

**A White House tete-a-tete for the TV networks
Ad budgets going against recessionary tide**

Index to departments on back cover

Broadcasting Dec 23

The newswEEKly of broadcasting and allied arts

Our 44th Year 1974

Dec. 23, 1974

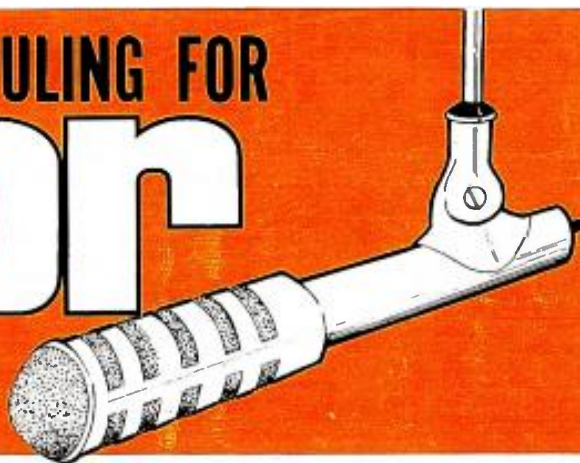
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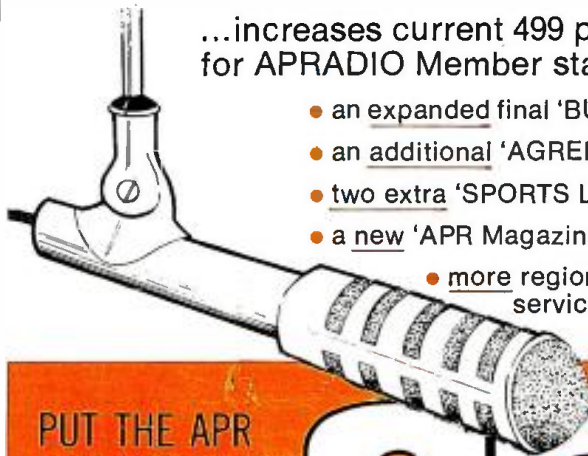
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And when I watch TV, I watch WGN.

WGN is great."

WGN IS CHICAGO.



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New York	WNEW	5:00-5:30 PM	Milwaukee	WVTV	3:30-4:00 PM
Los Angeles	KTTV	5:00-5:30 PM	Buffalo	WUTV	4:30-5:00 PM
Chicago	WGN	3:30-4:00 PM	Denver	KWGN	TBA
Philadelphia	WKBS	TBA	Providence	WTEV	4:00-4:30 PM
Boston	WSBK	5:00-5:30 PM	Nashville	WSM	3:30-4:00 PM
San Francisco	KTVU	4:00-4:30 PM	San Diego	XETV	4:00-4:30 PM
Cleveland	WUAB	5:00-5:30 PM	Louisville	WAVE	5:30-6:00 PM
Washington, D.C.	WTTG	4:00-4:30 PM	Dayton	WKEF	4:00-4:30 PM
Pittsburgh	WPGH	5:30-6:00 PM	Fresno	KJEO	TBA
St. Louis	KDNL	4:30-5:00 PM	Huntsville, Ala.	WHNT	3:30-4:00 PM
Minneapolis	WTCN	3:30-4:00 PM	Austin, Texas	KTVV	5:00-5:30 PM
Houston	KVRL	4:30-5:00 PM	Phoenix	KTVK	TBA
Miami	WCIX	4:00-4:30 PM	Columbus, Ga.	WYEA	4:30-5:00 PM
Cincinnati	WXIX	5:00-5:30 PM	Las Vegas	KVVU	4:30-5:00 PM
Sacramento	KTXL	4:00-4:30 PM	El Paso	KELP	4:30-5:00 PM
Kansas City	KBMA	4:30-5:00 PM			

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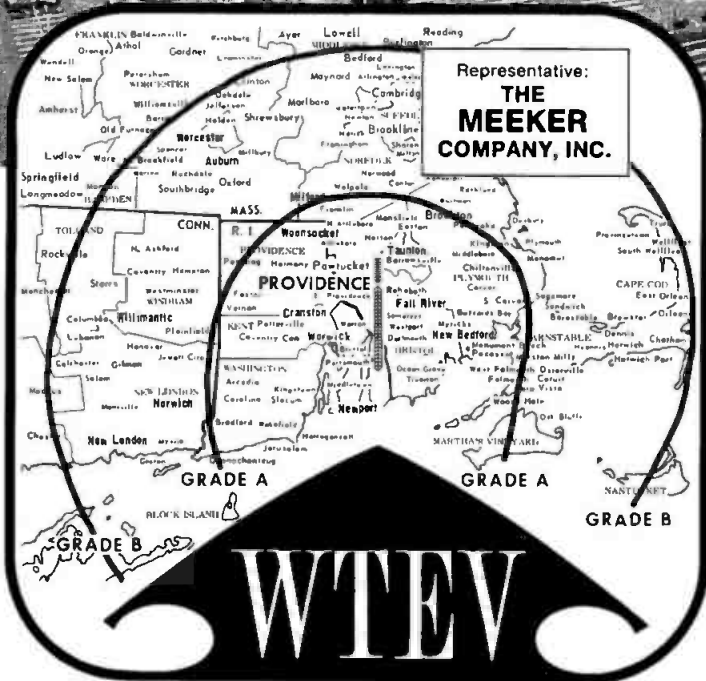
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Closed Circuit®

Radio for radio. Major campaign to promote radio as advertising tool specially suited to current economy has been authorized by Radio Advertising Bureau's board of directors, and widespread station support will be solicited in rare closed-circuit presentation on four radio networks. Discussion featuring heads of four network-operating organizations and two radio rep firms, with RAB President Miles David as moderator, is to be taped today (Dec. 23) for closed-circuiting to respective networks' affiliates next week. Participants: Harold L. Neal Jr., ABC Radio; Sam Cook Digges, CBS Radio; Jack G. Thayer, NBC Radio; Eugene Jackson, United Broadcasting Network Inc. (National Black Network); Thomas C. Harrison, Blair Radio, and Frank L. Boyle Jr., Robert E. Eastman Co.

Theme of campaign is "Radio: Adflation Fighter," and its primary vehicle will be what it's selling: radio. Kits with suggested announcement copy for adaptation and use by local air personalities are being distributed by RAB to its member stations, and in interests of as nearly universal support as possible will also be made available to nonmembers.

Year-end retirement? Harold L. Kassens, assistant chief of FCC's Broadcast Bureau and veteran of three decades as FCC engineer, is pondering early retirement at 56 to take advantage of substantial benefits available this year. Prospects are he will join one of Washington's top consulting firms, specializing in broadcasting, as perhaps fourth in line of senior partners.

Mr. Kassens has reportedly been reluctant to leave FCC while Wallace E. Johnson, Broadcast Bureau chief is still in frail health after two sieges of surgery during year. Insiders figure perhaps dozen long-time FCC officials, including Review Board member, Dee W. Pincock, will elect to retire by Dec. 31 since benefits will bring retirement pay, including cost-of-living increases, above present salaries, which are frozen by executive order.

Rites of spring. For those wishing to plan ahead, 1975 conventions of TV networks' affiliates will be at same old stand — Century Plaza hotel in Los Angeles — and again in consecutive weeks in May. But rotational order will be different. CBS-TV will lead off May 13-14, followed by NBC-TV May 18-20 and ABC-TV May 28-30. Last time around it was ABC, CBS, NBC.

Staying put. No one will give odds at this point, but there is chance that House Communications and Power Subcommittee will be split down middle in reorganization of Commerce Committee for next session. If that happens, Subcommittee Chairman Torbert Macdonald (D-Mass.) has told colleagues he would prefer to head communications half. Representative Lionel Van Deerlin (D-Calif.), whose seniority on full committee could open some Commerce subcommittee chair to him, said last week he will stay with Communications Subcommittee no matter what. Representative Clarence Brown (R-Ohio), ranking Republican on Communications Subcommittee, is keeping options open.

It is expected Democrats will be favored 7 to 3 on Communications Subcommittee next year, compared to current 5 to 4. New members (see page 15) who have ex-

pressed interest in Democratic openings include Richard Ottinger (D-N.Y.), former Commerce Committee member who dropped out to run for Senate in 1970, lost and was re-elected to Congress last November; W.G. (Bill) Hefner (D-N.C.), broadcaster from Charlotte, N.C., and Philip Sharp (D-Ind.). Number and jurisdiction of subcommittees will be determined by majority vote of committee Democrats first week next session.

Done and done. FCC decision stripping Alabama Educational Television Commission of its authority to operate nine stations is expected to be issued this week. Commission last week is understood to have formalized decision, tentatively reached after oral argument in September, to revoke licenses of eight AETC stations and to deny initial license to cover construction permit for ninth (*Broadcasting*, Sept. 23), on grounds of racial discrimination in programming and employment. However, action presumably would not bar Alabama from applying anew for frequencies involved. Vote last week was same as one taken in September — 4 to 2, with Commissioners Robert E. Lee and Charlotte Reid dissenting and Chairman Richard E. Wiley not participating.

Commission opinion, prepared under supervision of Commissioner Glen O. Robinson, was to have been issued last week. However, release was held up for last-minute polishing and to await issuance of separate opinions by dissenting commissioners.

Word from the top. President Ford is expected to continue cultivating friendly relations with broadcast media as at luncheon he gave for network executives last week (see page 14). When members of Radio Television News Directors Association show up at White House on Jan. 17 for previously announced high-level briefing on domestic matters (*Broadcasting*, Dec. 16), President will put in appearance.

Bigs get bigger. Initial tabulations of third-quarter expenditures by some of local TV's top-spending categories show big gains from year-earlier levels. Preliminary figures compiled by Television Bureau of Advertising, based on monitoring by Broadcast Advertisers Reports, disclose gains of 19% by department and discount stores and 26% by food stores/supermarkets, traditionally among top half-dozen local TV users. But restaurants and drive-ins, local TV's fastest rising category, increased outlays 48% for third quarter, 46% for first nine months, making it leading contender for local TV's biggest 1974 spender.

Looking around. Thirty pounds lighter and 20 months older, Irving Berlin Kahn is back in circulation after federal imprisonment. He's operating out of New York and Palm Beach, Fla., where he maintains homes and offices, in search of opportunities in some phase of broadband communications. Mr. Kahn was convicted of bribery and perjury in Johnstown, Pa., cable franchise scandal occurring while he was president of Teleprompter.

Presumably he has capital to invest. He sold most of his 400,000 Teleprompter shares at around \$120. Stock later split four to one. Teleprompter was trading last Friday in 1½ range. Mr. Kahn reportedly has engaged Frank Thompson, one-time cable system owner, now consultant based in Denver, to scout new ventures.

"The quickest way to run out of LP-gas is to use electricity."

True ☐ *or False?* ☐

It's true. Both the electric utilities and the LP-gas companies depend heavily on natural gas for their very existence. In fact, about 70% of LP-gas is extracted from natural gas. The utilities would like to use more natural gas because it's both cheap and clean-burning. But the supply is limited, and as more natural gas goes to make electricity, much less is available for its traditional users. And this is not necessarily in the best interests of the country.

When the electric people convert gas into electricity, a substantial amount of energy is lost in the process; it simply goes up the stack as heat. Add transmission losses to this,

and you can see why it takes from two to three times as much of our precious fossil fuels to heat a home with electricity as it does with gas. The ratios are about the same for LP-gas.

But figures like this have not received a lot of exposure, and there are many more aspects of the LP-gas industry that are simply not well known. To remedy this, we've collected all the pertinent facts we could lay our hands on about our product, and they're yours for the asking. Just mail us the coupon below. We feel that energy problems will be with us for a while yet, so the information is definitely



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Top of the Week

Congenial host. *Improved relations were apparently the goal in a White House luncheon for network officials hosted by President Ford. Discussions produced little in the way of developments, but sources agree the peace pipe has been passed.* Page 14.

No decision. *Committee drawn from Federal Communications Bar Association and American Bar Association members deadlocked on proposal to recommend use of public access to broadcast facilities as way to meet fairness doctrine responsibilities, and proposal has apparently died.* Page 15.

New faces. *Thirteen new members will join the House Commerce Committee next session, with Democrats gaining four seats.* Page 15.

Early vote. *Elections for National Association of Broadcasters radio and television boards will take place next month, first time TV members have been elected in advance of annual convention. Broadcasting also looks ahead to layout and basic schedule of April Las Vegas meeting.* Page 16.

What sort of partnership? *FCC Chairman Richard E. Wiley told a Richmond, Va., gathering that agreements between citizen groups and broadcasters are necessary to forestall avalanche of petitions to deny and said commission will be drawing up guidelines on what such agreements can and cannot do.* Page 17.

Blooming in the desert. *Broadcast ad budgets are holding firm despite recessionary worries as pressure on advertisers to boost sales is keeping TV business strong.* Page 26.

Unconvinced. *FTC didn't believe claims of two oil companies on antipollution additives in their gasoline, but won't order corrective advertising. Decision will be appealed anyway.* Page 28.

Looming referee. *FCC may finally be stepping into pole-attachment dispute between AT&T and cable industry. Two sides can't get together on costs of cable systems, and commission is apparently losing patience.* Page 33.

Back to court. *Fairness doctrine storm over NBC-TV's Pensions documentary is still unresolved, as U. S. Court of Appeals, in surprise decision, will rehear case with all nine judges.* Page 33.

More bullets per gun. *Annenberg School of Communications study shows there is less over-all violence on TV, but victims of violence have grown in number over past seven years. Audiences are getting exaggerated picture of life's dangers as a result, study says.* Page 35.

Muffled chimes. *Few Christmas-oriented singles issued this year are finding their way onto major top-40 playlists, and program directors are down-playing holiday music programming in consequence.* Page 37.

Cable visionary. *New York City's director of franchises, Morris Tarshis, has gone from a background as a labor mediator to status as a leading trumpeter of cable's potential. A "Profile."* Page 57.

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FCC is about ready to drop its no-surprises newspaper-broadcast crossownership rule

FCC is expected to conclude work early in new year on crossownership rule that would bar newspapers in future from acquiring television or radio stations in same city and call for breakup of newspaper-TV and newspaper-radio combinations that constitute broadcast-media monopoly.

Rule would be in line with previous speculation, as well as with views that Chairman Richard E. Wiley expressed in speech to International Radio and Television Society three months ago (*Broadcasting*, Sept. 23).

Chairman had hoped to complete work on rule by end of year. But commission's failure to meet that deadline was of little practical consequence as result of death of congressional license renewal legislation that would have mandated action by Dec. 31.

Commission reportedly made considerable progress in working over heavy draft order embodying rule that had been prepared by staff. Chairman Wiley expects staff to prepare clean draft and resubmit for commission action by Jan. 8.

Commission has not taken even informal vote on staff document that was prepared in accord with its instructions, so officials cautioned against assuming final shape of rule. However, although some commissioners are reported to have expressed reservations about need for divestiture in case of newspaper-radio situations, no such opposition was expressed last week. Only substantive criticism said to have been voiced was by Glen O. Robinson, who favors strong divestiture rule, at least in case of television.

Divestiture provision of rule in present form would affect only small-market newspapers. Standards for determining monopoly virtually limit such situations to newspaper and broadcast property in same city. In case of television, monopoly is defined as one in which only newspaper owns only television station putting city-grade service over community. And eight cities are said to be involved — Meridian, Miss.; Mason City, Iowa; Hickory, N.C.; Anniston, Ala.; Albany, Ga.; Watertown, N.Y.; Texarkana, Tex., and Bluefield, W. Va.

And in case of radio, presence of independent voices in community served by station owned by local newspaper would take that combination out of monopoly class. Some 14 communities may be involved in case of newspaper-radio monopoly, but officials say that figure is not certain.

Two other matters involving crossownership of media in same market remain to be settled once newspaper-broadcast question is finally resolved. In one, commission is expected to adopt rule barring prospective newspaper

Tundra TV. Eskimos, Indians and others at Cold Foot, Living Good, Happy Valley, Sheep Creek and 14 other camps along Alaska oil pipeline will receive programs from all three commercial TV networks under plan announced Friday (Dec. 20) by CBS-TV. Translators are being installed, with FCC approval, at 18 campsites along pipeline — about 10 are already on air — and will receive video tapes of selected programs from ABC, CBS and NBC. These programs will be recorded off air as broadcast by networks' Anchorage or Fairbanks affiliates, flown to campsites and fed into translators' 10-w transmitters as part of regular program schedule. Translators were said to have been authorized on applications by Northern Television Inc. (KTVA [TV] Anchorage and KTVF [TV] Fairbanks) and Midnight Sun Broadcasters Inc. (KENI-TV Anchorage, KFAR-TV Fairbanks and KINY-TV Juneau).



Two for the books. History was made twice in same moment last Thursday: Former New York Governor Nelson A. Rockefeller was sworn in as 41st Vice President, and 15-minute ceremony was televised from Senate chamber, first time TV cameras were permitted inside. All three commercial networks carried event live. Networks take turns handling pool coverage of Capitol Hill events. CBS did honor Thursday. These are CBS News photos.

ownership of cable systems in same market, but without requiring divestiture of existing situations; in other, proposal getting most attention would be to grant all but seven of 50 requests for waiver of rule requiring breakup of crossownerships of co-located television stations and cable systems. Waivers would be denied only in cases where only cable system is owned by only television putting city-grade signal over community.

Commission rule would also give affected media owners five years to divest. But divestiture is not inevitable. As drafted, rule would provide for requests for waiver — among other things, on ground that newspaper could not survive without electronic counterpart. Rule would also provide for waiver of prospective ban in some cases.

Ad Council declares independence of politics and government

Robert P. Keim, president of Advertising Council, told congressional critics last week that council's work "has been, is and will continue to be [on] a nonpartisan, non-political basis whether extended to Presidents, government agencies or private organizations." Council's "ultimate 'client' has always been the American people," Mr. Keim said in letter, made public Friday (Dec. 20), to Representative Benjamin Rosenthal (D-N.Y.) Mr. Rosenthal was leader of 30 members of Congress who had challenged council's prospective role in anti-inflation campaign specifically and in government-related public service campaigns generally (*Broadcasting*, Dec. 2, 9).

Mr. Keim said anti-inflation campaign that group was talking about hadn't come off and perhaps wouldn't, but that council's role in it would have been nonpartisan and nonpolitical. Of broader question raised by group, Mr. Keim said most council campaigns are for private organizations, not government. "However," he said, "the campaigns that we do conduct for government agencies save taxpayers hundreds of millions of dollars each year that might otherwise go to advertising agencies and the media on a commercial basis, which is, incidentally, the case in Great Britain where the government pays both advertising agencies and the media commercially for its 'public service' advertising campaigns."

Accommodation is predicted in network-FCC sex-and-violence brouhaha

Dec. 31, 1974, will pass without Congress receiving report it requested of FCC on actions it has taken or plans to take to "protect children from excessive programming of violence and obscenity." But FCC Chairman Richard E. Wiley last week gave preview of what he thinks will be thrust of report when it is issued — problem will be solved "in the private sector."

Chairman Wiley was expected to meet with commissioners today (Dec. 23) to decide whether they should file brief interim report with Senate and House Appropriations Committees, which requested report, or ask for extension of time. Chairman said talks with networks on his proposals regarding self-regulatory measures were going well.

Commission staff prepared notice of inquiry on question troubling Congress. But, Chairman Wiley said, "We don't think that's going to be necessary."

Open sesame on lottery broadcasts

In closing hours last Friday (Dec. 20), Congress passed and sent to President lottery relief bill, major provision of which permits broadcaster in state operating lottery to broadcast advertising and information about own state's lottery as well as those of adjacent states. Bill would also permit newspapers published in lottery states to carry lottery information through mails across state lines in their general areas of circulation. But mailing of tickets or other lottery materials would be limited to addresses within lottery state.

PTAR III hung up by dispute over movies and staff language

Prime-Time Access Rule III is now on FCC's list of things to complete early in 1975. Commissioners on Friday held three hours of sometimes heated discussion on staff draft of final order, sent it back for revision and resubmission by mid-January. September 1975 is still planned as effective date of new rule.

Staff draft follows basic format of prime-time access rule now in effect — it would bar affiliates in top-50 markets from using more than three hours of network or off-network programming in prime time — but would include number of exemptions drawn from PTAR II, version that commission was directed by U.S. Court of Appeals in New York to review (*Broadcasting*, Nov. 18).

One major problem that cropped up Friday involved staff's proposal that stations be allowed to show off-network feature films in access time two years after airing on networks. Question of how to deal with feature films — including made-for-TV films and movies never shown on networks — was not fully resolved. Definition of children's programming also caused dispute. Commission is expected to refer to definition of children's programming contained in its report on children's television programming, issued in October (*Broadcasting*, Oct. 28).

Post-Newsweek rivals get hearing

FCC has set for hearing four competing applications for Jacksonville, Fla., channel 4, on which Post-Newsweek station group operates WJXT (TV). Issues include financial qualifications of two applicants: Trans-Florida Television Inc. and St. Johns Television Co. Also at issue are circumstances under which third, Florida Television Broadcasting Co., acquired WJXT program logs (*Broadcasting*, Oct. 14).

Principals in all three Post-Newsweek challengers are local businessmen with various real estate and investment interests, including Florida TV principal, George Champion Jr., former Nixon fund-raiser. Mr. Champion's connection with former President, in addition to various links between

other principals and Nixon people (*Broadcasting*, Jan. 8), had given rise to speculation about possible political motives behind attack on station associated with *Washington Post*, which broke Watergate story.

Challenge to another Post-Newsweek property, WPLG-TV Miami, filed at same time as WJXT applications, has been withdrawn (*Broadcasting*, Dec. 2).

New management takes over CCA

Reorganization plan aimed at helping CCA Electronics Corp. weather financial difficulties was announced last week by board of radio-TV equipment manufacturing firm based at Gloucester, N.J. Board said Bernard Wise, founder president, had agreed in principle to sell his controlling interest to "an investment group" and to resign, and that CCA's principal lenders had agreed in principle to provide "a limited amount of additional working capital," to defer interest payments for "number of months" and to waive certain existing loan defaults. Bruce Emonson and Jean-Paul Renoir were named co-chief executives. Sources said they had been associated with CCA in past, and that Jason Fox, specialist in finance and operations, had been brought in as financial adviser. Mr. Fox said company had developed "fairly serious cash-flow difficulty" during period of big growth.

In Brief

Blockbusting. ABC gets one network telecast of "Sound of Music" next year in package purchase of 12 feature films from 20th Century-Fox, in reported \$15 million deal. Among other films in group: "Cinderella Liberty," "Claudine" and "Paper Chase."

Us too. National Association of Broadcasters has petitioned FCC for refund of all annual license fees paid by its members. NAB, noting commission decision to begin refunding cable fees ("Closed Circuit," Nov. 25), requested equal treatment for broadcasters. To do otherwise would be "arbitrary and invidious discrimination," said NAB. Supreme Court struck down 1970 fee schedule because it was premised on 100% recovery of FCC's annual budget. That faulty premise, said NAB, applies both to broadcast and cable fees collected under 1970 schedule, though court decision was on appeal brought by National Cable Television Association.

High hopes. With tentative promise of low-cost loan from Ford Foundation, 80 representatives of colleges, publishing houses and public television agreed Friday (Dec. 20) in Denver to form nonprofit corporation to provide satellite communication services for distribution of education and other public services. Public Service Satellite Consortium is scheduled to be formally organized in February by 11-member steering committee headed by H. Rex Lee, former FCC member, as chairman, and Donald Quayle, vice president of Corporation for Public Broadcasting, as vice chairman.

Tots and tube. National Association of Broadcasters has scheduled national conference on children's television June 1-3 in Washington Hilton hotel, Washington. Planning is under direction of Robert Gordon, WCPO-TV Cincinnati, chairman of NAB TV board special committee.

Late Fates. Edmond C. "Bud" Dollard, senior VP and managing partner in Chicago office of Needham, Harper & Steers Advertising Inc., will retire from full-time service on Dec. 31, but will serve as consulting partner on half-time basis for two years . . . Harry E. Smith, director of technology, CBS Inc., New York, named VP-technology. He will coordinate research activities and long-range tech-

nical planning of all CBS groups, divisions and subsidiaries . . . Anthony (Tony) Sylvester, director, news and information in RCA's Washington office, will leave at end of February when company eliminates his office in budget cutback . . . Raymond R. Schwartz, 51, VP-finance and planning, CBS/Records Group, died of pneumonia at his home in Upper Saddle River, N.J., Dec. 16. He joined company as controller of CBS Radio Division from 1958 to 1961, later was with Mobil Oil Corp. before return to CBS in 1972. Survivors include wife Margaret and 11 children. For earlier reports see "Fates & Fortunes," page 45.

Headliners



Killian



Benjamin



Peacock

Robert W. Chambers was named chairman of Cox Broadcasting Corp. and **Garner Anthony** chairman of executive committee of that company in top management realignment announced last week (see box page 46).

James R. Killian Jr., "the father of public broadcasting," has resigned as board chairman of Corporation for Public Broadcasting. He is succeeded by Vice Chairman **Robert S. Benjamin**. Dr. Killian, former president and chairman of Massachusetts Institute of Technology, was chairman of Carnegie Commission that led to passage of Public Broadcasting Act of 1967. Mr. Benjamin is chairman of finance committee of United Artists Corp. and director of Transamerica Corp. Dr. Killian has been elected honorary chairman, will retain board seat until successor is confirmed by Senate.

Michael Peacock, executive VP-programs, Warner Bros. Television, named executive VP-network television, effective Jan. 1, 1975. Mr. Peacock was appointed to his program post last July; previously he was managing director of Warner Bros. Television Ltd. in London. He is former programming chief of BBC-1 and BBC-2, as well as first managing director of London Weekend Television Ltd. Appointment to new post results from move by **Gerald Leider** from president of Warner Bros. TV to executive VP in charge of foreign production for Warner Bros. Inc.

James M. King, director of broadcast operations for McClatchy Newspapers, named to new post of VP and general manager of Corinthian Broadcasting's KHOU-TV Houston, effective Jan. 1. **James C. Richdale Jr.**, now president and general manager, will continue as president. Mr. King is former VP and general manager of Westinghouse Broadcasting's KDKA-TV Pittsburgh and executive VP of its Television Advertising Representatives (TVAR), station rep firm.

Lou Weiss, co-director, television department, William Morris Agency, New York, named VP, television department worldwide, succeeding **Sam Weisbord**, executive VP, New York, who assumes additional responsibilities in all areas of agency's activities. Other William Morris television executives named VP's: **Norman Brokaw**, **Tony Fantozzi**, **Sol Leon**, **Larry Auerbach**, **Rowland Perkins**, **Tony Ford** and **Elliott Wax**.

Monday Memo®

A broadcast advertising commentary from Lawrence Spector, president, DKG Inc., New York

Be sure you're right, then go ahead into retailer advertising

Retailers are very lucky. It's the manufacturers that really have the big problems.

When a manufacturer embarks on a marketing campaign, it not only has to create consumer demand—which is a minor feat in itself—but it also has to get the merchandise into the stores and up on the shelves. And that's even harder.

But the worst part for the manufacturer is that it usually takes from six months to a year for it to be able to determine if its advertising is doing the job.

A retailer, however, knows very quickly if its advertising is successful. If people come into the stores and buy, then the advertising is working. If they don't, then the advertising is a failure.

But that doesn't mean it's all easy street for retailer advertising. A retailer has to make sure it doesn't send out the wrong message and that it doesn't create a negative image for the store or its products and services.

