conditions that Justice was attacking had been corrected by FCC rules. The networks concluded that the suits were dusted off by the Nixon administration in reprisal against television news coverage.

It may be that Justice has refiled the suits if only to prove that they were nonpolitical. Whatever the reasons for their resubmission, the suits have in no way improved with age. If anything, FCC restrictions on networking have been tightened.

In times like these wasteful duplication of government regulation is worse than irresponsible. It is wanton.

Firetrap

Broadcasters who complain about a bad press can in no small measure blame themselves. The print media, understandably, have a built-in competitive compulsion to put down radio and television.

Why broadcasters bad mouth themselves has to be ascribed to sloppy reporting or blind use of whatever is fed them.

Last week there were newspaper headlines reading substantially: "196,000 Fires in Homes Blamed on TV Sets." The news story leads played up "defective television sets" as having ignited that number of "residential fires" during the 12-month period ending in April. The figure came from a report released by the U.S. Consumer Product Safety Commission.

Both radio and television coverage of the government release carried the same inaccurate thrust — as if TV were the principal culprit.

What did the report really show? There were 5.5 million household and personal-property fires, nearly 3.5 million of them caused by appliances. So television sets, in fact, were responsible for 3.6% of the total and 5.6% of the appliance ignitions. As a matter of fact, electric stoves started 855,000 as against only 196,000 attributed to TV sets. Cigarettes, which aren't advertised on radio or TV any more, ignited 365,000 fires. There's no figure on the number started by drunks, but television can't be blamed either because there's no liquor advertised on the air.

It is unfortunate of course that even a single fire was started by a plugged-in TV set. But it is clear that appliances of all kinds can spark fires as long as there are defects or deficiencies in wiring or circuitry.

We are hopeful that the regulations that may emerge from the studies of the Safety Commission will reduce fire hazards to the point of their elimination. But let's not blame TV as the leading cause when it is a minimal hazard but just happens to be more glamorous.

Drawn for Broadcasting by Jack Schmidt

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