Here's how Lafayette Radio and DKG Inc. sidestepped those retail-advertising pitfalls:

Lafayette Radio is a chain of about 90 stores in 25 markets. It has been in business for over 50 years, selling consumer-electronic products. Its advertising, when DKG started working with it, consisted primarily of the usual retailer newspaper advertising featuring sale items. From time to time, Lafayette would try the same type advertising on radio, but not too successfully. So it hired us.

Taking on a retailer was an exciting prospect. We handle such major manufacturers as Corning Glass, Getty Oil and Remington shavers, but this was a retail account—we would be able to see the results of our advertising campaign almost immediately. Lafayette told us that if we could come up with radio advertising that would pay out, we would have the account. And by pay out, Lafayette meant at the cash register. What the Lafayette people didn't want were people who just walked around saying, "Boy, is that terrific advertising"—but didn't buy anything.

Now our agency knows that there is a certain amount of trial and error that goes into the creation of advertising. But we also know that there are a lot of things that can be done up front, before committing big dollars, to maximize the chances of success.

First we talked to Lafayette management, read all of the sales literature, visited the Lafayette stores and the competition's stores, talked to sales personnel and talked to customers. And we did some consumer-attitude research.

From this background work we developed six possible positions from which to sell Lafayette. They were: (1) Lafayette sales people are audio experts, (2) Lafayette guarantees the lowest prices, (3) it has a broad selection of products, (4) Lafayette brands are of the highest quality, (5) satisfaction is guaranteed and (6)



Lawrence Spector has been with DKG Inc., the 49th-ranked radio-television billing agency in 1974 (BROADCASTING, Dec. 9), since its founding in 1957. He was named president of the New York firm in 1970. Before joining DKG, he was in practice as an attorney and certified public accountant; his initial assignment at DKG was to head its legal and financial services. Mr. Spector later moved into marketing and account service areas at the agency and was executive vice president and general manager prior to being named president. Besides Lafayette Radio, other DKG broadcast accounts in 1974 included Ovaltine, Consolidated Cigar, Corning Glass, Getty Oil, West Point Pepperell, Remington shavers, Alitalia and Dana Parfumes. Total radio-TV billings for the agency this year were \$18.9 million.

Lafayette carries only the latest in equipment.

When we presented these six alternatives to the Lafayette people, they said they were just what they wanted—all of them. And they were ready to go with them. But we weren't.

While all six of those positions are valid sales points, one or two of them are really important and should receive the greatest attention. But the question was—which ones?

We then prepared a prototype commercial on each of the six points. Here's the one on "experienced sales people":

"When you walk into a Lafayette store and tell the salesman you're looking for a stereo, don't expect his first question to be, 'How much are you willing to spend?' Expect him to ask, 'How thick are your drapes?' How big is your room? Do you have area rugs or wall-to-wall?' Because the first thing a Lafayette salesman considers are your needs. The second thing he considers are your ears. He'll take you into a special listening room and see if you can tell the difference between a \$20 speaker and a \$100 speaker without looking at the price tag. Next he'll ask you what kind of music you like. If you're a rock freak, he won't push you toward equipment that totally eliminates tonal coloration. If you dig solos, he will. Only after he knows all this will a Lafayette salesman ask about price. And that's when our vast collection and his vast knowledge come in. Because he can custom design a system for you. Knowing which of our 20 turntables, 25 amplifiers and 56 speakers are best for you. Lafayette. Listen to us. You can't go wrong."

When we played all of the prototypes for the

client, there was a heated discussion about which point should be stressed in advertising. Fortunately, we didn't have to rely on subjective opinions. At DKG, we have developed our own research technique that helps us find the right answers.

The beauty of our method is that it's fast and accurate and, happily, not too expensive. We call it DKG's Ad Lab. We conduct interviews and feed them into our computers. And within one day we get a print-out of the scores telling us which is the most important sales message. The results of our Ad Lab tests for Lafayette were that "price guarantee" and "Lafayette sales people are audio experts" were the most meaningful messages for potential customers. So that's what we combined in the final commercial:

"If you walk into a Lafayette Radio store and tell one of our salesmen you're looking for a stereo, he'll probably ask you, 'How big is your room?' and 'How thick are your drapes?' Because first a Lafayette salesman considers your needs. Next, he considers your ears. He'll see if you can tell the difference between a \$20 speaker and a \$100 speaker without looking at the price tag. Then he'll ask you what kind of music you like. Are you a rock freak or do you dig piano solos? Only after this can a Lafayette salesman design a system he knows you'll be happy with. What's more, Lafayette guarantees you can't buy that system anywhere else for less. Because if you do see it for less, return it within 30 days after purchase and we'll return your money. And that goes for Panasonic, Sony, Garrard and just about every other name manufacturer. Lafayette. Listen to us. You can't go wrong."

Lafayette management loved it. But, like most retailers, they said, "Yeah, it sounds terrific, but how will it prove out at the cash registers?"

So we did another test. We picked two cities in which to run the radio copy and selected eight control markets. We analyzed sales trends, fed them into the computer in order to predict what the sales should be in the control markets and in the test markets if we hadn't run the radio campaign. If there was a boost in sales in the test markets, we would have to attribute it to radio advertising.

The eight control markets were right on the nose of our predictions, and the sales in the test markets shot up over 29%. Naturally we were delighted. And for DKG, there was an extra reward. Not only did we get an account that was terrific, we also got direct proof right at the cash register that Ad Lab was great at predicting what would be a great sales message.

The last point that I wish to make is that retailers really could learn from this that research is not to be feared. It shouldn't be cloaked in mystery. It doesn't have to take forever. And it doesn't have to cost a lot of money.

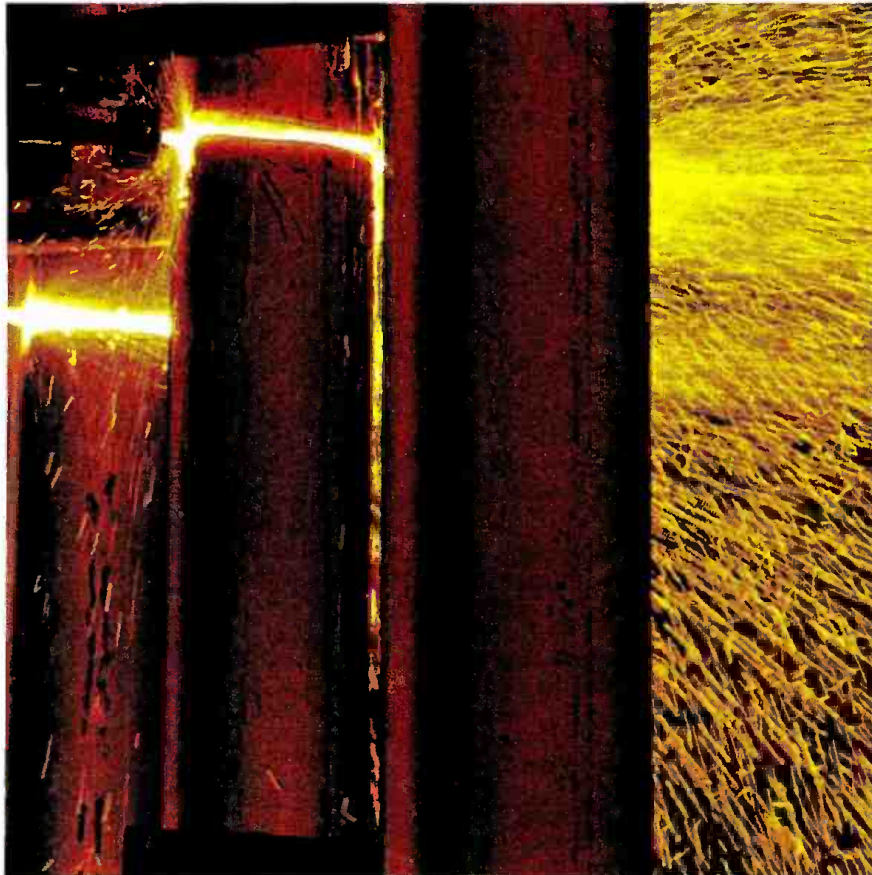
And when the marketing department and the creative department and the research department of an agency work together, then the advertising really works. And it pays out, too.

Alloy technology: One of the strengths that make us the new steel company.

There are times when nothing less than an alloy steel will give you the strength-to-weight ratio, longer life, or toughness required for a particular job. That's when it's time to call Republic, the country's leading producer of alloy steels. Whether it's a steel for aerospace, nuclear, anti-pollution, antiseptic or esthetic applications, or a long wearing gear or bearing steel, there's probably no alloy steel we have not already made or could not make. And that includes steels with as little as 70 percent iron or with more than 99 percent iron. Canton, Ohio, is the birthplace of alloy steels. And nowhere in the world is there a bigger or better combination of facilities for electric furnace melting, vacuum processing, and strand casting of steels than in Republic's Central Alloy District.

When a job calls for a steel with superior performance, you probably need an alloy steel. And if more than ordinary skill in production is a must, think of Republic. Nobody knows more about alloy steels, or has produced more of them, than we have. It's one of the strengths that make us the new steel company.

Flame-cutting an alloy steel billet at the strand caster in Canton.



Alloy gear steels

Republic makes more gear steels than any other company in the United States. This gear is made from one of Republic's triple alloy steels, a family of steels designed for best performance and economics, whatever the job.



Alloy forgings

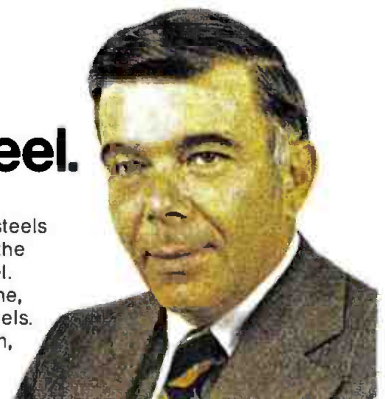
Republic has been instrumental in expanding the use of alloy steels for hot, warm, and cold forgings. This forged idler bearing replaced a casting at an annual savings of \$15,000 and gave the customer freedom from porosity and surface defects, dimensional uniformity, and improved appearance.

We do more than just make steel.

Tom Perry, Chief Metallurgist, Republic Steel:

"Large-scale commercial production of alloy steels was started in this country in 1907 by one of the companies that is now a part of Republic Steel. We've been in the alloy business for a long time, and we welcome your inquiries about alloy steels. Write to T. E. Perry, Republic Steel Corporation, Cleveland OH 44101."

Republicsteel
The new steel company



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Street, 90028. Phone: 213-463-3148.
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Open Mike[®]

Coign of vantage

EDITOR: National Association of Broadcasters President Vincent Wasilewski, at the Arizona Broadcasters meeting [BROADCASTING, Dec. 9], concluded that cable aimed at a nationwide interconnected pay channel. I must congratulate him on perceiving a future development to which technology, creative art, public interest and common sense so clearly point the way.

It only remains for the broadcasting establishment to lock on to its real interest in this future, which in my opinion, would be to seek a participative rather than an adversary role in the unfolding of a major economic and social initiative. Mr. Wasilewski, in such an event, could be his industry's benefactor.—Robert E. Button, *director, satellite development, Teleprompter, New York*.

Vegetarian

EDITOR: I read with interest your Dec. 9 "Profile" on George Wilson of Bartell Media.

Mr. Wilson is to be commended on rebuilding his life and career from the dregs of alcoholism to its present prestigious state. However, it concerns me greatly when I read of a respected individual such as Mr. Wilson making the statement "My disk jockeys are pieces of meat, and if they don't like it they're free to go to work for somebody else." This attitude on the part of programmers has done more to separate creativity and talent from radio than anything else.

WHYI is currently employing two ex-Bartell "pieces of meat"—Robert Walker, our assistant program director and afternoon drive personality, and Don Cox, our 10 p.m.-2 a.m. talent.

Take heed, young broadcasters, and remember: Just because George Wilson said it in BROADCASTING, it ain't necessarily so.—Bill Tanner, *program director, WHYI (FM) Miami-Fort Lauderdale*.

Throwing out the owl

EDITOR: This is in reply to the Dec. 2 letter from WFON's Ron Harvey that deplored the extravagance of the Woodsy Owl campaign.

I agree with his observation that the Forestry Service brochure is "beautiful." I disagree with his contention that it is "wasteful." Any advertising and/or promotional campaign, whether formulated by the federal government or private enterprise, must be presented in as attractive a package as possible if it's to command attention and be utilized and effective. The fact that Mr. Harvey plans to use the material would appear to underline its effectiveness.

I would like to suggest to Mr. Harvey as well as other station managers that

they never throw away brochures or other material in the wastebasket. We have been saving this material as well as all wire-service copy and turning it over to a recycling center.—Barry Ritenour, *operations manager, WROE (FM) Neenah-Menasha, Wis.*

Vocal for local

EDITOR: In your Dec. 9 issue you quote Representative Benjamin Rosenthal (D-N.Y.) to the effect that in some cases the Ad Council has a "virtual monopoly on PSA time."

We think this is a gross exaggeration. The statement is certainly not true of our station. Our first consideration is toward local organizations that need the help right here at home. The Ad Council does an excellent job, and we mean to take no deserved credit away from it. But the local outfit that needs help with its project right here in this community comes first. I think this would be true with the majority of broadcasters.

Neither can we agree with Mr. Rosenthal's classifying the WIN campaign as controversial and therefore subject to the fairness doctrine. There may be controversy as to the extent to which the conservation measures recommended by WIN will be effective, but there can be no question that the practice of such measures will be anything but beneficial.—Walter M. Windsor, *general manager, WFTV (TV) Orlando, Fla.*

The Jacobs study

EDITOR: I read your Dec. 2 article about my study with great interest. I noticed, however, one statistical error that is of importance. Actually, 64% of the respondents were unfavorable toward college students and only 2.9% expressed favorable attitudes. Aside from that, the article was well-written and statistically accurate. I was quite impressed with your balanced stance toward this controversial topic.—Fred Jacobs, *instructor, department of television and radio, Michigan State University, East Lansing*.

(The article mistakenly stated the respective figures as 50.3% and 16.5%.)

EDITOR: Your article concerning the survey of station managers has been well received. I made a copy and gave one to each DJ and staff person. The article stresses that the majority of managers surveyed felt it important to have experience in college radio before entering the job market. For our DJ's, who do not get paid, they see that all their work is not in vain.—Dave Callaway, *general manager, WWGC (FM), West Carrollton College, Carrollton, Ga.*

EDITOR: The course on the "Business of Radio" offered to undergraduates at St.

John's University is specifically designed to avoid the unrealistic preparation for the real world of broadcasting found at many schools by the recent Michigan State University survey (BROADCASTING, Dec. 2). By the use of field trips to stations, rep firms, networks and agencies, guest lectures by industry leaders and frank career counseling, the students come face to face with some hard truths about the working world of radio long before graduation.—Rick Sklar, adjunct professor, Communication Arts Department, St. John's University, New York.

EDITOR: The point [the Jacobs study] brought out that schools often inflate students' desires without giving them realistic pictures of what to expect is an important one. I for one know how true this is. I took a one-year radio course and all I ever heard was how nice it is to work in a major market. They rarely mentioned that it takes about five years to get there.—Glenn F. Cunningham, Bangor, Me.

EDITOR: I also agree that education has some way to go in teaching the realities

of commercial broadcasting. However, I thank my professors at Penn State for teaching me ethics. I do not think the ethics of the whole industry stink, only some of those it comprises stink. Those who are afraid—or incapable of—teaching a newcomer the ropes create this stench.

You general managers do not have to cut rates, make deals or trades to stay alive. Just establish an open rapport with your personnel, and pick up the pieces where the colleges left off.—Ed Dunn, Glenwood Springs, Colo.

Datebook®

■ Indicates new or revised listing

January 1975

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

■ Jan. 8-9—Cable Television Technical Advisory Committee, steering committee meeting at FCC, Washington.

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 mid-winter meeting. Vacation Village, San Diego.

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

■ Jan. 13-17—National Association of Broadcasters winter joint board meeting. Canyon Hotel, Palm Springs, Calif.

■ Jan. 15—Deadline for entries in annual competition of National Cowboy Hall of Fame and Western Heritage Center. Categories include "fictional" and "factual" TV and music from TV productions. 1700 N. E. 63rd Street, Oklahoma City 73111; (405) 478-2250.

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

Jan. 16-17—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 Glicker, 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. Speakers include C. Edward Little, Mutual Broadcasting System; Jack Link, Mesabi Western Corp.; Carl Loucks, Radio Advertising Bureau; Robert E. Shepherd, Department of Commerce; Starley Bush, Rocky Mountain Broadcasters Association; Harold Kassens (or replacement), FCC. Downtowner hotel, Boise.

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

■ Jan. 24—Presentation by Mississippi Broadcasters Association of early-day broadcast materials to state's radio-TV museum exhibit. Old Capitol building, Jackson.

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

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

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

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

February 1975

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

Feb. 1—Deadline for entries, Robert F. Kennedy Journalism Awards for outstanding coverage of 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. 5-6—18th Executives' Symposium. Speakers include: Elizabeth Hanford, FTC member and Charles Osgood, CBS News commentator. Saint Mary's College, Moraga, Calif.

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

■ Feb. 8-10—Educational Foundation, American Women in Radio and Television Inc. board of trustees meeting, Los Angeles.

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

■ Feb. 10-14—International Radio and Television So-

cety fifth annual faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

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. 14-16—American Women in Radio and Television Inc., board of directors meeting. Gene Autry hotel, Palm Springs, Calif.

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.

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 2-4—National Cable Television Association "Operation Re-Regulation" Conference, Eastern region operators, L'Enfant Plaza Hotel, Washington.

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

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

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

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

■ March 16-18—National Cable Television Association "Operation Re-Regulation" Conference, Western region operators, L'Enfant Plaza Hotel, Washington.

■ March 17—Reply comments at FCC on inquiry into need for federal regulations to avoid nonduplicative CATV rules at state and local levels.

■ March 24-26—Corporation for Public Broadcasting spring radio conference. Statler Hilton hotel, Washington.

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

April 1975

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

■ April 4-6—Broadcast Education Association annual meeting. Las Vegas Convention Center.

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.



Room at the top. Network executives and presidential aides ate off White House china and exchanged views and banter with the President of the United States last Wednesday (Dec. 18) at luncheon in the family dining room on the second floor of the presidential mansion. Clockwise from the President, they are: Herbert Schlosser, NBC; Ernest Leiser, ABC; Richard Wald, NBC; Robert T. Hartmann, counselor to the President; Richard Salant, CBS;

Gerald Warren, deputy news secretary (partially hidden); Julian Goodman, NBC (partially hidden); William S. Paley, CBS (partially hidden); Paul Greenberg, CBS (partially hidden); Elton Rule, ABC; Robert Mead, television adviser to the President; Donald H. Rumsfeld, assistant to the President; Lester Crystal, NBC; Arthur Taylor, CBS (partially hidden), and William Sheehan, ABC.

Official White House photograph.

Ford breaks bread and ice with network chiefs and news executives

Luncheon meeting produces little in the way of substance, but lots in the way of good feelings

President Gerald Ford keeps making the point there is a new administration in Washington where the press is concerned. Where relations between the news media, particularly the networks, and the White House were at best strained when Richard Nixon was President, President Ford last week had network executives—ranging in rank from chairmen of the board to producers of the nightly news shows—in for lunch, and an exchange of compliments.

The network officials and White House aides who sat in on the luncheon Wednesday both described it as “pleasant,” if

unexciting in the way of developments. White House aides said the purpose was to enable the executives and the President to get to know each other better; Mr. Ford had met most of the network officials last year when he was Vice President. And the meeting appeared to have been helpful in establishing a friendly relationship.

The network officials are said to have expressed the view that they are getting more cooperation in connection with their news coverage of the White House than ever before, and to have talked of the “openness” and “candor” of the Ford administration.

For his part, President Ford—in marked contrast to the thunderbolts that used to issue from the White House in the direction of a Dan Rather—reportedly said he “enjoyed” the reporters who worked at the White House on a daily basis, and said he had no complaints.

The network officials apparently were at their ease. Although NBC Chairman Julian Goodman expressed the networks’ interest in cooperating with the White House in putting the President on the air, he and others demurred when the President asked how he could best get his views across to the American people. That, they suggested politely, was his problem. CBS President Arthur Taylor,

in the midst of discussion on formats the President might use on the air (the network people seemed to feel the real Gerry Ford came through best in a news conference setting), suggested that, more important than the how is the what of a presidential appearance—a remark some White House aides interpreted as, “Don’t go on TV unless you have something to say.”

That may have been a reference to the flap that developed when White House News Secretary Ronald Nessen leaned on the networks to obtain live coverage of the President’s address to the Future Farmers of America in Kansas City—an event the network news executives had thought unworthy of live coverage. Mr. Nessen, who is reported to have written CBS’s Mr. Taylor that he would not again make such a request for coverage, was at the luncheon. And he referred to the Kansas City incident, saying, “I learned a lesson.”

Probably the knottiest problem discussed was how televised news conferences could be spared the bedlam created when reporters jump up and shout to get the President’s attention. No one had an answer, and the White House aides who work with the media promised to study the problem.

The President indicated he was pre-

pared to discuss more than the networks' news operations. At one point he is said to have asked whether the network officials wanted to discuss "corporate" matters—which could have been an opening for a conversation on such subjects as the Justice Department's refiled antitrust suits against the networks (BROADCASTING, Dec. 16). However, no one mentioned that or anything else. Mr. Goodman is said to have indicated the luncheon might not be an appropriate format for the discussion of corporate matters.

The luncheon reportedly grew out of a suggestion from a White House aide and former CBS producer, Robert Mead, that the President meet the men who produce the nightly news shows and thus have a major impact on what the public sees and hears every night. The President thought the guest list should be expanded to include the network chairmen and presidents and top news executives.

So besides Mr. Taylor and Mr. Goodman, the guest list included William Paley, chairman of CBS; Elton Rule, president of ABC; William Sheehan, president of ABC News; Ernest Leiser, producer of the ABC *Evening News*; Richard Salant, president of CBS News; Paul Greenberg, producer of the CBS *Evening News*; Herbert Schlosser, president of NBC; Richard Wald, president of NBC News, and Ernest Crystal, producer of the NBC *Nightly News*. Leonard Goldenson, chairman of ABC, was unable to attend because of a prior commitment.

The meeting may not be the last of its kind. The President told his guests at one point, "I think we ought to do this again."

The luncheon was scheduled to last about an hour and a half. But the network officials were in the White House longer than that. White House Chief of Staff Donald Rumsfeld was briefing the press that afternoon on the reorganization of the White House staff, and Mr. Nessen invited the officials—from chairmen of the board on down—to experience, live, a White House news briefing. And they did.

Bar committee deadlocks on public access as alternative to fairness rules

It falls one vote shy of supporting Jacklin 'open media' proposals

Members of the Federal Communications Bar Association and the American Bar Association do not seem likely supporters of any proposal advanced by Philip Jacklin of the San Jose, Calif.-based Committee for Open Media. Yet a committee drawn from those bars has come within one vote of recommending the submission of a petition to the FCC for a rulemaking modeled, in broad outline, after one Mr. Jacklin is urging. The

vote was a 6-to-6 tie.

The proposal at issue looks to the adoption of a rule that would permit broadcasters, on a voluntary basis, to grant the public access to their stations' facilities as an alternative method of meeting their fairness-doctrine obligations.

The Jacklin Committee, which submitted its petition for rulemaking on the subject four months ago (BROADCASTING, Aug. 19), has been waging an active campaign on the West Coast to open up stations' facilities to the public. The Free Speech Messages that stations there and elsewhere in the country are carrying were a Jacklin idea. And some stations in California are the targets of Open Media petitions to deny that include allegations that they have not provided adequate access to the public.

The FCBA-ABA committee was appointed by the two bars to work with the FCC on its re-regulation program. And the public-access programming idea was advanced in a committee meeting as a means of achieving the objectives of re-regulation in a substantive field, according to a draft of the proposed rulemaking that was under consideration. It would, the draft added, make it easier for stations to meet their fairness-doctrine obligations and assure that their programming would be responsive to local requests for time, while, at the same time, eliminating the need for commission adjudication of the substantive merits of a large number of fairness complaints on a day-to-day basis, thus avoiding the danger of the FCC's intrusion "in First Amendment rights."

The proposal was originally discussed at a meeting of the committee on Nov. 12. "Almost all of those present were in favor" of submitting the draft to the FCBA executive committee for its consideration as a proposal to the commission, according to a memorandum written by the chairman, Alan Y. Naftalin, of the Washington law firm of Koteen & Burt. However, because of the "limited number" of persons attending the meeting—he said last week it was "four or five"—the group agreed that the proposal should be recirculated among all members of the committee and that "a reasonable time for objection" be made available.

"Significant objections developed even before I could recirculate the draft," Mr. Naftalin added in his memo. As a result, a second meeting was held on the matter, this one on Dec. 10. And, as a result of the ensuing tie vote, Mr. Naftalin decided against submitting the draft to the FCBA executive committee. And he agreed last week the proposal apparently is dead, as far as the FCBA-ABA re-regulation committee is concerned.

Mr. Naftalin, who was reluctant to discuss the committee's action—"it's an internal matter"—said he had thought the idea worth considering. But he said there was concern within the committee that, if a rule were adopted permitting stations to voluntarily establish public-access programs as a substitute for the fairness doctrine, the commission in time

might make such programs mandatory. And some broadcasters, he said, "don't want to be common carriers."

Another who was present at the meeting said some committee members also felt that it would be inappropriate for a committee created to suggest a means of easing regulatory burdens to propose a rule that, in view of the "slippery slope" danger, could result in additional burdens. Then, too, some committee members argued that the proposal, if adopted, might remain as an unwanted vestige of the fairness doctrine if what seems to be a trend in Congress and the courts to eliminate the doctrine continues to a conclusion.

Mr. Naftalin declined to indicate the line-up on the issue. However, it was learned that he, with Gene A. Bechtel and Peter Tannenwald, two members of the Arent, Fox, Kintner, Plotkin & Kahn firm, joined with three "public interest" lawyers—Frank Lloyd and Curtis White, both of Citizens Communications Center, and Sheila Mahony, of the Cable Television Information Center—in voting for the proposal. The negative votes were cast by Jonathan D. Blake of Covington & Burling; John P. Cole Jr. of Cole, Zylstra & Raywid; Mark W. Johnson of CBS; Richard Wycoff of the National Association of Broadcasters; Warren C. Zwicky of Storer Broadcasting Co., and James A. Gammon.

House Commerce gets 30% change in membership

After election sweep, Democrats assigned 2-to-1-plus-1 majority

The House Commerce Committee next session will be joined by 13 new members, 11 Democrats and two Republicans.

The new Democrats, selected by the Democratic Steering and Policy Committee, in order of rank on the committee are: James H. Scheuer (N.Y.), Richard L. Ottinger (N.Y.), Henry A. Waxman (Calif.), Robert (Bob) Krueger (Tex.), Timothy E. Wirth (Colo.), Philip R. Sharp (Ind.), William M. Brodhead (Mich.), W. G. (Bill) Hefner (N.C.), James J. Florio (N.J.), Anthony T. Mofett (Conn.), Jim Santini (Nev.).

The new Republicans, named last Wednesday by the executive committee of the Republican Committee on Committees in the House, are Representatives Carlos Moorhead (Calif.) and Matthew Rinaldo (N.J.). Their names are subject to approval of the full Committee on Committees, but Representative Samuel Devine (R-Ohio), member of the executive committee and ranking Republican on the Commerce Committee, said their confirmation is almost certain.

Total membership on the committee will be 43, down one from this year, with 29 Democrats and 14 Republicans. That is a ratio of two Democrats to every Republican plus one Democrat, as prescribed by the House Democratic caucus (BROADCASTING, Dec. 9). and is a re-

flection of the over-all House membership proportion. Altogether the Democrats gained four seats on the Commerce Committee, while the Republicans lost five from this year's make-up.

Four of the now-filled Democratic vacancies were due to election casualties; another three were caused by members moving to other committees—Representatives Henry Helstoski (N.J.) and J. J. Pickle (Tex.) to Ways and Means and Representative John Breckinridge (Ky.) to Agriculture.

On the Republican side of the committee, five members lost elections, one retired and one, Representative Barry Goldwater (Calif.), the only member of the Communications Subcommittee to leave so far, moved to the Public Works Committee.

The following is a complete list of the House Commerce Committee membership as it will look next year (with names in descending order of seniority in both parties):

Majority: Commerce Committee Chairman Harley Staggers (W.Va.), Torbert Macdonald (Mass.), John Jarman (Okla.), John Moss (Calif.), John Dingell (Mich.), Paul Rogers (Fla.), Lionel Van Deerlin (Calif.), Fred Rooney (Pa.), John Murphy (N.Y.), David Satterfield (Va.), Brock Adams (Wash.), W. S. (Bill) Stuckey Jr. (Ga.), Bob Eckhardt (Tex.), Richardson Preyer (N.C.), James Symington (Mo.), Charles Carney (Ohio), Ralph Metcalfe (Ill.), Good Joe Byron (Md.), Scheuer (N.Y.), Ottinger (N.Y.), Waxman (Calif.), Krueger (Tex.), Wirth (Colo.), Sharp (Ind.), Brodhead (Mich.), Hefner (N.C.), Florio (N.J.), Moffett (Conn.), Santini (Nev.).

Minority: Samuel Devine (Ohio), James Broyhill (N.C.), Tim Lee Carter (Ky.), Clarence Brown (Ohio), Joe Skubitz (Kan.), James Hastings (N.Y.), James Collins (Tex.), Lou Frey Jr. (Fla.), John McCollister (Neb.), Norman Lent (N.Y.), H. John Heinz III (Pa.), Edward Madigan (Ill.), Moorhead (Calif.) and Rinaldo (N.J.).

NAB board slate to be set first week of new year

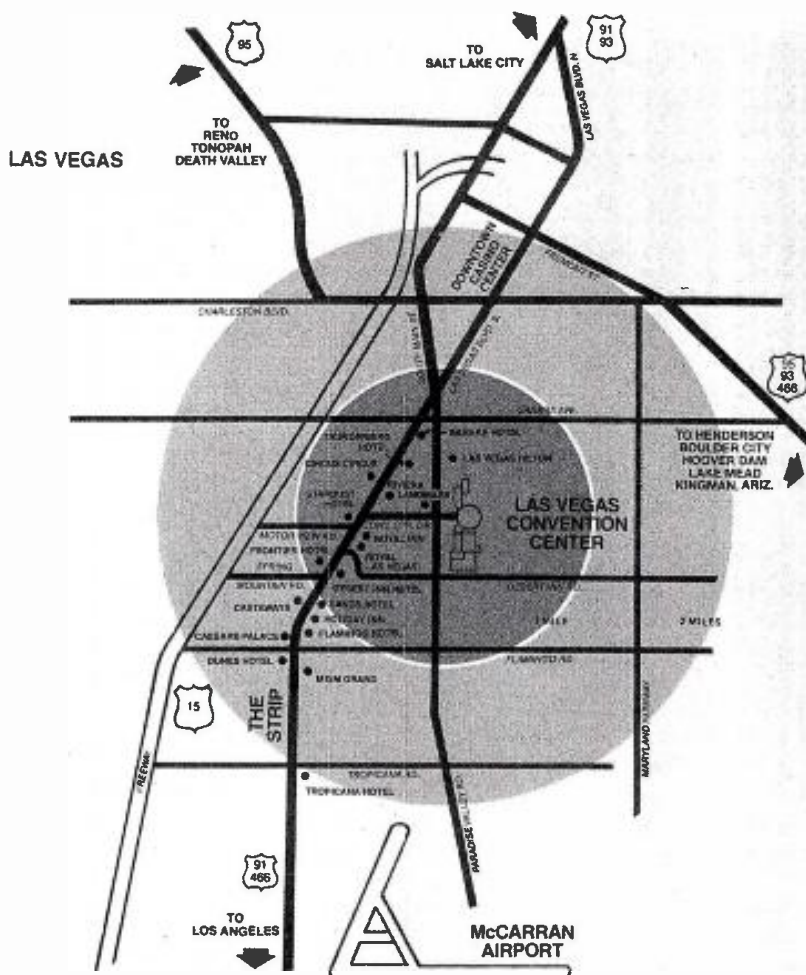
TV and radio board nominees to be selected by mail ballots, and they are due Dec. 30

Nominees for the National Association of Broadcasters board of directors will be known late next week, with all nominating forms due back from NAB members next Monday (Dec. 30). At stake are 13 radio board and six TV board seats.

This year, the elections for both boards are being conducted simultaneously by mail, a first for the TV board, whose members used to be selected during the annual NAB convention. Final ballots will be mailed to members Jan. 15, to be returned Feb. 6. Results will be announced Feb. 7.

Incumbents in 11 of the 19 available seats will be running for re-election. The remaining eight, having served two consecutive two-year terms, the maximum allowed under the rules, are ineligible for re-election.

On the radio board, the balloting will be for all odd-numbered district seats as well as one each in the four at-large market class. Final radio ballots will list the two top nominees for each seat. The final TV board ballot, on the other hand,



Think sand. It's still four months away, but the National Association of Broadcasters is stoking the 53d annual convention train, bound for Las Vegas, April 6-9. All convention sessions (except luncheons), the equipment exhibits and the registration desk will be located in the Las Vegas Convention Center, in the bull's-eye above. The dots represent the hotels in which NAB has secured options for rooms. Last year's brouhaha over hotel sites will be but a vague memory this convention, NAB hopes, because this year, nearly all the pre-picked hotels are within a two-mile radius of the convention center (*Broadcasting*, Sept. 30). All reservations at these hotels must be made through NAB. The convention committee has reserved all suites at the Las Vegas Hilton for associate and national network members for use as hospitality quarters. The proposed agenda for the convention calls for registration and opening of exhibits Saturday and Sunday (April 5 and 6), Monday will bring the opening general assembly, workshops, separate management and engineering luncheons, and television, small-market radio and engineering conferences and plans for Tuesday include more morning workshops, a radio conference, a secondary-market TV session, separate radio and TV engineering conferences and separate luncheons. Finally, on Wednesday, there will be workshops, radio-TV engineering conference, a joint management-engineering assembly and a joint luncheon.

will list the 12 top nominees to fill the six available seats, provided all 12 receive at least 25 nominations. The slots opening this year account for half of the elective TV board.

Incumbents on the radio board running for re-election include: Donald A. Thurston, WMNB-AM-FM North Adams, Mass., district one; Victor C. Diehm, WAZL-AM Hazleton, Pa., district three; Clyde W. Price, WACT-AM-FM Tuscaloosa, Ala., district five; George L. Brooks, KCUE-AM-FM Red Wing, Minn., district 11; Stan Wilson, KFJZ-AM Fort Worth, Tex., district 13; Wally N. Nel-skog, KXII-AM-FM Seattle, district 17; Vir-

ginia Pate Wetter, WASA-AM Havre de Grace, Md., class A market at-large; Edward D. Allen Jr., WDOR-AM-FM Sturgeon Bay, Wis., class D market at-large.

Radio board members not running for re-election include: Allan Land WHIZ-AM-FM Zanesville, Ohio, district seven; Richard D. Dudley, WSAU-AM Wausau, Wis., district nine; William D. Shaw, formerly of KSFO-AM San Francisco, now of Major Market Radio Inc., San Francisco, district 15; Daniel W. Kops, WAVZ-AM New Haven, Conn., class B at-large.

TV board incumbents running for re-election are: Robert M. Bennett, wcvb-

TV Boston; Eugene B. Dodson, WTVT(TV) Tampa, Fla.; Robert D. Gordon, WCPO-TV Cincinnati.

TV board members ineligible to run for re-election this year are: Earl W. Hickerson, WCEE-TV Rockford, Ill.; Wilson C. Wearn, Multimedia Broadcasting Co., Greenville, S.C.; Robert F. Wright, WTOE-TV Meridian, Miss.

Joint leadership positions on the 48-member board will not change until the June board meeting, at which time Joint Board Chairman Andrew M. Ockershausen of Washington Star Stations will take the seat of the immediate past chairman from Richard W. Chapin of the Stuart Broadcasting Co., who will depart at that time.

The network representatives, five on the radio board and three on the TV board, are designated by the networks themselves.

How far can citizen-group agreements go?

Wiley says they're good, if they don't tread on broadcasters' responsibilities, and he says FCC will be issuing guidelines

FCC Chairman Richard E. Wiley has reaffirmed his belief in the value of continuing dialogue between broadcasters and members of the public, and has sought to make it clear he sees nothing wrong in the formalization of "understandings or agreements" designed to resolve outstanding agreements. But the commission, he says, cannot accept agreements containing provisions "which improperly curtail the licensee's discretion in the areas of programing or station operation."

And to eliminate the guesswork as to what the commission can and cannot accept, he feels the FCC should issue a policy statement on the matter—a project on which work is now underway.

Mr. Wiley expressed his views in a speech in Richmond, Va., to representatives of the kinds of public interest groups that over the past several years have been participating in license-renewal procedures, either as petitioners to deny or as parties to agreements that head off litigation before the commission.

The group was assembled from a three-state area and the District of Columbia at a three-day regional workshop on citizen action in broadcasting that was sponsored by the Office of Communication of the United Church of Christ, a leading exponent and supporter of citizen action in broadcast matters. It was the first of 18 such workshops to be held throughout the country over the next three years in a program designed to prepare community leaders for forming local coalitions with which to work in dealing with local broadcasters. The workshops will instruct groups in evaluating the service stations provide and in presenting concerns to management.

Chairman Wiley, as he has in the past,

said that the "inordinate time and money" now being spent by broadcasters and citizen groups in connection with petitions to deny "is something of a tragedy." A "better way" to resolve differences, he said, lies in "the continuing dialogue—conducted in a calm, dispassionate and nonaccusatory atmosphere at a point sufficiently early in the license term to permit an appropriate response by the licensee."

He said he realizes that such a process results, "logically and, perhaps, inevitably," in formal understandings or agreements. "I find nothing untoward in such a process." But he also said—as have other commissioners in speeches and private conversations—that such agreements may result in a broadcaster delegating to a citizen group responsibility that, under commission policy and regulation, cannot be delegated to anyone. Indeed, he cited several examples of agreements the commission refused to accept on the ground they involved a curtailment of licensee discretion in programing or other matters of station operation.

What should the commission's policy on agreements be? The commission, he said, cannot act as mediator in resolving disputes. But neither can it be simply "a passive bystander." And, he said, it cannot fashion "specific regulations" that would govern the citizen-broadcaster negotiating process.

What the commission should do, he said, is "to delineate the kinds of provision which it may feel would be contrary to a licensee's public trusteeship and which we would be constrained to reject."

Such a statement, which, he said, might be developed following public notice and comment, "could then be well publicized in order to assist both broadcasters and members of the public who seek in good faith to resolve their differences at the local level." The commission staff is drafting such a statement, and the commission is scheduled to consider the matter on Jan. 28.

Although Chairman Wiley said he was at the Church of Christ workshop because he is "statutorily mandated—and indeed personally motivated—to work for better broadcasting," Dr. Carl McIntire was on hand in Richmond to protest the chairman's participation in the workshop as "a major fracture of justice."

The fundamentalist preacher said the "program" of Everett Parker, director of the Office of Communication of the United Church of Christ, "with the full backing of the National Council of Churches," had killed wxur and "crushed the rights of a religious minority, the fundamentalist, to be heard on the air in Philadelphia." In appearing at the workshop, Chairman Wiley places himself "behind the Parker programs," Dr. McIntire said.

The commission denied the renewal applications of wxur-AM-FM Media, Pa., in July 1970 on grounds they had violated the fairness doctrine and the FCC's personal attack rules and had made programing misrepresentations to the commission.

Starr's victory may be prelude to harder war

In offering for winner of new format for WQIV: closer look at its finances by losers, FCC; renewal challenges

Starr Broadcasting last month was finally able to fight its way free of legal problems and switch the format of WNCN (FM) New York from classical to rock—and the call letters to WQIV (BROADCASTING, Nov. 11). But Starr's operations, as a result, are facing intense scrutiny, by opponents of the switch as well as by the FCC, as they test the validity of the reasons given for the controversial format change.

The commission staff has granted attorneys for the WNCN Listeners Guild, which was established to oppose the format change and had succeeded in blocking it temporarily, permission to examine the financial reports for Starr's 15 broadcast properties for 1973, the year Starr purchased the New York FM from the National Science Network.

The action came over the objections of Starr—which had not objected to the disclosure of WQIV's financial report—and will probably be appealed to the commission. However, FCC Deputy Executive Director Stanley McKinley, in a letter to the Guild's attorneys, said their request for permission to examine all of the Starr stations' financial reports, at least for 1973, was justified on the basis of the financial representations Starr had made to support the format change.

Starr had not only said the station involved was losing money. It said the station had not borne its proper share of the parent company's general overhead expenses or any portion of the salaries of the Starr headquarters and affiliate personnel who were said to have been pressed into service in an effort to make WNCN a viable operation.

Accordingly, Mr. McKinley wrote, "we believe that financial data contained in the forms filed by Starr for its broadcast subsidiaries for 1973 (the year in which the transfer occurred) are relevant to the issues in this proceeding." However, he said no showing of relevancy had been shown to support disclosure of financial reports for other years.

Meanwhile, commission investigators are said to have traveled to New York and to New Orleans, where Starr headquarters are located, to check into Starr's contentions as to why the format change was necessary and to follow leads contained in charges filed with the commission by the Listeners Guild.

The citizen group, which petitioned the commission either to revoke the WNCN license or to order Starr to file an early-renewal application for the station (New York stations file renewal applications on Feb. 1, 1975), alleged that Starr misrepresented its program proposals when it acquired the station—that Starr had always intended

to transform the station into a rock outlet. Starr has denied the charge. The group also claims that a "Save WNCN" plan—designed to find a noncommercial FM that would adopt the WNCN format and take over the station's music library—constituted a "fraud or deceit" on the public, another charge Starr has denied.

Starr's problems may become even more complicated in the next few months. The Listeners Guild has been publicizing the fact that Starr's renewal application for the FM frequency is to be filed Feb. 1, and will be subject to petitions to deny and to oppositions by those wishing to take over operation of the channel. The Listeners Guild plans to refile its charges in a petition to deny.

WOR-TV challenger gets major setback

FCC judge proposes denial after finding fault in financing plan

RKO General Inc.'s chances for the license renewal of WOR-TV New York brightened appreciably last week when the competing application of Multi-State Communication Inc. for the channel-10 facility was denied in a partial initial decision by FCC Administrative Law Judge Chester F. Naumowicz Jr.

RKO General Inc.'s renewal application and Multi-State's mutually exclusive application, had been designated for a comparative hearing.

On Aug. 13, the Review Board enlarged the issues to determine whether Multi-State would have access to a \$4 million bank loan it had said would be available to finance its construction and first three months operating expenses. Judge Naumowicz then ordered a hearing on the issue of the loan availability.

Judge Naumowicz concluded that Multi-State failed to prove that its proposed bank loan was available. The judge pointed out that the bank had never regarded itself as committed to make the loan, but had only expressed interest in a future loan application.

Ordinary practice would dictate that a hearing be held on the remaining issues and Judge Naumowicz's conclusions be incorporated into an initial decision that considered all of the evidence on all issues. But the judge said the "massive weight of evidence" supporting his decision and a total lack of countervailing evidence indicated that the public interest would best be served by issuing a partial initial decision that disqualified Multi-State on the basis of only one of several designated issues.

Principals in Multi-State include Thomas Shea, John J. Deering and other New York area businessmen.

The judge suspended further proceedings on RKO's renewal application, pending final action by the commission on the partial initial decision. The decision becomes effective in 50 days, unless there is an appeal by one of the parties or the commission reviews it on its own motion.

Pressure lessens on Cox in Oakland

KTVU's disclosure of its plans to public interest group prompts latter to hold up on prepared petition to deny

The dialogue route that the FCC has urged broadcasters and citizen groups to follow as a means of avoiding conflicts the commission must resolve has worked for Cox Broadcasting's KTVU-TV Oakland, Calif., and two local community groups. What's more, there is no formal agreement between the station and the groups of the kind that, in other cases, has caused some commissioners to feel the broadcasters are surrendering responsibility to citizen groups.

The negotiations principally involved KTVU and Oakland Media, a public-interest group concerned with the manner in which the city's media cover Oakland. But the interests of the California La Raza Media Coalition were also represented.

And, as a result of the talks, Oakland Media agreed to withhold a petition to deny that it had prepared, and the coalition dismissed a court appeal it had taken from the commission's grant without a hearing of KTVU's 1971 renewal application.

Oakland Media had complained to the station, among other things, about alleged deficiencies in KTVU's news coverage of the city and discrimination in the employment of news personnel on the basis of sex and race, but it dropped its plans to file a petition, it said in a letter to the commission, as a result of program proposals made by KTVU in its 1974 renewal application and their implementation, and representations the station had made to it in a letter.

Oakland Media cited the station's free speech messages, and said the station has given notice that its new Sunday evening public-affairs program will deal primarily with minority issues and concerns, and added: "These and other representations have encouraged members of the public to believe that it is not necessary to turn to the commission for relief, at this time."

The letter to which Oakland Media referred was written by William A. Schwartz, KTVU vice president and general manager, and said that the station recognizes its obligation to serve the needs of the community and that the reporting of newsworthy events is considered one of those needs. But the only change in prospect is in the manner in which the city would be covered.

As a means of improving that coverage, Mr. Schwartz said, the station would "experiment" with the use of "beats" in covering Oakland's "governmental and related civic matters." He said the station had principally employed "the general assignment method" of reporting in the city.

As for Oakland Media's concern about input in the news operation of "third world persons and women," Mr. Sch-

wartz said such people are already employed in responsible jobs in the newsroom—as reporters, writers, anchormen and cameramen. And, by "the very nature of their functions," he said, they do make a contribution and have an impact on the station's news operation.

Frank Lloyd, of Citizens Communications Center, who represents both Oakland Media and La Raza Media Coalition, told the commission on behalf of Oakland Media that the group intended to continue its dialogue with the station "to see that these commitments are carried out in the public interest, and to seek redress from the commission if they are not."

And, in behalf of the coalition, he informed the commission in a separate letter that the appeal had been dismissed on the basis of the negotiations between KTVU and Oakland Media. "While not a formal agreement," he said it reflects an effort to avoid lengthy litigation before the commission and the courts.

However, KTVU's renewal troubles are not over. Still pending at the commission is a petition to deny filed in November by the Community Coalition for Media Change, which alleges discrimination against blacks in employment (BROADCASTING, Nov. 4).

Another adversary confronts Allbritton

Group for balance in news media to file against Star transfers

For months, Washington Star Communications Inc. and Texas banker Joe L. Allbritton have been looking back over their left shoulders in uneasy anticipation of a petition to deny their application for the transfer of the Star's broadcast properties in Washington. Last week, it appeared an objection will come from the right.

The commission last week received a letter from the counsel for a group calling itself the Concerned Citizens for Balance in News Media asking for a 30-day extension of time, to Feb. 8, 1975, in which to file a petition to deny the application for the transfer of the company.

The group includes upwards of 25 members and is growing rapidly in number, according to its counsel, Jay Baraff. He said the members generally are conservatively oriented and are concerned about perpetuation of "concentration of control of media" in Washington. The group feels the proposal to dispose of the stations offers an opportunity to assure greater diversity of media ownership in Washington, he said. The chairman of the committee is Donald Morency, a retired Navy officer.

The transfer involves WMAL-AM-FM-TV Washington, as well as the *Evening Star-News*, Washington's only evening newspaper, and stations in Lynchburg, Va., (WLVA-AM-TV) and Charleston, S.C. (WCIV-TV). Mr. Allbritton has already taken control of the newspaper.

Until last week, the most likely source

of a petition to deny the transfer application was three citizen groups in Washington—the local chapter of the National Organization for Women, the Media Task Force and the Adams-Morgan Organization—all represented by the Citizens Communication Center. Charles Firestone, a Citizens attorney, has been talking of the possibility of a petition since September. However, a meeting between the groups and Richard Stakes, executive vice president of the licensee, the Evening Star Stations, to dismiss possible differences is being arranged. The groups also have been seeking a meeting with Mr. Allbritton.

Nor do the three groups exhaust the list of likely opponents of the transfer. John P. McGoff, who is president of the Panax Corp., owner of a string of 48 Midwestern newspapers, and who wanted to buy the *Star-News* without the broadcast properties, has been saying he will seek to block the transfer. Mr. McGoff is represented by the same firm with which Mr. Baraff is associated, Stambler and Shrinsky, and Mr. Baratt has been doing legal work for him in connection with the *Star-News* matter. Mr. Baratt said he would confer with Mr. McGoff to determine whether there is a "mutuality of interests" between him and the Concerned Citizens Committee.

In requesting the 30-day extension of the deadline for opposing the transfer, Mr. Baraff cited the "sheer volume" of the application which requires review. He also said the "magnitude and importance of this matter requires that sufficient time be given to interested groups such as Concerned Citizens to make known to the commission their views concerning the negative public interest factors which would be involved in the perpetuation of media control in the Washington area."

CBS 3, First Delaware 0

The FCC Review Board has enlarged the issues against First Delaware Valley Citizens Television Inc., competing applicant for the facilities of WCAU-TV Philadelphia. In a separate action, the Review Board denied the inclusion of additional issues against CBS Inc., the licensee of WCAU-TV.

First Delaware had requested that the issues be expanded to determine if CBS had misrepresented facts regarding its investigation of First Delaware's ascertainment survey. According to First Delaware, CBS used trickery to obtain affidavits designed to support its contention that First Delaware's ascertainment survey was faulty (BROADCASTING, Aug. 5).

In denying the request, the board said, "inference and innuendos" would not support enlargement of issues, in the absence of specific facts.

The board granted CBS's petition to the extent of adding issues to determine if First Delaware has reasonable assurance of the availability of its proposed transmitter site. Noting that CBS had "unequivocally" refused to lease its site to First Delaware, the board questioned

whether First Delaware's plans to use the WCAU-TV transmitter site were valid.

The Review Board also enlarged the financial issue directed at First Delaware, to include whether First Delaware has a \$4-million bank loan commitment available. Though First Delaware received a firm commitment for the loan, the board noted that the proposed loan would violate statutory limitations governing the amount a bank may lend. (Banks are only permitted to loan a certain percentage of their capital and the \$4 million figure was alleged to exceed the maximum percentage the bank involved could lend.) The board concluded that First Delaware, as an applicant, must make a further showing of the availability of the loan.

FCC errors claimed in Hernreich denial

KAIT-TV counsel says role of ABC in alleged bribery wasn't considered, contends inconsistencies in decision

Attorneys for George T. Hernreich, whose application for renewal of KAIT-TV Jonesboro, Ark., was denied last summer by the FCC on the ground that he bribed an ABC employee to obtain favorable changes in his affiliation contract, say the commission should consider ABC's role in the matter. Attorney Arthur Stambler, in a pleading filed with the commission, says that the Hernreich proceeding was defective in a number of respects, including the commission's failure "to adequately justify, much less take any actions, respecting the role in these matters of ABC itself—which let its official [Thomas Sullivan] loose to prey upon these small and vulnerable affiliates in a manner raising the most basic regulatory questions as to others than Hernreich."

Mr. Hernreich was one of several licensees charged with bribery in connection with ABC affiliation agreements, and the only one of three who thus far went through a complete hearing to lose his license.

Mr. Hernreich claims he was the innocent victim of extortion and that he had brought the matter to ABC's attention through a consultant who was a former ABC official.

Mr. Stambler, who is associated in the case with former FCC Chairman Newton N. Minow and former FCC Commissioner Thomas Houser, filed the pleading as part of an effort to persuade the commission to direct its Office of Opinions and Review to order a unique "formal hearing conference" to explore the "unusual, if not extraordinary, circumstances," surrounding the case. The pleading contends, among other things, that denial of the KAIT-TV license is "grossly inconsistent" with commission actions in "ABC-incident" decisions involving KQUB-TV Dubuque, Iowa, and WJYY-TV Jacksonville, Ill., that the commission should not invoke the "death penalty" when, as occurred in the KAIT-TV proceeding, only four of the present seven commissioners heard oral argument, that the proceeding

involves a "potentially embarrassing and/or explosive aspect to other parties, including the commission, beyond Hernreich—i.e., the ABC position—which never has been properly justified," and that results of the commission's rulings in the Hernreich proceeding have been inconsistent—a 3-to-2 vote to deny renewal of KAIT-TV, a 5-to-0 vote to grant Mr. Hernreich a license to cover a construction permit for KFPW-TV Fort Smith, Ark.

Procedural errors are claimed, too, in connection with the commission's failure both to allow Mr. Hernreich access to a confidential inquiry into the episode and to permit him at the renewal hearing to show his public service activities to minority groups and his community, "notwithstanding that there are countless cases in which much more extensive and proved unlawful conduct" have not prevented "defendants" from showing their character and public-service record in mitigation.

Besides the request for a formal hearing conference, Mr. Hernreich has filed a petition for consideration of the KAIT-TV decision (BROADCASTING, Aug. 26).

Mr. Stambler last week followed up the pleading for the formal hearing conference with a further request for permission to inspect the record in the confidential inquiry, this time on the basis of the recently adopted amendments to the Freedom of Information Act. Mr. Stambler contends that the amendments "make it clear" that Mr. Hernreich is entitled to the inspection he has thus far been denied. The act does not become effective until Feb. 19, but Mr. Stambler said that "technicality" should not be used as a reason for refusing Mr. Hernreich's request.

Cottone faces hearing

FCC to have outside judge preside at inquiry into misconduct charges

The FCC has ordered a hearing into charges of disruptive, disobedient, disrespectful and offensive conduct, which it initially brought last March against a Washington communications attorney, Benedict P. Cottone. The FCC also instructed its executive director to obtain the services of a federal or state judge, active or retired, to conduct the disciplinary hearing to be scheduled at a later date.

The charges stem from a 1972 hearing involving KAYE(AM), now KUPY(AM) Puyallup, Wash. Mr. Cottone was counsel for KAYE Broadcasters Inc., which at that time was seeking renewal of its license for KAYE. During the renewal proceeding, Mr. Cottone was excluded from participation in the hearing by FCC Administrative Law Judge Ernest Nash for allegedly disruptive conduct. The judge subsequently dismissed the KAYE application for failure to prosecute the case in appropriate fashion (BROADCASTING, Dec. 11, 1972).

The FCC's March show cause order cited seven counts of what it termed "unbecoming, unprofessional and unethi-

cal conduct" by Mr. Cottone. It also ordered further study of the "propriety" of the conduct of Judge Nash, during the same proceeding.

Mr. Cottone, at one time general counsel of the FCC, in response to the show cause order, contended that the charges brought against him were too vague and that, without a determination of the propriety of Judge Nash's conduct, he would be unable to receive a fair hearing on the charges. He also said the charges could not be fairly heard or determined by the FCC or any of its officers or appointees, and demanded an impartial hearing.

The commission's hearing order includes a "bill of particulars" which sets forth excerpts from the renewal proceeding transcript that form the basis of the charges against Mr. Cottone. The FCC dropped three of the original charges, which included "dilatatory tactics", "willful pursuit of unauthorized procedures" and "attempts to involve audience participation." The four charges that the commission will press are: "disrespect", "offensive conduct", "breach of decorum" and "disobedience of instructions."

With respect to Judge Nash's conduct, the commission said it would determine on the basis of the transcript and the forthcoming hearing, what if any action should be taken.

Sanctions against Mr. Cottone available to the commission include censure, suspension, or disbarment from further practice before the FCC.

But the record of such sanctions being imposed is stark. A commission attorney submitted that in only several cases has censure been used and could not recall a suspension penalty since 1937, when a two-month suspension was imposed.

NOW seeks ammunition for '75 campaign

Women's organization goes to Pa. stations' files to check against last renewal promises

Three hundred Pennsylvania members of the National Organization for Women surveyed radio and television outlets in that state on Friday, Dec. 13, to determine station hiring and programing practices as Pennsylvania broadcasters enter their 1975 license renewal period.

Three-quarters of the state's stations were visited, according to NOW estimates. Volunteers wearing buttons reading "Liberate the Media NOW 12-13-74" checked station public records for affirmative-action commitments and percentages of minority-oriented programing, and compared this information with each station's promises in those areas in its previous license-renewal application.

Kathy Bonk, NOW's national media task force coordinator, emphasized that stations that have previously made commitments to change hiring practices and improve women's programing and subsequently have not kept those commitments will be prime targets. Ms. Bonk

asserted that many stations have promised improvements in renewal applications, but once the license has been granted, "then they feel they really don't have to do anything."

NOW's goal of increased leverage on women's issues with broadcasters also led the group to expand its research into station policies during the Pennsylvania survey. Information on exactness of logs, particularly verification of time devoted to public affairs and total spot time, was collected to add ammunition to potential NOW complaints. Denying that the group was indulging in excessive arm-twisting, Ms. Bonk stated that most stations that fail to meet commitments on minority issues are also falling down elsewhere. "Ultimately, one [violation] is somehow related to another," she claimed.

Action on the information collected should begin with a NOW Pennsylvania conference next month. A similar campaign is being organized in New Jersey, to begin around Feb. 1. Ranking of stations' performance and "some actions" are anticipated. NOW also is encouraging its members in states not facing renewal deadlines to begin examining their stations' files at once, with the goal of making such investigations an ongoing, and not simply a renewal period, process.

Clock runs out on Hill broadcast plan

A resolution (S. Res. 447) to authorize a one-year experiment with continuous radio and TV coverage of Senate floor proceedings is dead in this year's Senate despite sponsorship of such leadership heavyweights as Senate Majority Whip Robert Byrd (D-W.Va.) and Minority Leader Hugh Scott (R-Pa.).

Introduced two weeks ago by Senator Lee Metcalf (D-Mont.), the measure would have implemented the recommendations of the Joint Committee on Government Operations (BROADCASTING, Oct. 14) for continuous video and audio feeds of all regular floor proceedings, for use by all commercial and public radio and TV stations. It would bar the Senate from influencing the selection of materials for broadcast.

In remarks on the Senate floor, Senator Metcalf said the purpose of the bill is to encourage more broadcast coverage of Congress, which is currently being overshadowed by coverage afforded the President, and to give citizens an opportunity to see the legislature at work. There was no parallel legislation pending in the House.

Meanwhile, the Public Broadcasting Service's programing committee, meeting in San Francisco, urged that PBS sign on with Congress to help implement the test system if and when either or both houses adopt the plan. The Joint Committee on Government Operations, in its report, had recommended that PBS be invited to lend its expertise to the project. The PBS programing committee's recommendation still needs PBS executive committee approval,

11th-hour-filing protection for FM's, TV's draws support

Broadcasters like FCC's proposal, but some suggest modifications to correct alleged inequities

Broadcasters have generally applauded the FCC's proposed rule changes designed to expedite the processing of broadcast applications, particularly those in the FM and TV services. The proposals (BROADCASTING, Oct. 21) suggested that FM and TV be afforded the same protection as that given AM under a provision that prevents the filing of last-minute competing applications. The AM provision requires the periodic publication of applications near the top of the processing line, after which competing applicants are faced with a deadline not less than 30 days later.

ABC supported the FCC intention to bring FM and TV application processing in line with AM. The network also favored the proposed stipulation that "major" amendments—for example ownership changes affecting more than 50% of an applicant's stock—should require the assignment of a new file number for an application. In that way, last-minute amendments that offset the applicant's potential for service could not slide in under the bell, before the community involved could have time to react.

Telese Inc., a subscription-TV operator, Educational FM Associates, a broadcast consulting and engineering firm having both commercial and non-commercial clients, and Big Country Radio Co., a current applicant for an FM construction permit, also agreed with the commission's undertaking, but expressed some misgivings over the specific proposals.

According to them, the commission has not determined a way to judge the time lapse between a first applicant's filing and the issuance of the public notice that starts the clock on deadlines under which competing applicants must file. Telese expressed concern that the actual time to file a competing application would thus vary, according to the FCC's momentary backlog, staff vacancies and other extraneous variables.

As an alternative, the groups submitted various "automatic" cut-off dates which would apply across-the-board to all applications. Educational FM Associates suggested a 60-day period commencing immediately after an application for a new facility is accepted by the FCC. Telese suggested a 90-day period from the last date of the publication of local notice. (All applications for new facilities must provide four local announcements of their intent to build.)

By adopting a definitive cut-off date, setting a same time for all applications, the inequalities inherent in the present proposals would be eliminated, according to the groups.

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Edith Oliver in *The New Yorker* February 15, 1969



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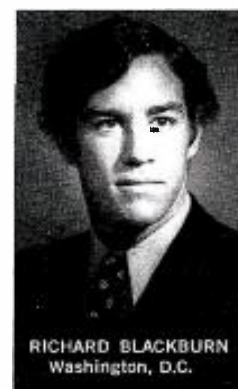
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Changing Hands

Announced

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

■ **KUHI-TV Joplin, Mo.:** Preliminary agreement reached for sale of 80% of common stock of Mid-America Broadcasting Inc., licensee, to Kansas State Network Inc. Terms were not announced. KSN hopes to acquire other 20% from remaining stockholders. Mid-America's principals, including Burl M. Garvin (11.64%), Virginia S. Hickey (8.23%), Jean F. Eberle Sr. (8%) and Dr. Albert Upsher (8%), are among those who have agreed to sell. Principals in buyer, G. M. Brown and Charles L. Brown families, own KARD-FM-TV Wichita, KCKT-TV Great Bend and KGLD(TV) Garden City, all Kansas, and KOMC(TV) McCook, Neb.-Oberlin, Kan. KSN also has interests in seven CATV systems in Kansas, Nebraska and Oklahoma and operates refrigerated warehouses in several Midwestern states. KUHI-TV is CBS affiliate, on ch. 16 with 2,040 kw visual, 410 kw aural and antenna 1,060 feet above average terrain.

■ **WGKA(AM) Atlanta:** Sold by GCC Communications of Atlanta Inc. to WGKA Inc. for \$250,000. Sellers, Alexander M. Tanger (100% common stock) and General Cinema Corp. (100% preferred stock), own WIFL(FM) Philadelphia, KRBE(FM) Houston, WGCL(FM) Cleveland, WEFM(FM) Chicago and WGZC(FM) Atlanta. General Cinema, publicly traded company based in Boston, also has 85% interest in WCRX-TV Miami, along with diversified interests in theater chains and a bottling concern. Principal in buyer is Eathel Holley (100%) who owns WNEA(AM) Newnan, Ga. WGKA is daytimer on 1190 khz with 1 kw.

Approved

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

■ **KBOI-AM-FM Boise, Idaho:** Sold by Boise Valley Broadcasters Inc. to KBOI Inc. for \$850,000. Seller (Robert W. Howell, 10.9%; H. Westerman Whillock, 5.3%; Mrs. Stanley King, 9.9%, others) will retain KBOI-TV Boise. Principals in buyer are J. Hobart Wilson (50%) and his son, Charles H. Wilson (24.3%). Buyer also owns KPNW-AM-FM Eugene, Ore., and 86% of KPAY-AM-FM Chico, Calif. J. Hobart Wilson has 5.9% interest in KEZI-TV Eugene and KVDO-TV Salem, Ore., along with interests in several cable TV systems. KBOI is on 670 khz with 50 kw day and 25 kw night; KBOI-FM is on 97.9 mhz with 17.5 kw and antenna 2,510 feet above average terrain.

A new way

The FCC has revised its procedures for amending the FM and television tables of assignment. The changes require that petitioners seeking to amend the tables must send copies of their proposals to all

licensees and permittees that would be affected by the proposed change. The revisions also authorize submission of a draft notice of proposed rulemaking with the petition. Copies of comments addressing any such rulemaking must also be sent to the original petitioner and reply comments must be sent to those who had filed related preliminary comments. Additionally, the commission noted that counterproposals must be submitted in comments rather than later, in the reply-comment stage.

Lloyd prods FCC on KTTV renewal

CCC head says station's concession to NABB are right and proper

With an eye on recent FCC actions regarding children's television, Frank Lloyd, director of the Citizens Communications Center, last week expressed puzzlement, in a letter to FCC Chairman Richard E. Wiley, over the commission's hesitancy to grant the renewal of KTTV(TV) Los Angeles' license because the renewal application incorporates a commitment to National Association for Better Broadcasting to bar from its air certain programs on the ground they are unduly violent. Citizens has been representing NABB in connection with the agreement with KTTV.

Mr. Lloyd noted that the commission's report on children's television issued last

month recognized the need for positive licensee response to the special needs of children. And he cited the meetings Chairman Wiley and members of the commission's staff are having with network officials on protecting children from televised violence (BROADCASTING, Nov. 25, et seq.). Both actions, he said, seem inconsistent with the commission's apparent reluctance to renew KTTV's license because of the agreement with NABB.

The commission's concern in connection with the KTTV-NABB agreement has been over whether the station has surrendered any of its authority to make program judgments. Mr. Lloyd said KTTV, in the negotiations with NABB, had objected to including some programs on the banned list, and they were not included.

In any event, he said, "it should be at least as legitimate—and even healthier—for the laudable goals shared by you and the NABB to be achieved through community dialogue and individual licensee response to local needs," Mr. Lloyd wrote. "Surely that process is less of a threat to the proper exercise of licensee discretion and First Amendment principles than direct national pressure from the head of a federal agency with the power to withhold broadcast licenses."

Mr. Lloyd also said approval of the agreement would be an appropriate matter to include in the report the commission has been directed by the Senate and House Appropriations Committees to

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submit to Congress by Dec. 31 on what has been done to protect children from televised violence.

Reporting such an action to Congress, Mr. Lloyd said, "will do as much to show the commission's commitment to progress in this area as demonstrating how heavy-handed government 'suggestions' in negotiations with network executives have led to 'voluntary' reform."

Media Briefs

Mississippi memorabilia. Mississippi Broadcasters Association has launched drive for items relating to early radio in state. Materials—photos, logs, clippings and other mementos—will become part of radio-TV museum in old capitol at Jackson. Among items already collected is first (1924) radio transmitter in state at 10-watt KFNG(AM) Coldwater, donated by family of late Hoyt Wooten. *Bob McRaney Sr., WROB building, West Point, Miss. 39773; (601) 494-1450.*

One less form. Broadcasters and cable operators are no longer required to submit political broadcasting/cablecasting reports (form 322) to FCC. Commission action came as result of 1971 Federal Election Campaign Act and 1974 Federal Election Campaign Act Amendment, which assign collecting of such information to other government branches.

Tardiness charged. Storer Broadcasting Co., licensee of KGBS-AM-FM Los Angeles, has petitioned FCC to dismiss petition to deny filed by Los Angeles Women's Coalition for Better Broadcasting as untimely. "Thirteenth hour effort," argued Storer, came week after public announcement of license grant and over month after Nov. 1 deadline for California petitions to deny. Petition alleged sex bias in employment.

A look at FM's. Close to one-third (32.5%) of FM stations responding to biennial survey of National Association of FM Broadcasters said they stress their "uncluttered" image by promoting com-

mercial-less program periods. Over-all, respondents averaged 10 spots totaling eight commercial minutes per hour. These are among findings in 32-page report and directory currently being circulated to NAFMB members. Survey also found that beautiful music/easy listening had replaced middle of road as most widely used FM format (BROADCASTING, Oct. 7). Report is available to NAFMB nonmembers at \$10 per copy from NAFMB, 420 Madison Avenue, New York 10017.

We, too. Metromedia Inc. and Rust Craft Broadcasting Co., both group broadcast owners, have requested FCC to refund fees they paid under 1970 fee schedule, since struck down by Supreme Court. Noting FCC decision to refund cable fees, broadcasters saw no reason why refund policy should not extend to them. Metromedia sought \$691,101.78 in annual, license and transfer assignment fees it paid since adoption of 1970 fee schedule. Rust Craft also sought "full recovery" plus 6% annual interest. If some fees can be shown to be in accord with court decision, Rust Craft submitted, it would seek refunds amounting to all fees paid minus those portions held legal.

Belt-tightening at BBC

Rising costs have prompted the BBC to announce a reduction in television and radio programming in 1975 that will save about \$2.31 million. A BBC spokesman in New York said that in addition to cutting back on programming, the organization may have to dismiss some employees because of a growing deficit that could amount to \$46 million by next March. He noted that the BBC has asked the government for permission to increase set-licensing fees, which now amount to \$17 a year for black-and-white receivers and \$28 for color, by about \$4.31. There were more than 17 million license holders in Britain at the end of 1973.



Changing-shaking hands. Henry G. Neal (l), executive secretary, Georgia University System Board of Regents, turns over documents of \$5-million sale of WGST-(AM) Atlanta (*Broadcasting*, Sept. 30), to James Conley, president of Meredith Corp.'s Broadcasting Group. Dick Carr (center), VP of Meredith's radio operations and general manager, WGST, and Georgia Governor Jimmy Carter (r) look on.

Unity in public TV; Killian drops bomb

Resignation announcement surprises joint meeting in which CPB, PBS take steps to eliminate differences

Cordiality and cooperation marked a Dec. 16 meeting of the board of the Corporation for Public Broadcasting and the board of governors of the Public Broadcasting Service. With the reported tensions between the two groups notably absent, emphasis was placed on partnership and improved communications between the boards.

Among the decisions reached was agreement on an \$18-million-target funding level for the second station program cooperative (SPC II). CPB will allocate \$5 million to the project, up from its earlier commitment of \$3.8 million. That figure is expected to be matched by a Ford Foundation grant, with the balance to come from public-television licensees.

While no other major questions were resolved at the meeting, a commitment to a mechanism for ongoing solutions to all joint problems apparently was made, with agreement that a joint partnership committee will review and clarify each organization's responsibilities, and will coordinate work between committees of both groups on joint projects.

The surprise of the session was the announcement that CPB Board Chairman James R. Killian Jr. has resigned, effective Friday, Dec. 20, and is being replaced by Vice Chairman Robert S. Benjamin (see "Headliners," page 9).

CBS pumps \$1 million into public TV

Network specifies that PTV outlets in cities where it has O&O's are to get \$750,000; CPB will get rest

CBS Inc. is giving \$1 million to the Corporation for Public Broadcasting to be divided among the public TV stations in the five cities where CBS owns and operates TV stations: New York (WNET-TV); Philadelphia (WHYY-TV); Chicago (WTTW); St. Louis (KETC); and Los Angeles (KCET). Each station will receive \$150,000 over a three-year period. CPB itself will receive \$250,000 over the same period for audience research and for a "study of means for attracting additional individual support" for the system, a CBS spokesman said. Announcing the grant last Wednesday (Dec. 18), William S. Paley, CBS chairman, said it actually represents a far greater income because government matching funds could be obtained.

The grant is CBS's second to CPB; the first, also for \$1 million, was in 1968. Mr. Paley said the second contribution symbolized CBS's "recognition of the vital role public television continues to play in assuring the pluralism of U.S. communications and in further-

ing the development of the art of broadcasting." In fact, Mr. Paley said that CBS's total contribution to CPB in funds and equipment represent "some \$5 million."

"From the outset," the CBS chairman said, "CBS has felt that greater resources would enable public television to exercise more freedom to experiment, encourage more opportunities for the development of new talents and help advance the capabilities of all broadcasting."

Acknowledging the CBS grant, CPB's chairman, James R. Killian, said he hoped it would "launch a new chapter of public support through individual contributions" and added that "we now look forward to a new public awareness of both the need and the opportunity" to expand contributions and support to public television.

Montgomery tosses in towel

Representative G. V. Montgomery (D-Miss.), who attempted to force House Commerce Committee Chairman Harley Staggers's (D-W.Va.) hand on the license-renewal bill two weeks ago, backed down last week, saying he hoped the "majority will prevail in the next Congress."

Mr. Montgomery had hoped that his last-minute power play would prompt Mr. Staggers to appoint conferees on the renewal bill, thereby setting the stage for its passage (BROADCASTING, Dec. 16). But last week he freed the bill he was in effect holding hostage, a bill dealing with arthritis research, saying he supported the arthritis bill and realized that time had run out on the renewal bill.

Meanwhile, Grover Cobb, senior executive vice president of the National Association of Broadcasters wrote NAB members in NAB's weekly newsletter that the renewal bill fight had been lost this year, but would continue next year. "Despite every legitimate effort by NAB," Mr. Cobb said, "the House conference committee was not appointed." He noted that "the vast majority of Congress was persuaded that license-renewal legislation was necessary," and exhorted NAB members to write their congressmen urging that the bill be given first priority next year.

Agency reform comes to halt

With both houses of Congress set to adjourn last Friday, countless "nonessential" pieces of legislation were withering and dying, among them the proposals for a new national commission to study ways to streamline and cut down on the inflation-sustaining activities of the independent regulatory agencies, of which the FCC and the Federal Trade Commission are two (BROADCASTING, Nov. 25).

While none of the bills and resolutions for a commission on regulatory reform ever got out of committee, one related measure, to "restore the independence of certain regulatory agencies" at least made it to the Senate president's table, but was never debated or passed. The bill, sponsored by Senator Lee Metcalf (D-Mont.), would have "restored independence" by requiring seven regulatory agencies, the

FCC and FTC among them, to submit their budget estimates and legislative suggestions directly to Congress, with copies to the Office of Management and Budget. As it is now all such transmissions must be passed on by OMB before being sent to Capitol Hill. It would also have permitted the seven commissions to go to civil court in their own name with their own lawyers, something the FCC can do now.

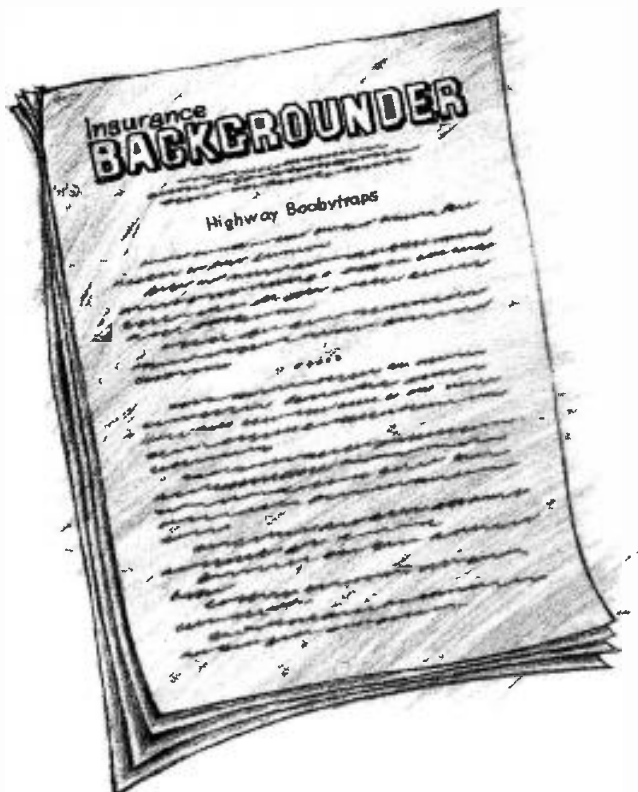
Trouble in Tucson

Walton Broadcasting Inc.'s application for the renewal of KIKX(AM) Tucson, Ariz., has been designated for hearing to

allow the FCC to study the station's broadcast of a "kidnapping" as part of a promotion. The commission also told Walton that if a denial of the renewal application is not warranted, a determination would be made regarding other alleged rule violations, with possible forfeiture of up to \$10,000.

The hoax broadcast was part of a KIKX publicity contest, in which false newscasts concerning the kidnapping of a "missing" KIKX disk jockey were aired, the FCC charged.

Aside from that, the FCC set for hearing other issues including alleged violations of program-logging and sponsorship-identification rules, and whether adequate



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responsibility and control of news and other programs was exercised.

The commission further said it would defer action on Walton's application for permission to acquire KGH(AM) Honolulu (BROADCASTING, June 3) and KLRB-(FM) Carmel, Calif. (BROADCASTING, Aug. 19), pending the outcome of the hearing.

Geller wants tighter lid

The FCC's former general counsel and constant correspondent, Henry Geller, has urged the commission to prohibit off-record contacts in all rulemaking proceedings that involve "resolution of conflicting private claims to a valuable privilege." Rulemakings dealing with prime-time access and pay cable would be specifically included under his proposal. Mr. Geller, who is now with the Rand Corp. but who submitted his petition to the commission in his own name, said the rationale that applies is same as that stated by the U.S. Court of Appeals in Washington in 1959 in the Sangamon case, in which the FCC was directed to ban off-record contacts in rulemakings involving television-channel allocations among communities. "Basic fairness" requires the ban, Mr. Geller said, adding that his argument is based not only on law but on policy considerations; the Sangamon application would prevent a "last minute flurry of frenzied lobbying by the interested industry representatives when word of the incipient commission action is 'leaked.'"

Mogul blows bugle for AM

The formation of an AM broadcasters' association and increased compensation rates for agencies and station representatives were advocated last week by Emil Mogul, executive vice president of Screen Gems Radio Stations Inc., as means of boosting radio's revenues.

He told radio executives attending his annual yearend luncheon in New York last Wednesday (Dec. 18) that an AM association is vitally needed. He said the NAB does not adequately attend to the problems of radio since it concentrates heavily on TV.

Mr. Mogul argued for increasing the compensation rate to agencies from 15% to 20% "as a means of overcoming the agency contention that handling radio is too costly." Similarly, he proposed that compensation rates for reps be raised in return for developing new business.

He questioned the claims of representatives and agencies that there is not sufficient radio research. But he went on to suggest that the Radio Advertising Bureau develop a plan for establishing a continuous rating service funded by the industry and "sold to agencies, advertisers and stations to make it as profitable a venture as Pulse or ARB." Mr. Mogul praised RAB for its efforts in promoting the values of radio advertising.

Broadcast Advertising

Tradition is defied as ad budgets stay uncut in recession

Experts predict more gains for TV and movement in national radio as advertisers try to beef up sales and protect their shares of market

Television is closing out 1974 with its business strong and its prospects for further gains in 1975 rated excellent, despite the recession.

Several grounds for optimism were apparent last week. Among them:

- First-quarter buying on the TV networks was solidly under way ("Closed Circuit," Dec. 16), putting to rest any fears that the market might soften at the outset of network TV's second season. Agency officials confirmed network sources' reports of continuing heavy buying for the first quarter of 1975 and said network rates not only were holding up but in some cases may be slightly higher than last fall.

- Spot TV leaders and agency executives agreed that spot sales, building since midyear after a desultory first half, remain strong and will carry spot TV's 1974 billings, like network revenues, to record highs.

- Advertisers were resisting the urge to trim their budgets under recessionary pressures.

It had been noted before that advertisers were tending to keep their budgets intact, or at least had not ordered the cuts they traditionally had made when times got tight (BROADCASTING, Nov. 25). But the phenomenon was cited repeatedly last week by long-time observers who said they had never witnessed it on this scale before.

Dr. David Blank, economics and research vice president, CBS/Broadcast Group, told a seminar for Wall Street analysts that "as recently as the mini-recession of 1967, companies were grabbing dollars [away from their advertising budgets] to protect their profit positions," but that this time even the car manufacturers, suffering as much as anyone, have not diverted advertising money on any significant scale. He also said the period for cancellations of first-quarter network contracts had passed with no "perceptible cancellations."

Charles A. Batson, president of the Cosmos Broadcasting group, speaking at the same seminar, said "in our experience, advertising budgets have not been disturbed the way they have been in the past" by what he called "treasurer's syndrome." He wasn't saying broadcasting

would be "unscathed," he said, but that perhaps it would suffer less than some other media.

Donald E. Evanson, vice president and media supervisor at J. Walter Thompson Co., told the same seminar that thus far "clients have not said we must cut advertising." He indicated that in fact the advertising budgets in most cases are locked in. Carl Spielvogel, vice chairman of the Interpublic Group of Companies, offered substantially the same assurance at an earlier session.

All were careful to knock wood, however. As Dr. Blank put it, "I can't guarantee tomorrow, but today it's still true."

To the extent that anyone attempted to explain why advertisers have not succumbed to the temptation to cut, the rationale centered on such factors as maintenance of brand shares of market and unwillingness to risk giving a competitor an advantage.

JWT's Mr. Evanson suggested that a "critical" time for further advertiser decision may be next June or July, but that there will be a further testing of the market when the TV networks start selling their 1975-76 schedules in March or April. If agencies and advertisers think the market is soft at that time, he said, they'll commit 60% or so of their new-season budgets but hold the rest in hopes of getting substantially lower rates as September's opening of the new season approaches.

He thought that advertiser commitments already made would insure "a fair amount of stability" for the networks at least through the first half of 1975, although he thought prices on any unsold inventory might weaken.

The seminar, sponsored by the Wall Street brokerage firm of Auerbach, Pollak & Richardson, also heard forecasts that unanimously anticipated further sales gains for TV in 1975.

Dr. Blank, who thought it "a reasonable expectation" that the economy should begin moving out of the recession by next summer, anticipated a 5%-6% gain for network revenues in 1975, a 4%-6% gain for spot and 8%-10% gain for local. These would be substantially lower gain rates than those he estimated as having occurred in 1974—9% or 9%-plus for network, around 10% for spot, 13%-15% for local—but nevertheless would represent "positive growth," Dr. Blank said.

He said TV has performed "quite superbly" in 1974, considering that the economy has been declining all year, and that the "tone" of TV's three markets—network, spot, local—remains strong, showing "no perceptible, significant reduction in demand."

The Cosmos group's Mr. Batson was also bullish. He said John Blair & Co., station rep firm, is predicting a 5.3% rise in spot sales for 1975 on top of an estimated 10% gain in 1974.

The most detailed analysis, however—and the most bullish for broadcasting—came from Robert J. Coen, a McCann-Erickson vice president and long-time advertising forecaster.

He told the Auerbach seminar that in

terms of national advertising, TV in 1974 did better than he had predicted a year ago, with network TV gaining 10%, spot TV 6%, newspapers and magazines 5% each and with radio holding even with 1973 levels. Local advertising in total gained about 5%, he estimated, with local TV advancing at double that rate.

Mr. Coen analyzed the advertising behavior of four major product categories during two prior recessions and found them almost uniformly favoring TV, usually more so than print media.

In the 1960-61 recession, for instance, food advertisers boosted their major-media advertising by 6% in 1960 and added another nine percentage points in 1961 and three more in 1962. In the same period toiletries advertising rose equally sharply in 1960 and 1961 and even more steeply in 1962, with the increases "mainly due to larger spot and network television budgets." Drugs and remedies advertising went through similar boosts during the same recession, and "their over-all increase resulted from a 50% gain in network television expenditures." Alcoholic beverage advertising didn't rise much, but "most of the upward movement was due to increased expenditures for spot television advertising" by beers and wines.

Over-all, Mr. Coen continued, "during the 1960-61 recession the major package goods advertisers increased their budgets from year to year despite the economic slowdown. Print media expenditures did not change very much, but television usage continued upward at a strong rate despite the poor business conditions."

In the 1969-70 recession Mr. Coen found similar trends in spending by three of the four categories, but food advertising fluctuated—for reasons that Mr. Coen said he does not expect to recur:

"The explanation of the foods trend [in 1969-70 recession] lies in the changes in television spending. By 1968 television had grown in importance and accounted for about three-quarters of the budgets for these advertisers. As a result of the slowdown in the economy and the declining profit margins, the food advertisers began to hold back on the purchase of print advertising space and also for

spot television time, but [their] network television expenditures continued to increase until 1971.

"The balance between the supply and demand for television time was abnormally disturbed in 1970 and 1971 because of the ruling against cigarette advertising after December 1970. This combined with the poor profit conditions for many food manufacturers . . . I believe that it was quite unique and it is not likely to occur in 1975."

Mr. Coen thought the current recession would keep 1975 advertising growth to "modest" proportions of about 6.1%, and "reluctantly" offered projections for individual media. Among them:

"I believe that national advertising expenditures in the broadcast media will be up by 8%. Network television and spot television should both show increases of approximately this magnitude or higher. National radio advertising appears to be moving upward from the plateau levels of the past two years, but the rate of increase will probably be quite a bit lower than the over-all average.

"The outlook for broadcast advertising appears to be much better than it was a year ago when the indicators suggested that spot television and radio would experience a slowdown in demand and a softening of prices. This year the current momentum is upwards and present indicators suggest that demand will be maintained with prices rising or at least stabilizing.

"I believe that national budgets in magazines and newspapers — national print — will be up 6% . . .

"Local advertisers' expenditures for radio and television schedules are expected to continue their upward trend although the rate of increase may slacken . . . on balance local advertising spending [in all media] will probably not show quite as much gain [estimated 5%] as national [estimated 6%] . . .

"Most media will post revenue gains that fall behind the rate of increase in inflation. Television is the only medium that will probably show advertising revenue gains in line with the dollar increases being forecast for most segments of the economy.

"If the economic news improves sig-

nificantly in the near future there could be a sharp upturn in advertising in the fourth quarter [of 1975] and a revised, more optimistic outlook might emerge. Otherwise we will have to wait for the 1976 bicentennial presidential election year for the next sizable expansion in advertising budgets."

A plan to sell more spot TV in smaller markets

Oklahoma telecaster setting up One-O-One Network that will utilize some entirely different concepts

A new sales network, to specialize in selling national spot advertising on TV stations in markets below the top 100, is being developed by Bill Hoover, president of KTVN(TV) Ada, Okla.

He said the group would be called the One-O-One Network and that it would seek to correct the current imbalance wherein markets from number 101 on down represent approximately 18% of the country's TV homes but receive only 9% of national spot business.

In going after the extra 9%—which, he said, in itself represents \$120 million a year—Mr. Hoover said One-O-One in essence will "sell television markets, rather than stations, and will sell advertising delivered on average costs for average audiences in designated day-parts, rather than specific spot location."

This approach involves several departures from conventional spot sales practices.

For one thing, stations will agree to accept payment on the basis of average audience in the day-part in which spots are ordered, but will schedule the spots in the highest rated availability within the day-part.

The cost to the advertiser will be the same (per thousand, per rating point or whatever) as the average that the advertiser obtained in the top-100 markets in the same campaign.

There will be no make-goods; if a station fails to run spots within the period ordered, the advertiser will not be charged and the station will not be paid.

Agencies will receive a 10% "service fee" in lieu of the conventional 15% agency commission.

Advertisers will be required to buy at least 20 markets.

Affiliation will be nonexclusive within a market. One-O-One will undertake to divide orders for a given market as equitably as it can among its affiliates in that market, but the network's word will be final. One-O-One will not, however, place business on stations not affiliated with it.

Sixty percent of spot sales revenues will go to the stations. The network's 40%, Mr. Hoover said, will include the 10% to be paid to agencies, as well as costs of sales, advertising, taxes and other expenses.

Mr. Hoover said the arrangements between the networks and buyers would



Let's talk about it. Flexibility of TV and radio in adapting to changing economic and social needs was underscored by Sam Cook Digges, president of CBS Radio, and James T. Shaw, sales vice president of ABC-TV, in appearance on this panel at Association of National Advertisers' 1974 media workshop, held Dec. 12 in New York. Panel session, one of several on "planning and working with media in uncertain times," featured (l to r) Arthur W. Keylor, group vice president, Time Inc.; Sal F. Marino, chief executive, Penton Publishing Co., Cleveland; David Hardin, chairman, Market Facts Inc., New York; Mr. Digges; Stanton R. Cook, chairman and publisher, Chicago Tribune Co., and Mr. Shaw. Another session, on regulation, had Herminio Traviesas, NBC vice president, broadcast standards, and William H. Ewen, deputy chairman, National Advertising Review Board, among participants.



New series, new sponsor. General Foods Corp., White Plains, N.Y., has signed for a 52-week commitment on ABC-TV's new early morning series, *AM America* (Mon.-Fri., 7-9 a.m.), which begins on Jan. 6. The order by General Foods amounts to more than \$700,000. Commemorating the occasion (l to r): Dick Low, senior vice president, Young & Rubicam International, New York, agency for General Foods; Stephanie Edwards; Archa Knowlton, director of media services, General Foods, and Bill Beutel (Ms. Edwards and Mr. Beutel are hosts of *AM America*).

make buying these smaller markets easy and at the same time assure the buyers that they are getting as good value, dollar for dollar, as in the top markets.

He said that thus far stations in 15 markets had been signed as affiliates and that selling to advertisers would begin as soon as 75 markets are set, which he hoped will be by next March. The affiliation contract also envisions that One-O-One may from time to time provide program material to its affiliates, but apparently the network's first emphasis will be on sales.

Mr. Hoover said David Hunt, who has been identified with distribution of the Jimmy Dean syndicated TV series, has been named South and Southwest regional sales manager for One-O-One, and that Robert J. Walton and Frank Mangun of Walton Broadcasting Sales have been named North Central regional sales managers. Mr. Hoover plans to handle sales in the mid-Central region, including the St. Louis market, from his office at Ada.

Iowa studies curbs on utility advertising

Nicholas Johnson, chairman of the National Citizens Committee for Broadcasting, last week urged the Iowa Commerce Commission to adopt a proposal by its staff that would require public utilities to reveal in their advertising how much of its costs are paid by utility users.

Mr. Johnson, in an appearance before the state commission in Des Moines on behalf of several consumer groups, also advocated a rule requiring utility advertisers to buy equal time or space for nonprofit groups to use for the presentation of contrary points of view. Mr. Johnson is a former FCC commissioner.

Chevron, Crown ads labeled by FTC as 'misleading'

Commission overturns ALJ's finding in Chevron case, says commercials for both gasolines were exaggerated but does not order corrective advertising

Standard Oil of California, maker of Chevron gasoline, and Crown Central Petroleum Corp., Baltimore, maker of Crown gasoline, have falsely advertised that additives in their gasolines will produce pollution-free exhaust, the Federal Trade Commission ruled last week. The FTC ordered the firms to cease making such claims in their advertising, much of which has been in broadcasting.

In both cases, the commission found evidence that the additives are effective to "some degree," but that the advertisers made claims that far exceed even the most favorable interpretation of the evidence. It said in both decisions, "... the development of a product with laudable characteristics does not grant a license to exaggerate its effectiveness."

The commission in the Chevron case was reversing an earlier administrative law judge decision in favor of the advertiser.

At issue in the Chevron case were five television commercials and "numerous related radio and print ads" for the additive F-310 that were disseminated in 1970. Each of the TV commercials, using before-and-after comparison tests, claimed that just six tanks of Chevron gas produced the dramatic contrasts depicted. In two of them, for example, the "before" sequences showed transparent

bags filling with black exhaust smoke. Then, after six tanks of the Chevron gas, the same test was repeated, and in this after sequence the smoke, like the bag, was transparent.

But, said the commission, the elimination of black smoke did not mean that other pollutants such as unburned hydrocarbons and carbon monoxide were eliminated by virtually 100%, as Standard of California implied. "In fact," the commission said, "the automobile pollution problem where it exists is, at best, only partly relieved by F-310, and implications that a 100% or near 100% remedy can be achieved are greatly exaggerated and materially misleading."

The commission continued, "The challenged F-310 advertisements are examples of the type of advertising which focuses on serious anxieties of consumers resulting from heated public discussion of issues such as environmental protection. . . . In our opinion, it is incumbent upon advertisers who seek to advance their own interest in even partial reliance on such serious consumer concerns to exercise an extra measure of caution in order to be certain that their representations to consumers will not deceive or mislead."

But the commission balked at ordering corrective advertising, saying, "the evidence is inconclusive on the residual effects of the advertising in the minds of consumers. And the state of the record fails to justify entry of a corrective advertising order." Nor did it order corrective ads by Crown Central to remedy the claims it made in 1971 about its additive, "CA-101."

In a reply to the FTC ruling, Standard of California's advertising agency, BBDO, said the decision will be appealed in the courts. BBDO said, "the record in this proceeding simply does not support the commission's interpretation that SOCAL and BBDO attempted in any way to deceive the consumer or that the ads in question had the capacity to deceive."

The record shows, BBDO said, that the Chevron ads never claimed the additive would produce pollution-free gas. What was said, as in the case of one commercial, was that Chevron F-310 is "a significant step in the reduction of exhaust emissions from dirty engines."

The record further shows, BBDO said, that Standard of California and an independent laboratory conducted extensive tests which verified that F-310 is "effective in preventing and removing internal engine deposits and reducing exhaust emissions."

(In 1970, a fairness-doctrine complaint was filed against five television stations that carried Chevron F-310 spots. The complaint was on the grounds that the ads were misleading and deceptive. After five years of proceedings in the FCC and the courts, a unanimous three-judge panel ruled last July that the case involved the narrow issue of the efficacy of F-310, and that in itself was not of controversial public importance and subject to the doctrine [BROADCASTING, July 1].)

NARB wraps up case against Sperry-Rand

Shaver maker agrees not to use ads directed at competitor Schick

The National Advertising Review Board announced last week that a complaint against the Remington Electric Shaver Division of Sperry Rand Corp., Bridgeport, Conn., had been dismissed after the company pledged not to use in the future disputed comparative advertising directed at a shaver product of Schick Inc., Los Angeles.

The review of the Remington advertising was begun by the National Advertising Division of the Council of Better Business Bureaus, the investigative arm of NARB, in the fall of 1973. NAD asked Sperry Rand for data to support its claims made in TV and print advertising that the Remington Mark III "took off an average of 18% more beard than Schick" (Schick's Flexamatic 400). At that time Remington declined to submit additional data to NAD to establish the truthfulness of its advertising or to agree to desist from making the challenged claims.

NAD appealed the matter to NARB for adjudication last July and Sperry Rand refused to appear before a five-man panel of the board (BROADCASTING, July 15). Subsequent to the appeal, Sperry Rand assured NAD it has discontinued the disputed advertising and would make no further use of it. At the recommendation of NAD, the NARB panel dismissed the complaint. (NARB mentioned that Sperry Rand declined to appear before the panel because it has brought suit against Schick, and Schick has sued Sperry Rand in cases involving comparative advertising.)



It's been a long time. For the first time in 20 years, Sid Caesar and Carl Reiner are working together. They will appear in a series of TV commercials for Simmons Co., New York (Maxipedic mattress) that will begin in 15 major markets in February 1975. They last teamed up on NBC-TV's *Your Show of Shows* in 1954. In the two 30-second TV commercials, Mr. Caesar plays his "mad professor" character from the old variety series while Mr. Reiner portrays a mattress salesman. The team created the scripts themselves after being supplied with guidelines by the J. Walter Thompson Co., New York. Retail outlets will use 60-second radio spots and TV materials on a co-op basis.

NAB-RAB unit wants bigger cut for radio

Members of the National Association of Broadcasters-Radio Advertising Bureau liaison committee agreed they should "vigorously" pursue ways of eliminating what they see as discrimination against

radio in some cooperative advertising. Such practices, they said, frequently result in noncompetitive situations among local retailers and deprive large segments of the general public of valuable product information.

At the meeting in Washington last week, RAB President Miles David and Executive Vice President Robert Alter reported progress on a planned cooperative information exchange among radio stations designed to help combat the problem.

The NAB reported that committee members were "extremely critical" of the U.S. Postal Service's lack of action on its earlier promises to include radio in postal advertising campaigns and they questioned the "good faith" of the Postal Service's representations. They directed that the matter be "drawn forcefully" to the Postal Service's attention at the highest levels.

The committee will also continue trying to secure military-recruitment advertising for radio with an education campaign directed toward the Armed Services committees of Congress.

FTC's Rosch admits difficulties in making nutritional disclosure

Consumer Protection Bureau head also tells Washington gathering that he backs stronger staff report

Presentation of an advertised food's nutrients, to the extent the Federal Trade Commission has proposed, can be accomplished in a 30-second broadcast commercial, but in a 10-second commercial, "I'm not sure it can be done." That was the opinion voiced last week by the director of the FTC's Consumer Protection Bureau, J. Thomas Rosch.

Answering questions at a gathering in Washington of advertising executives and members of the Food and Drug Law Institute, Mr. Rosch suggested that advertisers simply should not volunteer nutritional claims about their products in 10-second ads. The proposed rule-making the FTC unveiled last month (BROADCASTING, Nov. 11) would require that food advertisers back up all nutrition claims with standard nutritional data.

At the same time the proposed rule was released, the commission released another set of recommendations by the FTC staff, not endorsed by the commissioners (although that is possible), but aired for the sake of public comment. The FTC staff report recommended that "affirmative disclosure" of nutrient data be required in virtually all food ads even if the advertiser only wants to say his food tastes good.

Mr. Rosch said that he personally subscribes to the stronger staff report, although he said he cannot go along with the staff's recommended form of disclosure. "One of the things I feel certain about," he added, "is that a very respectable argument can be made that the commission has the authority to require

BAR reports television-network sales as of Dec. 8

ABC \$633,296,600 (30.3%); CBS \$756,729,300 (36.1%); NBC \$705,218,200 (33.6%)

Day parts	Total minutes week ended Dec. 8	Total dollars week ended Dec. 8	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	110	\$ 629,500	3,639	\$ 23,892,600	\$ 24,236,600
Monday-Friday 10 a.m.-6 p.m.	1,010	10,471,900	48,517	439,812,000	380,313,100
Saturday-Sunday Sign-on-6 p.m.	312	6,809,100	13,914	219,066,000	214,910,400
Monday-Saturday 6 p.m.-7:30 p.m.	103	3,005,700	4,824	108,227,500	96,607,900
Sunday 6 p.m.-7:30 p.m.	15	392,800	654	16,057,000	16,327,500
Monday-Sunday 7:30 p.m.-11 p.m.	397	28,550,800	19,277	1,139,834,800	1,048,978,400
Monday-Sunday 11 p.m.-Sign-off	182	3,889,900	8,548	148,354,200	126,288,400
Total	2,129	\$53,749,700	99,373	\$2,095,244,100	\$1,907,662,300

Source: Broadcast Advertisers Reports

this exceptionally affirmative information."

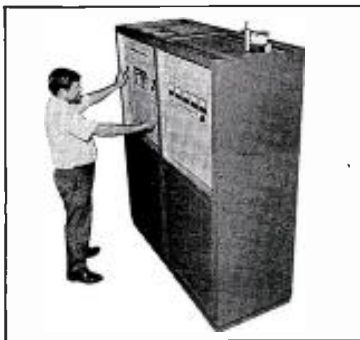
An example of the type of disclosure recommended by the FTC staff is the following directive for foods making nutrition claims on their labels: in a TV commercial lasting 30 seconds or less, the video portion must show for at least six seconds the identities and amounts of four standard nutrients present in a single serving of the food in amounts of 10% or more of the U.S. Recommended Daily Allowance and the number of calories per serving. Or, alternatively, the video portion should show for a minimum of 15 seconds the nutrition information required to appear on the food's label. If the food does not contain at least one nutrient in the amount of 10% of the U.S. RDA per serving, then the ad should state visually and verbally that the food does not contain any vitamin, mineral or protein in the amount of 10% of the RDA.

The same directives would hold true in commercials longer than 30 seconds, except that in the first alternative, the video would have to show eight nutrients in the amount of 10% or more and hold that disclosure for 12 seconds. In either alternative, the audio portion would have to disclose the names and amounts of four nutrients present in 10% or more and the number of calories per serving.

Mr. Rosch said hearings on the commission's proposed nutritional advertising rule and staff report will take place in May or June of 1975. The final date for filing comments is Feb. 5, 1975.

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Business Briefs

Rep appointments. WLDB(AM) Atlantic City, N.J.; WTNK(AM) Meridian, Miss.; WANM(AM) Tallahassee, Fla.; WRBD(AM)-WCKO(FM) Fort Lauderdale, Fla., and WHYZ(AM) Greenville, S.C.; Bernard Howard & Co., New York. ■ KERP(AM) El Paso, Tex.: Robert E. Eastman & Co., New York. ■ ZFB-AM-FM-TV Hamilton, Bermuda: Intercontinental Communications, New York. ■ WADB(FM) Point Pleasant, N.J.: Marv Roslin Inc., New York.

Bic message. Bic Pen Corp., Milford, Conn., has named Wells, Rich, Greene, New York, as agency for all of its domestic consumer advertising, effective Jan. 1. WRG has been handling Bic Banana line of porous-point marker pens and Bic Butane disposable lighters, which account for about two-thirds of company's domestic advertising budget of approximately \$9 million, virtually all in TV. WRG replaces N. W. Ayer, New York, on Bic's ball point pens and on Bic panty hose, which is being tested in two markets.

Warming up to Ogilvy. Ogilvy & Mather, New York, has been named agency for Prestone antifreeze of Consumer Products Division of Union Carbide Corp., New York, replacing William Esty Co., New York. Account has been billing slightly more than \$3 million, of which about \$2.8 million is in TV.

Message from Garcia. In its first use of television, Garcia Corp., Teaneck, N.J., (sports equipment manufacturer), will launch 90-market, 26-week spot TV campaign in mid-January. On behalf of its fishing equipment, Garcia will co-sponsor half-hour syndicated series, *The Sportsman's Friend*, with Harold Hensley as host. Agency is Barickman Advertising, Kansas City, Mo.

Resolved. National Advertising Division of Council of Better Business Bureaus resolved 17 challenges to national advertising during November, including six involving TV and one radio. NAD reported substantiation of claims made in TV commercials for American Express Co. (credit cards), John H. Breck Co. (Breck Hair Color) and Gillette Co. (White Rain shampoo and hairspray) and one on radio for Jimmy Dean Meat Co. (Jimmy Dean sausages). TV commercials that have been discontinued were for Coleco Industries Inc. (cotton candy maker), Ronco Teleproducts Inc. (Don Kirshner's Rock Power record) and Drackett Co. (Behold furniture polish).

National exposure. Burroughs Wellcome Co., Research Triangle Park, N.C., (pharmaceuticals), will sponsor on barter basis half-hour TV series on medicine and health, *Medix*, which has been on KNXT(TV) Los Angeles for past two years. Syndicast Services Inc., New York, is handling distribution and reports it has placed show in 40 markets. Series is produced by Dave Bell Associates, Los Angeles, in association with Los Angeles Medical Society. Agency for Burroughs is Rolf Werner Rosenthal, New York.

Cablecasting

FCC looks likely to step in where parties can't agree on poles

Cable, telephone company sides of long-lived negotiations convince Wiley ball must be fielded in FCC's court

The FCC appears to be back almost to where it was in August 1973, when it was threatening to assert jurisdiction over pole attachment and conduit agreements between cable television systems and utility companies. The commission then said it would act if the affected parties were not able to reach an agreement within 90 days (BROADCASTING, Aug. 6, 1973).

Last Tuesday (Dec. 17), 17 months after that 90-day ultimatum was issued, FCC Chairman Richard E. Wiley called in representatives of the National Cable Television Association and AT&T to determine whether any hope remained that the parties could finally resolve their differences. "Two and a half hours of bruising discussion" later he emerged all but convinced the differences between the two sides are "irreconcilable."

The chairman said he had not completely given up hope that some settlement could be reached, but he was not optimistic. "The commission," he said, "will have to consider its regulatory alternatives."

When the FCC issued its 90-day ultimatum in August 1973, it said it had instructed its staff to prepare documents asserting jurisdiction. These have been completed. However, the commission presumably would be required to issue a notice of rulemaking to implement its assertion of jurisdiction. That decision could come early in January.

The commission was drawn into the pole attachment and conduit matter as a result of escalating costs for use of the utility companies facilities. Members of the commission made it clear, in an oral argument on the matter, they were concerned about those costs.

But they also appeared reluctant to be drawn into the morass of problems that assertion of jurisdiction would involve. A not insignificant one is whether the commission has the necessary jurisdiction, particularly over electric power companies, which are regulated by the Federal Power Commission.

The cable interests were represented in the meeting with Chairman Wiley by Amos B. Hostetter, of the NCTA's pole attachment committee and immediate past chairman of the association, and Jay Ricks, its counsel. AT&T was represented by John Pettit, former general counsel of the FCC who is now practicing law in Washington, and by Tom Hester and Charles Stanford, of the Bell system's staff.

Over the past 17 months, the two

sides have come close to agreement on several occasions. Once agreement seemed almost to have been reached when objections raised by Teleprompter Corp. caused NCTA to draw back.

The sticking point in efforts to settle the dispute between cable and the telephone company is the formula that would be used in determining the price to be charged the cable system. NCTA has one view of the costs to be factored into the formula; the telephone company, another. AT&T is also said to have argued that before it is saddled with any formula, the question of the commission's jurisdiction should be resolved.

Still friends: NCTA and OTP

Foster and Eger meet over agency director's letter on association's stance on copyright; they agree enough has been said

A rift between the White House Office of Telecommunications Policy and the National Cable Television Association over pending copyright legislation has apparently been closed.

David Foster, NCTA president, said that a Dec. 12 meeting between him and John Eger, acting OTP director, was a "meeting of the minds" and that they had agreed that no formal reply was necessary to Mr. Eger's letter to Mr. Foster earlier in the month (BROADCASTING, Dec. 9) warning him that the association's modified position on copyright might make the easing of cable regulations more difficult.

Last week OTP spokesman John Loftus said that the letter had been a reflection of "concern about reported attempts [by NCTA] to kill" the Senate-passed copyright legislation (S. 1361), and that OTP was satisfied that "in seeking clarification NCTA would do nothing to endanger passage" of the bill.

At its mid-November board meeting, the NCTA voted to attempt to get several changes in the bill. Mr. Foster said that the association would try to have these changes made on the floor of the Senate when the bill is re-introduced at the beginning of the new session of Congress next month.

Assuming passage of the bill there, the association will "start fresh," in Mr. Foster's words, when a House Judiciary subcommittee under Representative Robert W. Kastenmeier (D-Wis.) begins to hold hearings on the bill. Harold Fuchs, counsel to the subcommittee, said last week that April was the earliest the hearings could be held.

Where to carry on

The FCC has amended its rules for cable television franchises, to more specifically spell out the subscriber-complaint procedures in the present regulations. The commission noted that while many franchises now have made full statements of



Now, class. About 80 attorneys, engineers, analysts and economists in the FCC's Cable Television Bureau recently completed a week-long training course in the technical aspects of the medium they regulate. The course was conducted by Tom Straw, shown above, of Texas A & M University, and was designed to cover those sections of the FCC rules which require informed understanding of cable engineering, such as system design and construction, terminology, signal carriage, ghosting, interference, amplifiers, modulators, converters, "two-way" services, nonduplication switching, local origination, microwave, "hub" sites, testing and fiber optics. The course made use of \$75,000 worth of cable equipment to construct a complete cable system at the FCC and was capped by a field trip to the Annapolis, Md., cable system to see its head-end and origination facilities.

their obligations to resolve subscriber complaints, there is no mention of the franchiser's or municipality's methods of compliance. As a result, the commission said, many of the complaint letters and phone calls it receives (estimated at between 120-160 monthly) could be more appropriately handled by local authorities.

The rules, as amended, would require all franchise agreements to contain a statement indicating the existence of local complaint procedures, designation of a specific official or office responsible for the implementation of complaint procedures and a directive that both be made known to all subscribers who contract for cable service. (Designation of the responsible authority need only mention the official title, such as "city treasurer" to be in accordance with the rules, and not the name of the individual concerned.)

The commission noted that local programs such as this one dealing with complaint mechanisms, could be adequately financed within the present allowable

franchise fee—now set at 3% of gross subscriber revenues.

The adopted rule amendments will be applicable to CATV systems with franchises granted after Aug. 1, 1975.

Little flap in Big Flats

The New York Commission on Cable Television has ordered Teleprompter Corp. to explain why the company should not be prohibited from abandoning some of its Big Flats, N.Y., facilities and reducing repair services to subscribers.

The commission noted that Teleprompter's intentions apparently were the result of its attempt last June to achieve rate hikes in the 12 towns of its Elmira-area system. Increases from \$5.50 per month to \$5.75 were granted by all towns except Big Flats, but the increase by the town of Elmira itself was conditioned on the basis that the new rate was equal to the lowest rate charged to any other community in the Elmira system and receiving equal service.

Teleprompter has confirmed to the

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board that it is curtailing repair service on evenings, weekends and holidays. It has been granted an extension to Dec. 16 by the commission to show cause.

State agency will regulate cable rates in Massachusetts

The Massachusetts Cable Television Commission last week announced that it is assuming ultimate jurisdiction over the regulation of cable rates in the state.

In announcing the decision, Chairman Morton H. Aronson said the commission's new rule will still require that communities set initial rates when they sign franchise agreements with cable operators. Later, if cable operators want rate increases, they must first request the hikes from the communities. If the request is rejected, it may then be appealed to the state commission.

Mr. Aronson said the action was taken after public hearings and studies had shown there to be a number of "problem areas" such as cable operators that were receiving "more than was warranted" and some that were not receiving adequate revenues. In the latter case, he said, there have been several instances in the past year when cable operators ap-

plied for rate increases and were turned down by local officials because such decisions would have been "unpopular" in the communities.

Robert Clark, president of the New England CATV Association, said the decision by the Massachusetts commission "sounds like a logical interim solution, but it's hard to tell about long-term effects." Mr. Clark said he could not comment further on the decision until he had had a chance to study the rule and accompanying commission statement.

Mr. Aronson said the commission would issue certificates of verification for approved rate hikes and that he hoped the process would be done expeditiously. Further, the existing state-imposed maximum cable charge of \$7 per month would be no longer applicable. "We found," he said, "that where there is such a maximum, it quickly becomes the fee."

Next month, he added, the commission—the first state regulatory agency for cable—will hold hearings on a uniform system of accounts for cable operations so that the commission will be in a better position to judge requests for rate hikes.

At the news conference announcing the decision, the commission also released a report on the condition of the cable industry in the state. Mr. Aronson said the purpose of the study was to clear up a "lot of misunderstanding about cable in Massachusetts which grew up



It's a deal. Donald Shuler (l), president of Cypress Cable TV of Dayton Inc., and Douglas Dittrock, president of Viacom Communications, formalize the exchange of \$6 million for a 95% interest in the Ohio system (*Broadcasting*, Dec. 16). Cypress has a franchise to serve about 60,000 homes in part of the city.

because of Boston's decision not to allow cable in."

He said that 91 of the state's 351 communities had granted cable licenses and that 145,000 subscribers have been signed up. The "classic" cable systems are doing well, he said, but if cable is to continue to grow in Massachusetts, operators are going to have to offer more services, such as pay cable, digital computer interconnections and public service activities.

Cable Briefs

Carolina changes. Teleprompter Corp.'s Lowlands Cablevision, Charleston county, S.C., has been sold to Carolina Cable Video, North Charleston. Vernon R. Gill, president of Carolina Cable, said Carolina expects to bring service to over 8,000 homes upon completion of microwave relay from company's main studio in North Charleston. Two other South Carolina systems, in Union and Gaffney, have been purchased by Crown Communications, Abram Patlove, president, from Communications Unlimited of Richmond, Virginia. Systems presently have 2,200 subscribers.

Further reading. Cable's financial and regulatory troubles are analyzed by Anne W. Branscomb in article "The Cable Fable: Will It Come True?" in upcoming (winter) issue of Annenberg School's *Journal of Communications*. Taking Teleprompter's overextension as paradigm of industry's overselling its immediate prospects to investors, article also criticizes FCC rules that inhibit investment through crossownership, nonduplication and exclusivity rules that are "so stringent that a careful calculation of the permitted signals in the top-100 markets discloses that there are only 17 markets in which the importation will create attractive marketing potential." Also cited is "overloading" of industry with responsibilities for local origination.

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Back for another go-around in court: 'Pensions'

Appeals court had cleared NBC of violating fairness doctrine in documentary, but AIM group wins rehearing with full bench

The cheers of broadcast journalists and their supporters in the press when the FCC was overruled last September (BROADCASTING, Sept. 30) in the fairness doctrine case involving NBC-TV's *Pensions: The Broken Promise* may have been premature. The U.S. Court of Appeals in Washington last week agreed to rehear the case en banc—by the full nine-judge bench.

The decision, in a brief, unsigned order, was a surprise. Not only does the court grant requests for rehearing only infrequently; its action in the *Pensions* case came on a petition by the intervenor, Accuracy in Media, which filed the original complaint on which the commission had acted.

The commission itself had decided that a request for rehearing would not be productive. Its lawyers were looking past the appeals court to a possible appeal to the Supreme Court, although sentiment within the commission seemed to be running against an appeal there, too, on the ground that the *Pensions* decision did not reach beyond that case. Now, presumably, the commission will join AIM, a conservatively oriented media watchdog, in urging the nine-judge court to reverse the decision that a three-judge panel had reached on a 2-to-1 vote.

The case was described by broadcast journalists as crucial to their freedom to do investigative documentaries. They contended that they would not likely do such programing if they felt that a program, say, on police corruption, would require them to present material attesting to the honesty of most policemen.

NBC, in its controversial documentary, examined a number of pension plans and found they had not kept the promises they had made to those who counted on them for retirement income. Although the program contained comments as to the honesty and value of most plans, the FCC agreed with AIM that the program was unbalanced, and asked NBC how it intended to provide contrasting views. Informally, NBC was informed that an appearance on the *Today* show by a supporter of the nation's pension plans would satisfy the commission.

But NBC chose to make an issue of the case by appealing the decision. And Judge Harold Leventhal, in writing a 63-page opinion for the court, held that the commission had erred. He said that the commission has regularly held that broadcasters' judgments in fairness cases should be left undisturbed if they are reasonable. And the record in the case, he added, supports NBC's view that the documentary was concerned with an ex-

pose of abuses that appeared in the private pension industry, and was not a general report on the state of the industry.

However, AIM, in its motion for rehearing, argued that the court had made factual and legal errors that required review by the full nine-judge bench.

Reed Irvine, chairman of AIM, said in commenting on the court's decision to grant rehearing, "We thought that the Leventhal opinion, while lengthy, was factually inaccurate. We thought, contrary to what the FCC thought [in deciding against seeking rehearing] that the full court would back us up, and we are confident that it will."

As for NBC, it, too, continues to express confidence in the rightness of its cause. "NBC appealed the FCC decision in the *Pensions* case in order to protect and advance the public's right to information in matters of public concern," Herbert Schlosser, NBC president, said in a statement. "The court decision that reversed the FCC underscored the importance of that right and the particular ability of broadcast journalism to increase public awareness. We will urge the full court to reaffirm its decision."

A final decision by the court probably will not be issued before next summer, at the earliest. The first round of briefs by the parties is due Jan. 22, but the argument itself will not be held until April 2. In the meantime, the panel's decision is vacated. But the stay of the commission decision remains in effect.

FCC draws a line

Commission says there is limit to fairness in denying PCI complaint

Although the FCC's fairness doctrine requires stations to devote a reasonable amount of time to controversial issues of public importance—as well as to treat them fairly—the commission says not all issues are of such critical importance that a licensee would be clearly wrong in not devoting time to them. The point was made as the FCC rejected a request of Public Communications Inc. of Los Angeles for review of a commission staff ruling that denied the public interest law firm's fairness doctrine complaint against three television networks and five Los Angeles television stations.

PCI had complained that the networks and their owned stations, KABC-TV, KNXT and KNBC, as well as KTTV and KTLA had violated the fairness doctrine by failing to provide news coverage of the congressional debate over license-renewal legislation. The FCC staff held that PCI had failed to demonstrate how the issue was "so critical or of such great public importance" that the licensees involved violated the fairness doctrine by not covering it.

The commission, in rejecting the request for review, said the distinction must be drawn between issues that are "so critical" that it would be unreasonable for the licensee to ignore them, and other issues that, while "not so critical," are "sufficiently controversial and important that they require contrasting viewpoints

Hand-held in Paris. ABC News and NBC News crews took portable video cameras overseas for the first time to cover President Ford's meeting with French President Valéry Giscard d'Estaing. CBS packed minicams along for a third time, having used them in coverage of President Ford's Japan-Vladivostok trip last month and for former President Nixon's Moscow trip last June. All three networks took Ikegami portable cameras and used them to tape for regular nightly newscasts and for live coverage.

once the licensee makes the decision to cover them."

The commission noted that in its fairness-doctrine report it said these "critical" issues were a rare exception and that it had no intention of becoming involved in the selection of issues to be discussed. Nor, the commission said, does it expect the broadcaster to cover every important issue that may arise in his community.

Journalism Briefs

APR grows. Associated Press Radio adds three daily programs Dec. 30: two sports shows at 10:30 a.m. (EST) and at 1:30 p.m. (EST), and supplementary *AG-Report*, farm and consumer news special, for three and one-half minutes at 6:25 a.m. (EST). APR's *Business Barometer* program, at 5:15 p.m. (EST) is expanded from 60 seconds to three and one-half minutes. Audio news service, which began Oct. 1, will also provide increased regional feeds; both of two feeds offered daily to six U.S. geographical regions will be expanded three minutes.

Media awards. To recognize reporting efforts in behalf of higher education, American College Public Relations Association Mason-Dixon District, offers awards in press, radio and television categories. Nominations should be submitted by Jan. 15 to Graham Jones, assistant director of information services, North Carolina State University, Raleigh, N.C. 27607 (press entries); Lillian Brown, director of radio and television programing, American University, Washington 20016 (radio); and Harry Durham, director of Communications Center, Clemson University, Clemson, S.C. 29631 (television).

Odd coupling. KCoP(TV) Los Angeles has signed conservative news commentator George Putnam and liberal comedian Mort Sahl for *Both Sides Now*—prime-time, live, one-hour, Monday-Friday, audience-participation show scheduled to begin Jan. 6. Show will be produced by KCoP and syndicated by parent Chris-Craft Television Division.

Amicus curiae. Richard Warner, president of WFNL(AM) North Augusta, S.C., had some success in campaign to focus attention on discrimination against use of broadcasting to announce grand jury presentations in Augusta. Presentations are published in Augusta newspapers at "political advertisement" rates, paid for

out of taxes. Amount totaled "\$3,309.46 for one grand jury session alone," Mr. Warner reported. "We of the electronic media," he asserts, "would be delighted to announce the presentments free of charge." Judge who is to empanel next grand jury has promised to reconsider publication practice.

Denied again. FCC has rejected Community Coalition for Media Change's request for review of Broadcast Bureau ruling that dismissed its personal-attack complaint against KGO-TV San Francisco. Complaint charged that Representative Ronald Dellums (D-Calif.) was not afforded opportunity to respond to derogatory comment made by his daughter in news piece on arrest of congressman's son. CCMC said KGO-TV practiced racial discrimination in its news coverage by continued negative portrayal of black citizens, claiming Dellums news piece was example. Commission upheld Broadcast Bureau's conclusion that there was no evidence to show licensee had distorted or fabricated news, and noted personal attack rule is not applicable to genuine newscasts or news interviews. Commissioner Benjamin Hooks, in concurring statement, said petitioners did present prima facie case, but since Mr. Dellums did not pursue matter, he would concur.

Those Nixon tapes

Networks start evaluating problems connected with eventual broadcast

News specials on the Watergate cover-up tapes are planned by the networks, but sources there pointed out that only preliminary work has been done. They also noted that Richard Nixon's attorneys may appeal the decision issued earlier this month by U.S. District Court Judge Gerhard Gesell allowing the tapes to be aired.

The networks will submit reports on the best way to duplicate the tapes to Judge Gesell by Jan. 3 and, the sources said, a decision on the actual release date of the tapes should come shortly thereafter, provided that the trial of Watergate Five is over.

Don Meany, head of NBC News's Washington bureau, noted that because "the quality of the tapes ranges from a little better than poor to just about zero" NBC has ruled out the radio broadcast of all 20-plus hours of the tapes.

Russ Bensley, CBS's news executive in charge of the eventual tapes broadcast, said any TV news specials on CBS would probably include supers of the text as the tapes are being played and stills to identify the voice of the speaker.

As for the various obscenities, Bill Sheehan, president of ABC News, said the time of the broadcast would be an important factor, since the network would be more lenient at 11:30 p.m. than at, say, 8 p.m.

Mr. Meany said that the context would be the key to whether or not NBC would air particular obscenities, although "certain words are totally unacceptable for broadcast."

Time, distance no worry for KMOX-TV newsmen

Sophisticated equipment in mobile units allows new emphasis on live; station, abandoning film, is prototype for all CBS O&O's

KMOX-TV St. Louis, the CBS-owned outlet in that city, is in the vanguard of the "minicam revolution": It lays claim to being the first major-market television station to switch to a completely electronic newsgathering system. The station has abandoned news film in favor of live transmission and/or video tape for all local news coverage.

The keys to the new system are three mobile units equipped with Ikegami portable color-television cameras, microwave equipment, portable video-tape recorders, and two-way communications equipment. Information received by these units on location can be transmitted through the microwave unit back to the KMOX-TV studios for immediate broadcast or recording, or recorded on video tape on the scene.

The new system has also resulted in a restructuring of the KMOX-TV newsroom. Fred Burrows of the station has been named executive news coordinator, a new position, with responsibility for handling

reports from all three units, deciding what is important enough for immediate airing, and acting as general assignment editor for the crews. Stories not broadcast at once are recorded on video tape at the studio, and edited for later use with the help of a miniaturized computer system.

The system provides KMOX-TV with an immediacy in its reporting not possible with newsfilm that had to be brought back to the studio for processing before broadcast. KMOX-TV is now broadcasting an average of five live on-the-scene news stories each week. Crews not under pressure to return to the studio in time to process film for evening broadcasts can now cover and transmit stories right up to news time. Picture quality has also been upgraded since the changeover to tape, and the station has found that the cost of covering and broadcasting each story is significantly less than with film.

CBS plans eventually to convert all of the news operations at its owned-and-operated stations to all tape, and KMOX-TV is serving as a proving ground for those stations. CBS's initial investment was approximately \$400,000, and savings projections on film, film processing, and additional technicians needed for the old system, show that the network should make its money back within seven years. Each of the other CBS outlets is currently using one remote electronic news gathering unit, with a goal of total electronic newsgathering within three years according to a CBS spokesman.



1. First step in KMOX-TV's electronic newsgathering system is portable Ikegami color camera, weighing less than 15 pounds.



2. Stories can be transmitted to studio via microwave for immediate broadcast, or recorded on video tape within mobile unit.



3. Reports from three mobile units are handled by Fred Burrows, executive news coordinator, shown with reporter Betsy Bruce.



4. Editing of stories recorded in studio is done with computer. Reporter identifies scenes by time-code numbers in each one.

Violence down, victims up

NIMH-commissioned study that was ordered by Senate finds that while the number of violent episodes on TV has dropped, the number of people hurt or killed has risen

Television viewers are getting the message—highly overstated—that life is dangerous. So indicates a report issued last week by George Gerbner and Larry Gross, professors at the University of Pennsylvania's Annenberg School of Communications. The report finds that although over-all violence on prime-time television has declined in the past seven years, the number of violence victims has increased.

The report also finds evidence of a "television generation,"—the under-30 age group that is the first generation to grow up with television.

The study, the sixth in a series of annual "Violence Profiles," was commissioned this year by the National Institute of Mental Health in response to a request in April 1972 from Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and Senate Communications Subcommittee Chairman John Pastore (D-R.I.) for an assessment of the effects of television on viewers.

It focuses on one week of adult prime-time and Saturday morning children's programing during the 1973 fall season.

Using a measure based on such factors as percentage of shows containing violence, number of violent episodes per show and percentage of leading characters involved in violence, the researchers found that prime-time violence has dropped since 1967, when the profiles began, and that in 1973, while violence occurred in 73% of total programing (and in almost all cartoons), it was found in only 54% of adult prime-time shows.

Violence has throughout the past seven years ranked in the top-five adult programing themes, according to the report. In the same period it has remained the top-ranked theme in cartoons.

But most significant this year, the study says, is that the ratio of violence victims to perpetrators is the highest ever. For every 10 persons portrayed as violent in the 1973 monitoring, there were 14 hurt or killed. Single women were shown in the worst killer-to-killed ratio, while lower class women were the most victimized generally, with nonwhite and old women next in order.

The result of TV violence, according to the report, is that heavy viewers tend to overestimate the danger of violence in everyday life. As part of the study, some viewers were asked to estimate the possibility of encountering violence in their own lives, the proportion of crimes that are violent and the number of people working in law enforcement. According to the report, heavy viewers (four or more hours a day) gave substantially

more "TV answers" than did light viewers (two hours a day or less), tending to greatly overestimate the true figures.

The difference between heavy and light viewer outlooks, called "cultivational differential" in the report, showed up strongly in those under 30, who showed significantly greater cultivation effects than did members of the last pre-television generation. And, according to the report, women—especially young women—are especially vulnerable to television's views of life.

People with college educations tended not to give "TV answers," the study says, but not in the case of young women who watch television heavily. "Age and sex roles on television and in life combine to make young women the most impressionable and the least able to benefit from alternative cultural influences that affect other groups," the researchers said.

Newspaper reading, too, was shown to cut into the television view of reality, but again, primarily for light TV viewers. Where light and heavy viewers tended to read newspapers equally, heavy viewers saw the danger of violence in more exaggerated form than light viewers.

The report just released will be one of several ingredients to a TV violence profile NIMH plans to begin assembling in the summer of 1975. By that time, Dr. Gerbner will have submitted another report. Whereas this one focused on fall TV programing, the next is to follow up with a look at spring programing, to see, among other things, if there is a difference between the level of violence between fall and spring shows.

Another group, the Social Research Council in New York, has also been commissioned to contribute to NIMH's violence profile. The council has assembled a consortium of researchers under the direction of Steven Withe of the University of Michigan's Institute for Social Research to study TV programing and pioneer research methods for assessing short and long term effects of TV violence. Its report is due in March 1975.

Abel claims plagiarism in ABC missile special

Former NBC newsman says material was lifted from his 1966 book

Elie Abel, dean of the Columbia University School of Journalism, said he plans to sue Viacom Enterprises and ABC-TV claiming the telecast last Wednesday (Dec. 18) of *The Missiles of October* (8-11 p.m.) drew substantially from material in his 1966 book and constituted an infringement of the copyright laws.

The action is to be filed shortly, probably in the U.S. Southern District Court of New York, by Mr. Abel's attorney, Gerald Dickler. Mr. Dickler said the copyright suit will seek to prove plagiarism of material from Mr. Abel's book, "The Missile Crisis." To prove plagiarism, he explained, evidence must be shown there has been both quantitative and qualitative use of material from a copyrighted work. He said: "We are prepared to do this."

ABC-TV decided to proceed with the

telecast after being assured by Viacom, which produced the program, that the material was not an infringement of copyright. Viacom said that the writer of the program, Stanley Greenberg, had made use of material from many sources, including Mr. Abel's book, in fashioning his script on the Cuban missile crisis in 1962.

ABC-TV said it is indemnified against a suit for copyright infringement by a standard clause in contracts with outside producers. Viacom said it is insured against such a suit by the Fireman's Fund American Insurance Cos., San Francisco.

Mr. Abel, a former NBC News correspondent, told BROADCASTING he had not sought an injunction to halt the telecast because "it wouldn't be appropriate for a professional journalist to file a suit for prior restraint."

Blue Hens fans were as mad as wet hens

Delaware sports fans rose up against a Philadelphia television station over what they thought was a bad call in the station's programing. They were counting on ABC-affiliated WPVI-TV Philadelphia to air the Dec. 14 Camellia Bowl which pitted the University of Delaware against Central Michigan University, but the station had plans to delay transmission of the football game in deference to a local high school championship match. Delaware has no commercial TV stations.

A number of outraged fans called Senator William Roth (R-Del.) the week before the game. Senator Roth went straight to the top, protesting to FCC Chairman Richard Wiley, Senator Howard Baker (R-Tenn.), ranking Republican on the Senate Communications Subcommittee, ABC's Washington Vice President Gene Cowen and Daniel Burke, president of Capital Cities Communications Inc., which owns the Philadelphia station.

Within hours, a solution was reached, according to an aide to Senator Roth. The local high schools agreed to have their game rescheduled and Delaware saw the Camellia Bowl live even though its Blue Hens went down in defeat.

Senator Roth's aide said that in appealing for the program change, the senator argued that Delaware was being given short shrift, as too frequently happens in the programing decisions of out-of-state stations whose signals serve Delaware.

Rejected producer sues

An independent film producer has sued the three networks and Metromedia Inc., charging them with conspiracy in refusing to consider telecasting a TV documentary he produced on Robert Vesco, the fugitive financier.

The civil antitrust suit was filed as a class action on behalf of all independent producers in the U.S. Southern District of New York by Steven P. Duchscherer of Hollywood. He claimed the defendants refused to negotiate with him "in pur-

suance of the combination and conspiracy."

Spokesmen for the three networks said the suit had no merit. They also pointed out that as a general policy TV networks do not accept documentary programs from outside sources since they want to be responsible for their contents. A spokesman for Metromedia said Mr. Duchscherer had conferred with news officials of the company's WNEW-TV New York, but said they decided against the program because they felt it required a considerable amount of authentication.

WWJ-TV now holds those baseball Tigers

A revamping of TV for the Detroit Tigers baseball club has been announced. In it, WWJ-TV Detroit has acquired exclusive rights under a five-year multimillion-dollar contract that commences in 1975.

In addition, WWJ-TV said it will handle all sales. Under the former contract with WJBK-TV Detroit for the past 10 years, the American League East club had retained TV rights.

At least 46 games will be telecast in 1975, including 12 to 15 night games, all Saturday home games and six Sunday games. In past years, Sunday games have not been televised.

WWJ-TV said that a regional Tigers network will again be set up. Six TV affiliates were in the line-up last season (BROADCASTING, Feb. 25).

One thing stays the same: George Kell, former Tiger third-baseman who has been handling the team's play-by-play since the early 1960's will be back in the booth next spring.

WJBK-TV had carried the Tigers games since 1955. However, WWJ-TV pointed out that it carried the first telecast of Tigers baseball on June 3, 1947, as part of the channel 4 outlet's first day of regular commercial operation.

On the radio side, WJR(AM) Detroit will be going into its fourth year of a five-year contract and its 23d straight year of play-by-play.

San Diego order stands

The FCC has dismissed a petition for reconsideration and request for stay of an order it issued last summer against Time Sales Inc., a San Diego program producer. In it, Time Sales was told to show cause why it should not be ordered to cease and desist from its practice of producing program material in San Diego and delivering it to XHIS(AM) and XHERS(AM) both Tijuana, Mexico, whose signals are picked up in the U.S. (BROADCASTING, Sept. 2).

FCC rules prohibit the use of either a broadcast studio or a production facility in this country for the marketing of programs that a foreign radio station will broadcast to the U.S., unless a permit to do so is granted.

In its petition, Time Sales sought reconsideration on the grounds that the Communications Act does not give com-



Open session tops ratings. Forty-three percent of a telephone survey sample watched WICU(TV) Erie, Pa., when the NBC-affiliated station pre-empted prime-time network programming Dec. 12 to air a live session of stalemated teachers' strike negotiations. Dozens of phone calls to the station praised the idea of an inside seat on the local issue despite pre-emption of *Sierra*, *Ironside* and *Movin' On*. WICU Station Manager Bob Lundquist said his offer of air time stands as long as the talks last, regardless of loss of revenue. Pictured are members of the Erie Education Association, the teachers union, in the WICU studio during negotiations.

mission jurisdiction over origination or programing that is delivered physically, rather than via wire or radio, to foreign broadcast stations. (In 1937, the U.S. Court of Appeals for the Fifth Circuit held that the recording of speeches in Texas, which were shipped across the border for play on Mexican stations heard in the U.S., did not violate FCC regulations.)

The commission responded that the question was not one of jurisdiction over the subject matter, but rather one of statutory interpretation and application of the rules to the facts in the Time Sales case. The FCC added, that the purpose of the hearing was to determine whether or not the facts warranted the issuance of a cease-and-desist order.

In dismissing the request for reconsideration, the commission noted that such requests are limited only to final actions or an adverse ruling, which affects the petitioner's participation in the proceeding. Since the Time Sales case is in an interlocutory posture, the FCC concluded the request must be dismissed.

Tax break on film investments

Internal Revenue Service offices have suspended review of cases in which investment credit is claimed for motion picture or television films or tapes. The suspension order will remain in effect pending clarification by the courts or IRS-Treasury Department, of the issues involved. The action, which affects reviews sought under laws in effect between 1962 and 1969 and since 1971, results from a court victory won by Walt Disney Productions Inc. in challenging the IRS position that Disney's 1962 films were not entitled to investment credit provided for

in the 1962 law. Several court cases brought under the 1962-69 law are still pending, and IRS is awaiting the outcome before resuming reviews of pre-1970 cases in its offices. And although a joint congressional committee on internal revenue taxation, in approving the 1971 legislation, issued a report expressing agreement with the Disney decision, the IRS has informed its offices that it is considering a number of questions in formulating regulations for their guidance in post-1970 cases. Questions include such matters as tangibility, investment credit base, useful life when income-forecast depreciation is used and predominant foreign use, among them.

Syracuse infighting

Another proposed format change is being challenged at the FCC, and the challenger is a broadcaster. Sentry Communications Inc., licensee of WSEN-AM-FM Baldwinsville, N.Y., has petitioned the FCC to deny the sale of nearby WDDS-FM Syracuse, N.Y., on the ground that the proposed ownership change would result in the loss of a "unique" programing format in the Syracuse market.

The proposed sale of WDDS-FM is from Amalgamated Music Enterprises to Signal Broadcasting Co., licensee of WNDR(AM) Syracuse (BROADCASTING, Nov. 4).

Sentry asserts that grant of the assignment would result in two format changes that would deprive Syracuse of WDDS-FM's "blended music" format. Signal has indicated it would drop that format from WDDS-FM and insert a standard contemporary format similar to WNDR's present programing. Then Sentry would switch WNDR to country and western.

WSEN-AM-FM now programs country

and western. The net result if the sale is granted, said Sentry, would be the elimination of a unique format that the community has demonstrated support for and the addition of a format that already exists.

Program Briefs

Suing. Arthur M. Frankel, president of Four Star International since July (after resigning as production chief of Columbia Pictures Television), has filed \$3-million breach of contract suit against Four Star and its chairman and chief executive officer, David B. Charney. Mr. Frankel claims he was fired Dec. 4 by Mr. Charney and still has 32 months remaining under his contract. Four Star earlier this month named M. J. (Bud) Rifkin as president of Four Star Entertainment Corp., subsidiary of Four Star International (BROADCASTING, Dec. 9).

ABC's King. Billie Jean King has signed exclusive contract with ABC Sports to be regular sports commentator on ABC-TV. Ms. King, four-time winner of U.S. Open Tennis championship, will report on variety of sports events for *ABC Wide World of Sports* weekend program and will participate in sports specials and assignments and will host ABC-TV's *Women Sports Special* in September 1975.

Bank run. CBS-TV has paid reported \$50,000 for TV rights to next spring's mile run at Houston Astrodome. Top professional milers under contract to International Track Association (among them Kip Keino, Jim Ryun and Ben Jipcho) are expected to compete for \$60,000 first-place money. Exact date is still to be determined but late May or early June is current best guess. CBS sources say it could go on live in prime time.

Alfalfa to zucchini. *The National Farm Digest*, syndicated farm program, will be offered next month, according to WGN Continental Productions Co., Chicago, which is producing and syndicating half-hour TV series in association with Fenton McHugh Productions. Host will be Orion Samuelson, farm service director of WGN-AM-TV Chicago. Planned for *Digest*: national news of importance to farmer, reports on new farm equipment and techniques; commodity-corner segment on market trends and other special features. If desired, two-minute open segment for localized farm news will be available to TV stations. Sponsors already signed: Massey-Ferguson Corp., Des Moines, Iowa (through Marsteller Inc., Chicago); Ciba-Geigy Corp., Ardsley, N.Y. (Kennan & McLaughlin, New York) and Funk Seeds International, Bloomington, Ill., (Jim Roe & Associates, Chicago). Executive producer is Bradley R. Eidmann, Fenton McHugh is producer and Dale Juhlin will direct.

Chip shot. Chip Clark Productions, Los Angeles, has filed \$2.3-million lawsuit against Sonny Bono and ABC claiming that ideas submitted by Mr. Clark to

producers last September were used on *Sonny Comedy Revue* (since canceled) without payment or credit. According to documents filed in Los Angeles Superior Court, Mr. Clark submitted idea and video tape of "newsstand" skit used on show. John Irwin, Los Angeles lawyer for producer, Blye-Bearde Productions Inc., said he feels there is no substance to law suit; producers have been unable to unearth any communications with Mr. Clark.

Acquitted. For while series of skid row murders in Los Angeles were believed by police to be work of murderer following script of TV program shown last month, but review of program (*Police Story* episode on NBC) by homicide detectives convinced them that only similarity was that current victims are all derelicts. Since Nov. 26, three down-and-outers have been murdered by having throats slashed, fourth was beaten about head, is still in hospital in coma.

Chapter and verse. The Rev. Robert E. Harris of Asheville, N.C. reports *The Quiz Pastor* is being carried on 42 radio stations as public affairs or noncommercial religion program. Mr. Harris conducts 55-minute telephone talk show Sunday nights, answering questions from callers with scripture quotations. Program is offered with no obligation, other than return of tapes. P.O. Box 67, Asheville 28802.

Grimm outlook. MGM Television has chosen 1963 theatrical movie "The Wonderful World of the Brothers Grimm" as its second *Family Network* feature of 1974-75 season, to be syndicated nationally Sunday, Feb. 16, in two-hour time slot.

Short term. Carroll O'Connor, who plays Archie Bunker in *All in the Family* and who was elected to board of Screen Actors Guild only last month, has resigned from SAG post because of conflict of interests. Mr. O'Connor's Ugo Productions, which up to recently was umbrella corporation for Mr. O'Connor's personal services, has signed production contract with CBS. SAG by-laws prohibit member of SAG board from representing production firm.

Go for scripts. Columbia Pictures Television, Los Angeles, reports that NBC has authorized six *Police Story* scripts for 1975-76 season. Order is for three 60-minute and three 90-minute scripts. Negotiations on production costs and number of episodes for series, now in its second year on network, are continuing. *Police Story* is based on Joseph Wambaugh's writings and is produced by David Gerber Productions in association with CPT.

Gay noseays. CBS-TV was congratulated by National Gay Task Force for treating "the subject of homosexuality with sensitivity, humor and rare good sense" on Dec. 5 episode of *Maude*. Letter also singled out episodes of *All in the Family*, *Medical Center*, *M*A*S*H* and *The Mary Tyler Moore Show* for presenting "accurate and positive images of our lives."

Music

It's not beginning to sound a lot like Christmas

Contemporary stations aren't playing new seasonal releases because there aren't that many; they're counting mostly on oldies

For leading top-40 stations, Christmas 1974 will largely be a case of business as usual. Program directors are finding themselves with a relatively small number of new Christmas records to choose from, and most are using great caution with what new releases there are, preferring to rely on proved seasonal hits.

With singles sales falling steadily, the number of new Christmas singles this year has shrunk to a very few releases, with most coming from proved artists who can use their names as leversages on singles that only have a few weeks to achieve any sales impact.

The greatest broadcast acceptance accorded any Christmas release has gone to Perry Como's *Christmas Dream*, which is being played by a number of major contemporary stations including KJR(AM) Seattle and KILT(AM) Houston. Also receiving attention are two releases from the Carpenters, *Merry Christmas Darling* and *Santa Claus is Coming to Town*, which are being aired at KHJ(AM) Los Angeles, KJR and KILT among others. Gladys Knight and the Pips have recorded a version of *Silent Night* that is being aired at WQXI(AM) Atlanta, a station that has also added one of the few Christmas singles by new artists to get attention, the Rhodes Kids' *Santa Loves Rock and Roll Music*.

A number of stations, including WABC(AM) New York and WLS(AM) Chicago, haven't dipped into the year's meager seasonal offerings at all. Both stations are using a relatively light rotation (one an hour at WLS) for Christmas songs, and are relying on pop Christmas hits from past years, with a small number of carols, for their programming. Among the older releases, the favorite nationwide appears to be Elton John's *Slip into Christmas*, which was introduced a year ago, and has the Elton John name and flair to boost its airplay.

A technique for holiday airplay that may be copied in future years is that of "hinting" at Christmas, which many say accounts for some of the success of Michael Holm, whose *When a Child is Born* has a seasonal appeal, but doesn't depend on Christmas lyrics for its play. At WRKO(AM) Boston, music director Christy Wright considers the single Christmas-oriented, but will keep it in rotation after the holidays.

One program director, speaking of seasonal songs, asserted, "We're living off the last two or three years," and lack of excitement over many Christmas recordings may have a lot to do with the short terms being given Christmas rotations on many playlists.

The Broadcasting Playlist™ Dec 23

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	1	Kung Fu Fighting (3:18) Carl Douglas—20th Century	1	3	1	1
2	2	2	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	3	1	2	2
3	3	3	Cats in the Cradle (3:29) Harry Chapin—Elektra	2	2	3	3
4	4	4	I Can Help (2:57) Billy Swan—Monument	4	4	5	5
7	5	5	You're the First, The Last, My Everything (3:25) Barry White—20th Century	5	6	4	4
8	6	6	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	7	5	9	6
5	7	7	Angie Baby (3:29) Helen Reddy—Capitol	6	7	7	7
11	8	8	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	12	8	6	10
6	9	9	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	8	13	8	12
9	10	10	Junlor's Farm (4:20) Paul McCartney & Wings—Apple	9	9	10	9
15	11	11	Laughter in the Rain (2:50) Neil Sedaka—Rocket	10	12	11	11
16	12	12	Please Mr. Postman (2:48) Carpenters—A&M	11	10	13	13
20	13	13	You Got the Love (2:54) Rufus—ABC/Dunhill	20	21	12	8
13	14	14	Tin Man (3:25) America—Warner Brothers	13	11	15	14
12	15	15	Longfellow Serenade (3:30) Neil Diamond—Columbia	14	16	15	17
10	16	16	Everlasting Love (2:20) Carl Carlton—Back Beat	15	18	17	15
24	17	17	Boogie On Reggae Woman (4:05) Stevie Wonder—Tamla	17	20	14	19
21	18	18	Only You (3:16) Ringo Starr—Apple	16	14	19	18
19	19	19	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	19	17	18	20
22	20	20	Mandy (3:15) Barry Manilow—Bell	18	15	20	21
14	21	21	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	21	19	21	16
27	22	22	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	22	22	23	25
23	23	23	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	25	24	24	22
34	24	24	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	23	25	25	24
37	25	25	Doctor's Orders (2:56) Carol Douglas—RCA	24	29	22	26
17	26	26	Wishing You Were Here (2:54) Chicago—Columbia	28	23	27	27
28	27	27	I've Got the Music in Me (3:40) Kiki Dee—Rocket	31	26	33	28
26	28	28	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	26	28	28	32
48	29	29	Best of My Love (3:25) Eagles—Asylum	29	31	32	34
32	30	30	Get Dancin' (3:32) Disco Tex & the Sex O' Letties—Chelsea	38	51	26	23
30	31	31	I Feel a Song (In My Heart) (2:48) Gladys Knight & the Pips—Buddah	33	30	36	33
49	32	32	Some Kind of Wonderful (3:16) Grand Funk—Capitol	45	27	42	30
31	33	33	Love Me for a Reason (3:45) Osmonds—MGM	35	36	34	31
29	34	34	Jazzman (3:43) Carole King—Ode	27	48	31	45
33	35	35	Back Home Again (4:42) John Denver—RCA	36	32	38	38
38	36	36	Lady (2:58) Styx—Wooden Nickel	68	37	30	29
54	37	37	You're No Good (3:35) Linda Ronstadt—Capitol	34	34	37	41
40	38	38	Must of Got Lost (2:53) J. Geils Band—Atlantic	40	42	35	35
25	39	39	Ain't Too Proud to Beg (3:29) Rolling Stones—Rolling Stones	49	44	29	37
42	40	40	Morning Side of the Mountain (2:55) Donny & Marie Osmond—MGM	30	33	40	48
46	41	41	Free Bird (4:41) Lynyrd Skynyrd—MCA	41	38	39	36

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
36	42	42	Fairy Tale (3:11) Pointer Sisters—Blue Thumb	32	40	41	46
45	43	43	Dark Horse (3:52) George Harrison—Apple	44	46	43	42
51	44	44	Dancin' Fool (3:15) Guess Who—RCA	42	49	45	47
43	45	45	Can't Get Enough (3:20) Bad Company—Swan Song	55	39	50	39
50	46	46	Rock & Roll (I Gave You the Best Years of My Life) (3:25) Mac Davis—Columbia	43	47	44	49
39	47	47	Dream On (2:58) Righteous Brothers—Haven	39	45	48	50
18	48	48	Whatever Gets You Thru the Night (3:20) John Lennon—Apple	50	41	53	40
44	49	49	I Honestly Love You (3:35) Olivia Newton-John—MCA	52	35	58	44
35	50	50	Promised Land (2:50) Elvis Presley—RCA	46	50	49	53
55	51	51	Pick Up the Pieces (3:00) Average White Band—Atlantic	47	54	46	51
69	52	52	Black Water (3:53) Doobie Brothers—Warner Brothers	51	52	47	52
41	53	53	Ride'em Cowboy (3:52) Paul Davis—Bang	48	55	51	54
47	54	54	After the Goldrush (2:04) Prelude—Island	37	53	55	67
52	55	55	The Bitch Is Back (3:50) Elton John—MCA	*	43	63	43
60	56	56	Sally G (3:25) Paul McCartney & Wings—Apple	56	60	52	55
64	57	57	Changes (2:32) David Bowie—RCA	59	56	54	56
71	58	58	The Entertainer (3:05) Billy Joel—Columbia	54	57	56	57
66	59	59	When a Child Is Born (3:29) Michael Holm—Mercury	58	63	57	60
68	60	60	Gee Baby (2:58) Peter Shelley—Bell	57	61	60	62
67	61	61	My Eyes Adored You (3:28) Frankie Valli—Private Stock	62	59	59	65
59	62	62	So You Are a Star (3:45) Hudson Brothers—Casablanca	60	64	61	61
—	63	63	Sugar Pie Guy (3:36) Joneses—Mercury	65	58	65	58
58	64	64	Woman to Woman (3:54) Shirley Brown—Truth	53	69	62	70
—	65	65	I Belong to You (3:12) Love Unlimited—20th Century	70	62	72	59
61	66	66	Willie and the Hand Jive (3:10) Eric Clapton—RSO	64	65	67	72
—	67	67	Ruby Baby (2:37) Billy "Crash" Craddock—ABC/Dunhill	71	67	66	63
65	68	68	If (3:06) Telly Savalas—MCA	61	66	71	71
72	69	69	Ready (3:14) Cai Stevens—A&M	63	68	69	69
—	70	70	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	66	70	70	68
—	71	71	Sweet Surrender (2:50) John Denver—RCA	67	72	68	66
—	72	72	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	75	71	75	73
—	73	73	Skin Tight (2:05) Ohio Players—Mercury	*	*	64	64
56	74	74	Rockin' Soul (2:59) Hues Corp.—RCA	*	*	74	74
—	75	75	Lonely People (2:27) America—Warner Brothers	*	73	*	*

Alphabetical list (with this week's over-all rank): After the Goldrush (54), Ain't Too Proud to Beg (39), Angie Baby (7), Back Home Again (35), Best of My Love (29), The Bitch Is Back (55), Black Water (52), Boogie On Reggae Woman (17), Bungle in the Jungle (23), Can't Get Enough (45), Can't Get It Out of My Head (70), Cats in the Cradle (3), Changes (57), Dancin' Fool (44), Dark Horse (43), Do It Till You're Satisfied (8), Doctor's Orders (25), Don't Call Us, We'll Call You (72), Dream On (47), The Entertainer (58), Everlasting Love (16), Fairy Tale (42), Free Bird (41), Gee Baby (60), Get Dancin' (30), I Belong to You (65), I Can Help (4), I Feel a Song (In My Heart) (31), I Honestly Love You (49), If (68), I've Got the Music in Me (27), Jazzman (34), Junior's Farm (10), Kung Fu Fighting (1), Lady (36), Laughter in the Rain (11), Life Is a Rock (But the Radio Rolled Me) (28), Lonely People (75), Longfellow Serenade (15), Love Me for a Reason (33), Lucy in the Sky with Diamonds (6), Mandy (20), Morning Side of the Mountain (40), Must of Got Lost (24), One Man Woman, One Woman Man (22), Only You (18), Pick Up the Pieces (51), Please Mr. Postman (12), Promised Land (50), Ready (69), Ride'em Cowboy (53), Rock & Roll (I Gave You the Best Years of My Life) (46), Rockin' Soul (74), Ruby Baby (67), Sally G (56), Sha-La-La (Make Me Happy) (19), Skin Tight (73), So You Are a Star (62), Some Kind of Wonderful (32), Sugar Pie Guy (63), Sweet Surrender (71), Tin Man (14), Whatever Gets You Thru the Night (48), When a Child Is Born (59), When Will I See You Again (2), Willie and the Hand Jive (66), Wishing You Were Here (26), Woman to Woman (64), You Ain't Seen Nothin' Yet (21), You Got the Love (13), You're the First, the Last, My Everything (5), You're No Good (37).

Tracking the 'Playlist'. The top-four rankings remain unchanged from last week as Carl Douglas's *Kung Fu Fighting* continues to be the most heavily played single for the third consecutive week. Making the strongest gains within the top 10 are releases from Barry White, Elton John and the B.T. Express, but the week's most impressive jumps show up farther down the list. Neil Sedaka's *Laughter in the Rain*, the Carpenters' *Please Mr. Postman*, Rufus's *You Got the Love*, and Stevie Wonder's *Boogie On Reggae Woman* make strong moves in the second 10. A group of relatively new singles are moving quickly through the middle of the chart, led by Gloria Gaynor's *Never Can Say Goodbye*, bolted at 24. Carol Douglas's *Doctor's Orders* is also bolted, moving up 12 places to 25. The Eagles' *Best of My Love* is already its greatest success in some time, making the week's largest jump to 29. Grand Funk's *Some Kind of Wonderful*, bolted at 32, continues to gain, providing program directors with a balance of heavier sounds not available from many other new releases. Linda Ronstadt's *You're No Good* apparently is about to become her greatest solo success, as it moves up strongly to 37. The Doobie Brothers have already surpassed the limited success of *Nobody*: their *Black Water* picked up a number of stations last week, and is bolted at 52. Billy Joel's *The Entertainer* has already matched his *Travellin' Prayer* in airplay, and may yet overtake his *Piano Man*: the new release is bolted at 58. Strongest among the new additions to the chart are *Sugar Pie Guy* by the Joneses (bolted at 63) and Love Unlimited's latest Barry White composition, *I Belong to You* (bolted at 65). Newer releases from Billy (Crash) Craddock, the Electric Light Orchestra, John Denver, Sugarloaf and America also make first "Playlist" appearances.

Chicago gets second country-music outlet

Eyeing success of WJJD there, NBC's WMAQ drops MOR for C&W

NBC-owned WMAQ(AM) Chicago is still in the midst of "a nationwide talent hunt" for a nighttime female disk jockey, but otherwise it's all set to shift to a 24-hour country-music format beginning Jan. 15. "Our present format of contemporary, middle-of-the-road, personality-oriented music and talk is just doing abominably in the ratings," said Charles Warner, WMAQ's general manager.

So all of the station's current on-air personalities (such as Jerry G. Bishop, Joel Sebastian and Tom Murphy) will vanish on Jan. 15, to be replaced by country-oriented DJ's, who will have to operate under "a tightly formatted playlist," according to Mr. Warner.

Probably the most important reason for WMAQ's shift to country, Mr. Warner said, is the huge ratings WJJD(AM) Chicago has been chalking up since it turned itself into a country-music station. "So many of the people who live in Chicago grew up in small towns and have a real feel for the kind of country music we'll be playing," he adds.

The station plans "a heavy advertising/promotion campaign" through Campbell-Mithun, a Chicago ad agency, the main focus of which will be to "reach advertisers who are interested in the country-music audience," said Jack C. Thayer, president NBC Radio.

Breaking In

Pick Up the Pieces—Average White Band (Atlantic) and Struttin'—Billy Preston (A&M) ■ The top-40 disk jockey's liking for records he can talk over or dead roll may partially account for the addition of these two funky instrumentals at many stations last week. AWB, which hails from Scotland, is the latest in a series of white groups being given serious play on

R&B stations, and its single is now crossing back into pop. Mr. Preston is a veteran of pop instrumental success, with his *Outta Space* and *Space Race* standing as two of the more successful of that genre in the past few years. Stations playing *Pick Up the Pieces* include WRKO(AM) Boston, KHJ(AM) Los Angeles, WHYY(AM) Montgomery, Ala., and WFOM(AM) Marietta, Ga. *Struttin'* has been added by KNUS(FM) Dallas, WQPD(AM) Lakeland, Fla., and WLEE(AM) Richmond, Va.

I'm a Woman—Maria Muldaur (Reprise) ■ The success that her initial pop venture brought seemed to surprise Ms. Muldaur as much as everyone else, but her second single appears likely to follow *Midnight at the Oasis* in radio popularity. *I'm a Woman*, a Leiber-Stoller classic which was used to spotlight Ms. Muldaur in her days with Jim Kweskin's Jug Band, was added last week by KRKO(AM) Everett, Wash., KUGN(AM) Eugene, Ore., KOIL(AM) Omaha and WQRK(AM) Norfolk, Va., among others.

Part of the Plan—Dan Fogelberg (Epic) ■ A folk-oriented performer with some C&W influence, Mr. Fogelberg has recently released his second album, from which this single is taken. The single features production and guitar work by Joe Walsh (James Gang, Barnstorm), and is bringing first pop recognition to this new artist. *Part of the Plan* has received initial break-out reaction in Denver, where KTLK(AM) and KIMN(AM) have both added it two weeks after its release. WPGC(AM) Morningside, Md., and KWEB(AM) Rochester, Minn., are also playing the single.

Your Bulldog Drinks Champagne—Jim Stafford (MGM) ■ Mr. Stafford's latest composition exhibits the same blend of music and novelty that made *Spiders and Snakes* such a hit. And airplay on the single is getting an additional boost by a C&W flavor that may bring it a broadly based audience. The single is adding stations around the country, including WORC(AM) Worcester, Mass., WIRG(AM) Philadelphia, WFRC(AM) Athens, Ga., and WRIT(AM) Milwaukee.

Big Yellow Taxi—Joni Mitchell (Asylum)

■ This single, a live version taken from Ms. Mitchell's new *Miles of Aisles* album, should be the latest top-40 manifestation of her growing popularity. (Another was her appearance on the cover of *Time* magazine's Dec. 16 issue.) The song's bouncy, uptempo style and topical lyrics have been favorites of FM listeners since the song first appeared in a studio rendition four years ago, and it was a minor hit for a group called Neighborhood soon afterwards. Its greatest top-40 exposure, however, has come in its first two weeks in this latest shape, with WNCI(FM) Columbus, Ohio, and WPRO(AM) Providence, R.I. among the stations playing it.

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

- AIN'T THAT PECULIAR, Diamond Red (Big Tree).
- BABY HANG UP THE PHONE, Carl Graves (A&M).
- BLACK LASSIE, Cheech & Chong (Ode).
- COSTAFINE TOWN, Splinter (Dark Horse).
- FROM HIS WOMAN TO YOU, Barbara Mason (Buddah).
- HEARTBREAK KID, Bo Donaldson & the Heywoods (ABC/Dunhill).
- HOPPY, GENE & ME, Roy Rogers (20th Century).
- LA LA LOVE YOU, Don McClean (United Artists).
- LOOK IN MY EYES PRETTY WOMAN,

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- Tony Orlando & Dawn (Bell).
- MS. GRACE, Tymes (RCA).
- MY MAIN MAN, Staple Singers (Stax).
- #9 DREAM, John Lennon (Apple).
- STRUTTIN', Billy Preston (A&M).
- WHATEVER YOU GOT, I WANT, Jackson Five (Motown).
- YOUR BULLDOG DRINKS CHAMPAGNE, Jim Stafford (MGM).

Critical music issue faces Supreme Court

Copyright case involving pick-up of FM in cafe to be heard

In two cases in which the Supreme Court held that cable systems could relay broadcast signals without paying copyright fees for the programs involved, television broadcasters and the companies producing their entertainment programs were thought to be the principal losers. Now it seems that the publishers and composers of popular music may be among the losers too. In any event, the Supreme Court will make itself clear on that point.

The Third Circuit Court of Appeals has held that, under the high court's rulings in the *Fortnightly* (1968) and *Teleprompter* (1974) cases, a Pittsburgh fast-food chain could pipe FM-radio music into its restaurants without paying royalties.

As the Supreme Court said of the relay of television signals in those two cases, the mere extension of the "audibility" of a broadcast program cannot be considered a "performance" under the

terms of the 1908 Copyright Act.

The appeals court overruled a district court, which had concluded that the fast-food chain was liable for copyright-fee payment. It had cited a 1931 Supreme Court decision which held that when a business transmits a broadcast to customers by means of loudspeakers, it is "engaged in public performance" for profit. However, the appeals court said in effect that opinion has now been overruled.

If the Supreme Court agrees, the effect on royalty payments to holders of music copyrights could be considerable. The American Society of Composers, Authors and Publishers has been collecting royalties as a result of the decision for more than 40 years, and now is said to receive about \$250,000 annually from more than 5,000 businesses. Although unmentioned in the litigation, Broadcast Music Inc. similarly has been collecting royalties.

Furthermore, the ruling might adversely affect ASCAP members as a result of a possible impact on companies like Muzak that provide background music to stores, offices and restaurants by wire or multiplex FM. These companies service some 75,000 customers, and pay ASCAP \$2.1 million annually. Muzak contends that if businesses are permitted to pipe in broadcast music without paying royalties, it would be obliged to cut the fees it pays to ASCAP in order to remain competitive.

The Supreme Court last week agreed to hear arguments in the case as the result of an appeal that was filed by owners of the copyright on two of the selections piped into the Pittsburgh area restaurants. The music came from WKJF-FM Pittsburgh, a licensee of ASCAP.



Russian-American accord. The first reciprocal agreement between Broadcast Music Inc. and USSR's new copyright agency, providing for the payment of royalties for use of each other's repertoires, was signed in New York last Tuesday (Dec. 17) by Edward M. Cramer, BMI president, and Boris Pankin, head of the Soviet agency, known as VAAP. Mr. Cramer also signed as president of BMI Canada, bringing music licensed by that organization into the deal, which covers music written since 1973. The signings followed visits last summer by Mr. Cramer to Moscow and Leningrad and by VAAP officials to New York. Present at last week's ceremony, which followed by one week the signing of a similar agreement between VAAP and American Society of Composers, Authors and Publishers (*Broadcasting*, Dec. 16), were (l to r) Alexander A. Lebedev, VAAP director of international relations; Mr. Pankin; Sydney Kaye, BMI chairman; Mr. Cramer and Leo Chernilavsky, BMI vice president, foreign performing rights administration.

Networks like idea of more frequencies for remote mikes

But they specify use should be limited to broadcasters

Broadcasters filed comments last week at the FCC in which they generally supported proposed rule revisions that would allow for low power broadcast auxiliary stations, particularly wireless microphones, to be operated in the 174-216 mhz frequency band. At present the 450-451 mhz and 947-952 band are reserved for wireless microphone operation.

ABC, CBS and NBC expressed concern over the potential for interference with the higher side VHF television broadcast band (channels 7 through 13), unless the frequencies are used only by licensed broadcasters.

NBC cautioned that areas of operation should not be too severely limited, saying any constraint for prior FCC authority to operate in a specified location would make the new frequencies useless for "hard news" coverage. The Vega division of Cetec Corp., the electronics firm that inaugurated the rulemaking proceeding, had suggested that the area of operation be limited to outside the grade-B contour of any co-channel TV station (those operating on ch. 7-13). NBC, however, noting the potential use of wireless microphones for on-the-scene news reports and live sporting events, argued against any such limitation.

Technical specifications introduced by Vega in the original proposal were generally endorsed but for a few exceptions. A maximum power limit of 50 milliwatts, was accepted; the need for type-acceptance equipment use and a 5 mhz limit for each channel within the 174-216 mhz band were agreed to by the networks.

However, on the point of uniform channel spacing with specific channels designated for different licensees—CBS and NBC took exception. NBC argued that the selection of a carrier frequency should be left to the discretion of the licensee, otherwise intermodulation interference could result. (Intermodulation results when two signals mix with each other to create a third signal, which causes interference to any party transmitting on that third signal.) NBC's concern is that in a news situation—for example a convention, where other broadcasters are also using several wireless microphones—there is a potential for interference. The network wants to be free to search for available open channels in such a case, rather than be confined to some pre-set constraint, which might foreclose the use of as many microphones as might be appropriate to cover a particular news event.

One broadcaster that opposed the rule revisions was Metromedia Inc., which argued that adequate data had not yet been collected to insure against interference to television channels 7-13. In-

stead of adopting a new rule at this time, Metromedia recommended extensive testing to appraise whether the specified technical standards are adequate to prevent interference with existing services.

Out, blinking spot—AMST

The Association of Maximum Service Telecasters has gone on record opposing the Atlantic Research Corp.'s request for an FCC rulemaking on transmission of digitally coded information in a blinking square light in the visual portion of a television picture. AMST's principal objection to the proposal is that the light would lower the quality of the home picture and annoy the viewer. AMST said that ARC's assertion of minimal audience complaints in tests of the project has little meaning in relation to what is actually annoying to the viewer. While users of the system would benefit only sporadically, AMST states, viewers would be continually bothered. AMST also urged the commission to deny the petition for rulemaking now, rather than allow ARC to invest heavily in a system that would prove objectionable.

Technical Briefs

Switcher out of Denver. Computer Image Corp. has introduced video controller model 4081 (switcher) for broadcast TV use. Switcher features eight to 24 inputs, linear keying with adjustable gain and clip level, soft or border edge wipes, additive and non-additive mixing, non-sync inhibit, split faders and computer compatible control inputs. List price: \$9,525. 2475 West Second Avenue, Denver 80223 (303)-934-5801.

New boards. Collins Radio, division of Rockwell International Corp., has introduced IC-6 (six channel) and IC-10 (10 channel) AM-FM broadcast audio consoles. IC-6 unit allows for 22 audio sources to be fed into normal configuration; IC-10 permits 40 audio sources. Both feature solid-state construction, integrated circuit phone preamplifiers, shielded plug-in modules, 15-watt RMS monitor output, remote control functions and cassette and headphone jacks. Representative price for modular IC-6 is \$3,600 mono; \$3,800 stereo. IC-10 is \$5,300 mono; \$6,000 stereo. 1200 North Alma Road, Dallas 75207.



The works. ABC-TV has invested \$500,000 in additional RCA TK-28 color film systems, bringing the number of such equipment in the network's stable to 10. Here, Neil Vander Dussen (l), division vice president for RCA Broadcast Systems, discusses the unit with Julius Barnathan, vice president for ABC broadcast operations and engineering. The TK-28 is designed to correct automatically color balance and other technical variations during broadcasts of filmed programs.

Finance

WRG offer good to Jan. 3

Wells, Rich, Greene Inc., New York, has extended until Jan. 3, 1975, the expiration date of its buy-back plan to exchange \$3 in cash and \$8 principal-amount 10% subordinate debentures for each share of WRG common stock. The agency said there will be no further extension of the offer, part of the agency's plan to "go private."

The agency reported that as of Dec. 13, about 1,061,000 shares of common stock had been tendered, approximately 76% of its 1,405,008 shares outstanding. The New York Stock Exchange has suspended trading in WRG's common stock after Jan. 3, 1975, while application is made to the Securities and Exchange Commission for delisting. The agency added that White, Weld & Co., New York, intends to make an over-the-

counter market in the remaining shares.

WRG also reported that preliminary unaudited operating information indicates that net income per share for the fiscal year ended Oct. 31 has declined to between \$1.95 and \$2.00 from \$2.08 in the previous fiscal year.

TV bolsters MGM's year

Metro-Goldwyn-Mayer has reported significant increases in revenues and profit from television production and syndication in its fiscal year ending last Aug. 31. Television accounted for \$20.7 million in revenues and almost \$1.3 million in net income for 1974, compared to \$14 million and \$720,000 for the previous fiscal year. Over-all the corporation reported 1974 total revenues of \$237,548,000 and a net income of \$26,837,000 (\$4.58 per share) including nonrecurring gains and provision for income taxes. In the 1973 year, MGM's total

revenues were \$154,520,000 and net income \$9,267,000 (\$1.56 per share). The new MGM Grand Hotel in Las Vegas and its gaming operations brought in almost \$88.5 million with over \$22 million reported as net income.

Financial Briefs

More from Cox. Directors of Cox Broadcasting declared increase in quarterly cash dividend from 8¼ to 10 cents per share on common stock. Dividend at new rate is payable Jan. 15 to stockholders of record Dec. 24.

SJR still buying. Directors of San Juan Racing Association have authorized continued stock purchase program of up to 200,000 shares of its common stock in open market or through private transactions. Program began in July 1973, was originally scheduled to end at close of 1974.

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

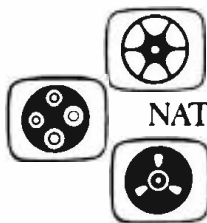
Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Chris Craft	year 8/31	64,510,000	— 4.2%	(479,000)	*	(.39)	67,323,000	4,984,000	.28
Gray Advertising	9 mo. 9/30	236,732,000	+ 10.6%	1,542,000	+ 5.2%	1.24	214,067,000	1,465,000	1.16
Gulf & Western	3 mo. 10/31	622,513,000	+ 19.1%	31,445,000	+ 39.4%	2.00	522,636,000	22,547,000	1.28
Heritage Communications	9 mo. 9/30	743,639	+105.8%	(256,652)	(7.47%)	(.89)	361,211	(190,533)	(.55)
Lee Enterprises	year 9/30	48,409,000	+ 7.6%	5,527,100	+ 16.5%	1.65	44,979,900	4,744,200	1.42
MGM	year 8/31	237,548,000	+ 55.1%	26,837,000	+189.5%	4.58	154,520,000	9,267,000	.35
Rahall Communications	year 6/30	8,750,000	— 6.1%	588,000	— 34.3%	.45	9,324,000	895,000	.69
Rockwell International	year 9/30	4,408,500,000	+ 38.6%	130,300,000	— 0.22%	4.14	3,179,000,000	130,600,000	4.24
San Juan Racing	6 mo. 10/31	11,989,520	+ 8.9%	1,909,736	+ 15.5%	.75	11,000,883	1,652,115	.63
Tele-Communications	9 mo. 9/30	25,714,000	+ 34.4%	(5,529,000)	*	(1.12)	19,126,000	(59,000)	(.07)
Telepro	9 mo. 9/30	15,925,656	+229.0%	1,614,054	+114.9%	3.35	4,839,475	751,740	3.35
Tocom Inc.	3 mo. 9/30	930,728	+ 68.3%	63,243	+ 81.1%	.10	555,379	34,919	.06
UA-Columbia Cablevision	year 9/30	13,572,747	+ 34.7%	1,067,550	+ 39.8%	.60	10,070,886	763,566	.43
United Cable Television Corp.	3 mo. 8/31	2,442,000	+ 12.6%	14,000	*	—	2,168,000	(12,000)	(.07)

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Broadcasting's index of 137 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Dec. 18	Closing Wed. Dec. 11	Net change in week	% change in week	High	1974	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting												
ABC	ABC	N	12 3/8	12 5/8	- 1/4	- 1.98	28 3/8	12 3/8	4		17,186	212,676
CAPITAL CITIES	CCP	N	22 3/4	24 1/4	- 1 1/2	- 6.18	39 1/4	19 1/2	8		7,164	162,981
CBS	CRS	N	28 3/4	29 3/4	- 1	- 3.36	40	25	8		28,092	807,645
CONCERT NETWORK***	O		1/4	1/4		.00	7/8	1/4			2,200	550
CDX	CDX	N	10 3/8	10	+ 3/8	+ 3.75	19 3/8	9 3/8	5		5,831	60,496
GROSS TELECASTING	GGG	A	6 5/8	6 3/4	- 1/8	- 1.85	13 5/8	6 1/2	5		800	5,300
LIN	LINB	O	2 5/8	2 5/8		.00	6 3/4	2	3		2,297	6,029
MOONEY*	MOON	O	1 1/4	1	+ 1/4	+ 25.00	3 5/8	1	3		385	481
RAHALL	RAHL	O	2 7/8	2 1/8	+ 3/4	+ 35.29	6	1 3/4	6		1,297	3,728
SCRIPPS-HOWARD	SCRIP	O	14	13 1/2	+ 1/2	+ 3.70	17 1/2	13 1/2	6		2,589	36,246
STARR	SRR	M	3 1/2	3 7/8	- 3/8	- 9.67	9	3 1/4	3		1,096	3,836
STORER	SBK	N	10 7/8	11 1/8	- 1/4	- 2.24	17 3/8	10 7/8	4		4,725	51,384
TAFT	TFB	N	10 3/4	11	- 1/4	- 2.27	23 3/8	10 3/4	3		4,011	43,118
WOODS COMM.*	O		3/4	1/2	+ 1/4	+ 50.00	1	1/4	6		292	219
TOTAL											77,965	1,394,689

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	7/8	3/4	+	1/8	+	16.66	2 1/2	3/4	4	1,259	1,101
AVCO	AV	N	2 1/8	2 3/8	-	1/4	-	10.52	8 7/8	2 1/8	6	11,481	24,397
BARTELL MEDIA	BMC	A	1	1 1/2	-	1/2	-	33.33	2 3/8	5/8	1	2,257	2,257
JOHN BLAIR	BJ	N	3 1/2	3 3/4	-	1/4	-	6.66	7 1/2	3 1/2	4	2,403	8,410
CAMPTOWN INDUSTRIES*	O		1/8	1/8				.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	1 7/8	1 1/2	+	3/8	+	25.00	4 1/4	1 1/2	5	4,162	7,803
COMBINED COMM.	CCA	A	5 1/8	5 3/8	-	1/4	-	4.65	13	5 1/8	3	4,603	23,590
COWLES	CWL	N	3 7/8	4 1/4	-	3/8	-	8.82	7 1/8	3 7/8	5	3,969	15,379
DUN & BRADSTREET	DNB	N	18	15 7/8	+	2 1/8	+	13.38	36	14 5/8	12	26,555	477,990
FAIRCHILD IND.	FEN	N	3 3/4	3 7/8	-	1/8	-	3.22	6 3/4	3 3/4	5	4,550	17,062
FUQUA	FOA	N	3 1/8	3 1/2	-	3/8	-	10.71	10 3/4	3 1/8	3	7,273	22,728
GANNETT CO.	GCI	N	20 3/4	20 3/4				.00	38 1/4	20 1/2	14	21,080	437,410
GENERAL TIRE	GY	N	10 1/4	10 1/2	-	1/4	-	2.38	18 1/4	10 1/4	3	21,515	220,528
GLOBETROTTER	GLBTA	O	7/8	1 1/4	-	3/8	-	30.00	4 3/4	7/8	2	2,731	2,389
GRAY COMMUN.*	O		6	6				.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N	6 3/4	6 7/8	-	1/8	-	1.81	14 1/4	6 3/4	5	4,340	29,295
JEFFERSON-PILDT	JP	N	29 1/4	28 1/4	+	1	+	3.53	38 1/4	20 1/2	12	24,188	707,499
KAISER INDUSTRIES*	KI	A	4 1/4	4 1/2	-	1/4	-	5.55	8 1/2	4 1/4	2	27,487	116,819
KANSAS STATE NET.*	KSN	O	2 7/8	2 7/8				.00	3 7/8	2 7/8	5	1,741	5,005
KINGSTIP	KTP	A	1 7/8	1 7/8				.00	5 3/4	1 1/2	6	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	10 7/8	11 1/2	-	5/8	-	5.43	16 1/4	10 3/4	7	3,352	36,453
LIRERTY	LC	N	7 1/2	8	-	1/2	-	6.25	15 5/8	7 1/2	3	6,632	49,740
MCGRAW-HILL	MHP	N	5 1/2	5 1/2				.00	9	5 1/2	5	23,291	128,100
MEDIA GENERAL	MEG	A	16 3/8	15 1/2	+	7/8	+	5.64	26 1/2	15 1/2	7	3,552	58,164
MEREDITH	MDP	N	8	8				.00	11 3/8	8	3	2,978	23,824
METROMEDIA	MET	N	5	4 7/8	+	1/8	+	2.56	10 5/8	4 1/2	4	6,447	32,235
MULTIMEDIA	MMED	D	9	9				.00	14 1/4	8 3/4	6	4,388	39,492
NEW YDK TIMES CO.	NYKA	A	6 7/8	7 1/4	-	3/8	-	5.17	13 3/4	6 7/8	4	10,231	70,338
OUTLET CO.	OTU	N	7 1/8	7 3/8	-	1/4	-	3.38	9 3/4	7	3	1,379	9,825
POST CORP.	POST	O	5 1/2	6	-	1/2	-	8.33	16 1/2	4 3/4	4	882	4,851
PSA	PSA	N	4	4				.00	10	4	4	3,181	12,724
REEVES TELECOM	RRT	A	5/8	7/8	-	1/4	-	28.57	1 3/4	5/8	10	2,376	1,485
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 1/2	10 1/8	+	3/8	+	3.70	19 3/4	6 1/2	8	13,341	140,080
RUST CRAFT	RUS	A	5 1/2	5 3/4	-	1/4	-	4.34	10 1/4	5 1/2	4	2,366	13,013
SAN JUAN RACING	SJR	N	5 3/4	6 1/4	-	1/2	-	8.00	13 3/8	5 3/4	4	2,410	13,857
SCHERING-PLOUGH	SGP	N	52 3/8	54	-	1 5/8	-	3.00	74 3/8	44 3/4	24	53,823	2,818,979
SONDERLING	SDB	A	3 1/2	3 3/4	-	1/4	-	6.66	10	3 1/2	2	747	2,614
TECHNICAL OPERATIONS	TO	A	2 3/8	2 3/4	-	3/8	-	13.63	6 3/4	2 3/8	2	1,344	3,192
TIMES MIRROR CO.	TMC	N	10 1/8	10 3/8	-	1/4	-	2.40	17 5/8	9 1/4	6	31,385	317,773
TURNER COMM.***	O		3 3/8	3 3/8				.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	15 3/8	15 3/4	-	3/8	-	2.38	24 3/8	14 3/4	5	4,750	73,031
WOMETCO	WOM	N	6 3/8	6 3/8				.00	10 1/4	6 1/4	4	5,985	38,154
TOTAL												369,354	6,105,169

Cablecasting

AMECO**	ACO	O	1/4	1/4				.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELRA	O	5/8	7/8	-	1/4	-	28.57	2 1/8	5/8	2	1,672	1,045
AMERICAN TV & COMM.	AMTV	O	5 1/2	6	-	1/2	-	8.33	19 1/4	5 1/2	11	3,292	18,106
ATHENA COMM.**	O		1/8	1/8				.00	1 1/4	1/8		2,374	296
BURNUP & SIMS	BSIM	O	2 1/2	2 5/8	-	1/8	-	4.76	24 1/8	2 1/2	3	7,933	19,832
CABLECOM-GENERAL	CCG	A	1 1/2	1 5/8	-	1/8	-	7.69	4 1/2	1 1/2	5	2,560	3,840
CABLE FUNDING*	CFUN	O	4 1/2	4 1/2				.00	7 3/8	3 7/8	113	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		2,697	2,359
COMCAST*	O		3/4	1 1/4	-	1/2	-	40.00	2 1/2	3/4	3	1,705	1,278
COMMUNICATIONS PROP.	COMU	O	1 3/8	1 1/4	+	1/8	+	10.00	3 3/8	1	28	4,761	6,546
COX CABLE	CXC	A	4 1/4	3 7/8	+	3/8	+	9.67	15 1/4	3 3/4	7	3,560	15,130
ENTRON*	ENT	O	3/8	3/8				.00	7/8	3/8	3	1,358	509
GENERAL INSTRUMENT	GRI	N	4 5/8	5 1/4	-	5/8	-	11.90	17 1/8	4 5/8	2	7,060	32,652
GENERAL TV*	O		3/8	3/8				.00	1 1/2	3/8	19	1,000	375
SCIENTIFIC-ATLANTA	SFA	A	4	4				.00	9 1/2	4	4	963	3,852

	Stock symbol	Exch.	Closing Wed. Dec. 18	Closing Wed. Dec. 11	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
TELE-COMMUNICATION	TCOM	O	7 7/8	7 7/8		.00	5 3/4	7 7/8	1	5,181	4,533
TELEPROMPTER	TP	N	1 3/8	1 1/2	-	8.33	8 1/4	1 3/8	1	16,105	22,144
TIME INC.	TL	N	25 1/2	26 1/2	- 1	3.77	40 1/4	25 1/2	5	9,957	253,903
TOCOM*	TOCM	O	1 7/8	2 3/8	-	21.05	4 7/8	1 7/8	4	634	1,188
UA-COLUMBIA CABLE	UACC	O	4 3/4	4 1/2	+	5.55	6	3 3/4	9	1,795	8,526
UNITED CABLE TV CORP	UCTV	O	1 1/2	1 5/8	-	7.69	4 5/8	1 1/4	13	1,879	2,818
VIACOM	VIA	N	3	2 3/4	+	9.09	7 1/2	2 5/8	4	3,850	11,550
VIKOA**	VIK	A	1/2	7/8	-	42.85	4	1/2	1	2,534	1,267
TOTAL										85,854	417,921

Programing

COLUMBIA PICTURES	CPS	N	2 1/4	1 7/8	+	3/8	+	20.00	4 3/4	1 5/8	10	6,748	15,183
DISNEY	OIS	N	18 3/4	20 1/4	-	1 1/2	-	7.40	54 1/2	18 3/4	12	29,738	557,587
FILMWAYS	FWY	A	2 1/8	2 1/8				.00	6	2 1/8	3	1,795	3,814
FOUR STAR			1/8	1/8				.00	1 3/8	1/8		666	83
GULF + WESTERN	GW	N	22 1/2	22 1/8	+	3/8	+	1.69	29 1/8	18 3/8	4	15,553	349,942
MCA	MCA	N	28 7/8	26 1/4	+	2 5/8	+	10.00	28 7/8	19 1/4	5	8,465	244,426
MGM	MGM	N	17	17 5/8	-	5/8	-	3.54	17 5/8	9 1/4	5	5,918	100,606
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	5 7/8	6	-	1/8	-	2.08	10 3/8	5 1/2	6	65,025	382,021
20TH CENTURY-FOX	TF	N	5 3/4	4 1/2	+	1 1/4	+	27.77	9 1/8	4 1/2	15	8,004	46,023
WALTER READE**	WALT	O	1/4	1/4				.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	7 5/8	7 1/2	+	1/8	+	1.66	18 1/2	6 7/8	3	16,317	124,417
WRATHER	WCO	A	1 1/4	1 3/8	-	1/8	-	9.09	8 1/8	1 1/4	16	2,229	2,786
TOTAL											168,058	1,829,455	

Service

RADO INC.	O	11 5/8	11 3/8	+	1/4	+	2.19	14 1/4	10	5	2,513	29,213	
COMSAT	CQ	N	28 1/8	29	-	7/8	-	3.01	40 3/8	23 3/4	6	10,000	281,250
CREATIVE MANAGEMENT	CMA	A	5 1/2	5 1/4	+	1/4	+	4.76	7 1/4	3	6	1,016	5,588
DOYLE DANE BERNBACH	DOYL	O	5 5/8	6 3/8	-	3/4	-	11.76	11 1/2	5 5/8	4	1,796	10,102
ELKINS INSTITUTE**	ELKN	O	1/8	1/8			.00	5/8	1/8			1,897	237
FOOTE CONE & BELDING	FCB	N	6	6 1/4	-	1/4	-	4.00	11 1/4	6	8	2,061	12,366
GREY ADVERTISING	GREY	O	5 3/4	5 3/4			.00	8 3/8	5 3/4	3	3	1,255	7,216
INTERPUBLIC GROUP	IPG	N	8 1/4	8 1/8	+	1/8	+	1.53	13	8 1/8	3	2,319	19,131
MARVIN JOSEPHSON*	MRVN	O	4	3 3/4	+	1/4	+	6.66	8 1/2	3 1/4	3	802	3,208
MCI COMMUNICATIONS	MCIC	O	1 3/4	1 7/8	-	1/8	-	6.66	6 1/2	1		13,309	23,290
MOVIELAR	MOV	A	1/2	1/2			.00	1 5/8	1/2	3		1,407	703
MPO VIDEOTRONICS	MPO	A	1 1/4	1 1/4			.00	2 5/8	1 1/8			539	673
NEEDHAM, HARPER	NDHMA	O	3 5/8	3 7/8	-	1/4	-	6.45	7 1/2	3 5/8	2	918	3,327
A. C. NIELSEN	NIELB	O	8 7/8	8	+	7/8	+	10.93	28	7 3/8	9	10,598	94,057
OGILVY & MATHER	OGIL	O	11	10	+	1	+	10.00	17 1/4	10	4	1,807	19,877
PKL CO.***	PKL	O	1	1			.00	1 3/4	1/4	6		818	818
J. WALTER THOMPSON	JWT	N	5	5			.00	12	5	15		2,624	13,120
UNIVERSAL COMM.***		O	5/8	5/8			.00	3/4	1/2	1		715	446
WELLS, RICH, GREENE	WRG	N	8 3/4	9	-	1/4	-	2.77	9 5/8	5 1/2	4	1,632	14,280
TOTAL												58,026	538,902

Electronics

AMPEX	APX	N	2 1/4	2 5/8	-	3/8	-	14.28	4 7/8	2 1/4	2	10,885	24,491
CCA ELECTRONICS*	CCAE	O	1/8	1/8				.00	1 1/8	1/8		881	110
CETEC	CEC	A	1	1				.00	2 1/8	1	5	2,324	2,324
COHU, INC.	COH	A	1 3/8	1 5/8	-	1/4	-	15.38	3 7/8	1 3/8	6	1,619	2,226
CONRAC	CAX	N	11 3/8	11	+	3/8	+	3.40	21	10	5	1,261	14,343
GENERAL ELECTRIC	GE	N	33 1/4	33 3/4	-	1/2	-	1.48	65	30	10	181,988	6,051,101
HARRIS CORP.	HRS	N	13 1/2	13 1/2				.00	33 1/2	13 1/8	5	6,204	83,754
INTERNATIONAL VIDEO	IVCP	O	1 3/8	1 1/4	+	1/8	+	10.00	7 1/2	1 1/4	17	2,730	3,753
MAGNAVOX	MAG	N	3 3/4	4 1/4	-	1/2	-	11.76	9 7/8	3 3/4	21	17,799	66,746
3M	MMM	N	51 1/2	50 3/4	+	3/4	+	1.47	80 1/2	47 5/8	19	113,729	5,857,043
MOTOROLA	MOT	N	34 7/8	40	-	5 1/8	-	12.81	61 7/8	34 7/8	11	28,053	978,348
OAK INDUSTRIES	OEN	N	5 5/8	5 3/4	-	1/8	-	2.17	12 7/8	5 1/4	2	1,639	9,219
RCA	RCA	N	9 7/8	9 7/8				.00	21 1/2	9 7/8	5	74,661	737,277
ROCKWELL INTL.	ROK	N	19 1/4	19 7/8	-	5/8	-	3.14	28 3/8	18 3/8	5	30,356	584,353
RSC INDUSTRIES	RSC	A	7/8	3/4	+	1/8	+	16.66	2 1/8	1/2	3	3,458	3,025
SONY CORP.	SNE	N	5 1/8	4 3/4	+	3/8	+	7.89	29 7/8	4 3/4	10	165,625	848,828
TEKTRONIX	TEK	N	19 1/4	20 1/2	-	1 1/4	-	6.09	47 3/4	19 1/4	8	8,651	166,531
TELEMATION	TIMT	O	1 1/4	1 1/4				.00	2 3/4	1 1/4	7	1,050	1,312
TELEPRO IND.*			5 1/2	6	-	1/2	-	8.33			34	475	2,612
VARIAN ASSOCIATES	VAR	N	6	6 1/4	-	1/4	-	4.00	13 1/4	6	6	6,617	39,702
WESTINGHOUSE	WX	N	8 1/2	8 5/8	-	1/8	-	1.44	26	8 1/2	6	87,876	746,946
ZENITH	ZE	N	10	11 1/8	-	1 1/8	-	10.11	31 5/8	10	8	18,797	187,970
TOTAL											766,678	16,412,014	

GRAND TOTAL 1,525,935 26,698,150

Standard & Poor's Industrial Average

75.7 75.4 +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. Earn-
ing figures are exclusive of extraordinary
gains or losses.
†††Stock split.

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

Fates & Fortunes®

Media



Maus

Warren Maus, account executive, KJOI(FM) Los Angeles, named general manager KTW(AM)-KZOK(FM) Seattle, succeeding **Dave Newton** who becomes KTW program director.

Richard Vance, VP, WKID(TV) Fort Lauderdale, Fla., named VP-general manager, WATU-TV Augusta, Ga.

Warren D. Schaub, controller of ABC Inc., New York, elected VP.

Julia Tarachow Hoover, manager of audience relations, ABC-TV New York, named to new post of director, audience information and awards, ABC-TV.

Michael M. Schreter, VP-finance and administration, Golden West Broadcasters, Los Angeles, elected to board of directors.

Harry H. Haslett, one-time national sales director, Radio Advertising Bureau, and faculty member, Union College, Cranford, N.J., named general manager, WBRW(AM) Somerville, N.J.

Gwen Moss, press secretary for Massachusetts Lieutenant Governor-elect **Thomas P. O'Neill III** during his campaign, named promotion manager, WTEV(TV) New Bedford, Mass.

Reunited. Two key figures in the 1959 congressional probe into TV quiz show rigging are together again. **Dan Enright**, vice president-production, syndication, international, Columbia Pictures Television, Los Angeles, has resigned to join **Jack Barry Productions** there in an executive capacity. It was **Barry & Enright's Twenty-One** on NBC-TV that was center stage on Capitol Hill 15 years ago when contestant **Charles Van Doren** confessed his involvement in the rigging (*Broadcasting*, Nov. 9, 1959). The events had an after-effect on *Twenty-One* host **Jack Barry** and Producer **Enright** when the FCC in 1964 put their WGMA(AM) Hollywood, Fla., on short-term renewal and ordered them to sell their holdings. The quiz scandal involvement was cited. Since the 1960's Mr. Enright has been with Screen Gems (now Columbia Pictures Television). Mr. Barry has been producing a number of successful shows on the West Coast, including *Juvenile Jury*, *Hollywood Talking*, *Jokers Wild* and *Concentration*.

Broadcast Advertising



Eversman

George Eversman, senior VP and manager, New York advertising, J. Walter Thompson Co., elected executive VP. He has served JWT continuously since 1954.

Edward S. Lunenburg, media director, named VP in charge of media, Dancer-Fitzgerald-Sample, San Francisco.

Winslow E. Uebel, VP in charge of stations relations, Katz Radio, Los Angeles, named VP, office manager, in that city. **Robert W. McArthur**, sales representative for Katz Radio in Chicago, appointed Chicago office manager. **Thomas J. Masons**, sales representative in New York, named office manager in that city.

Daniel R. Makowski, senior VP, Hoffman-York-Baker & Johnson, Milwaukee, named executive VP, Cargill, Wilson & Acree, director of Richmond, Va., office and director of client services.

Bob Dickenson, manager of Los Angeles office of MMT Sales Inc., New York, and **Norm Hayes**, manager of firm's Atlanta office, elected VPs.

William J. Hogan, assistant sales manager, WNEW(AM) New York, named general sales manager. **Joanna Dymond**, promotion and publicity consultant with Independent Broadcasting Authority, London, named director of advertising and promotion, WNEW.

Howard Kester, former VP-general manager, KYA(AM) San Francisco, named director of sales and marketing, TM Broadcast Marketing Inc., broadcast retail sales development firm, San Francisco. **Jan Wohlers**, in sales promotion and advertising, named TM co-op advertising manager. **David Simon**, promotion director and advertising rep. *San Francisco* magazine, named research and sales promotion director, TM.

Gerald M. Schreck, manager of media and direct mail, Macmillan Inc., New York, named media director, The Doubleday Advertising Co., New York.

Jack A. Carrigan, group sales manager, Petry Television Inc., Chicago, named general sales manager, KMTV(TV) Omaha.

Joe Hibbard, with Freeport, Ill., CATV system, named sales manager, WCCI(FM) Savanna, Ill.

Bob Metz, local sales manager, wow-tv Omaha, named manager of sales systems and development.

Skip Finley, sales manager, WAMO-AM-FM Pittsburgh, named general sales manager.

James Weller, principal in McDonald, Davis & Weller, Milwaukee agency, joins **Clinton E. Frank**, Chicago, as VP-creative director-corporate.

Frank Dougherty, former manager of San Francisco office, Harrington, Richter & Parsons, named sales development manager, KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California.

James D. Allen, sales manager, WMAD-AM-FM Madison, Wis., named sales manager, WIBA-AM-FM Madison.

Richard J. Kelliher, VP and general manager of Metromedia's WOMC(FM) Detroit, named to new post of VP and director of national sales for Metromedia Radio, New York.

Lon D. Snider, account executive, KEX(AM) Portland, Ore., named national sales manager. **Tom Jackson**, former general manager, KGW(AM) Portland, Ore., named to sales staff of KEX.

Dave Milam, general sales manager, KNOE-TV Monroe, La., elected VP-general sales manager.

Richard N. Clorfene and **Howard L. Weiss** have organized Clorfene & Weiss, to specialize in radio commercials Mr. Clorfene has been freelancing in that field, after decade with Mel Blanc Associates. Mr. Weiss was president of publishing firm, Weiss, Day & Lord. 13500 Rye Street, Sherman Oaks, Calif. 91423.

Programing

Ruth A. Meyer, program manager of WHN(AM) New York, named program director of WNEW(AM) New York, succeeding **John Lund**, who joined WNBC-AM-FM New York, as program manager (BROADCASTING, Oct. 28).

Warren Murray, TV writer, named director, comedy programs, NBC Television Network, Los Angeles.

Jerry Condra, news director, KVOR-TV Stockton-Sacramento, Calif., named program and operations manager, KCRG-TV Cedar Rapids, Iowa.

George Tompkins, president of Video Publishing Co., Los Angeles, named president and chief operating officer of Trans-American Video Inc., Los Angeles taping production house. Mr. Tompkins succeeds **W. Clement Stone**, Chicago financier, who retains his post as chairman of board.

John Nuzzo, on-air personality, WKST(AM) New Castle, Pa., named program director.

Duncan Fife, freelance writer-producer, named program director, WWYZ(FM) Waterbury, Conn.

Carl Russell, VP, Midwest, MCA TV Chicago, named VP, Northeast, responsible for New England, New York State, Pennsylvania and areas south to Washington. **Jack Robertson**, VP, MCA TV, South Central, appointed VP, Midwest, operating from St. Louis and responsible for Midwest and South Central areas.

William F. Baker, director of Media Development Center, Case Western Reserve University, Cleveland, and executive producer, WEWS(TV) Cleveland, named program director there. **Susan Smetana**, broadcast producer, Wyse Advertising, Cleveland, succeeds Dr. Baker as executive producer, WEWS *Morning Exchange* program.

Johnny Esaw, sports consultant and executive producer, *Wide World of Sports*, CTV Television Network Ltd., Toronto, elected VP-sports.

Broadcast Journalism

Tom Jarriel, ABC News White House correspondent, named anchorman for *ABC Weekend News* Sundays, beginning Jan. 5, replacing **Bill Beutel**, new host of *A.M. America*, network's forthcoming two-hour morning news/entertainment show. **Ralph Story**, host of ABC-owned KABC-TV Los Angeles morning show,



Chambers

Succession. **Robert W. Chambers**, president of Parks-Chambers Inc., Atlanta retail clothing chain, has been named board chairman of Cox Broadcasting Corp., succeeding the late **James M. Cox Jr.**, who died Oct. 27 (*Broadcasting*, Nov. 4). **Garner Anthony**, chairman of the board of Cox Enterprises, has been named chairman of the executive committee of Cox Broadcasting. Mr. Chambers and Mr. Anthony are married to sisters of the late Mr. Cox. **Clifford M. Kirtland Jr.** continues as president and chief executive officer.

Additionally, **John D. Furman** and **Marjorie Neuhoft** have been named assistant secretaries of Cox Broadcasting. Mr. Furman is director of broadcast standards and coordinator of advertising and promotion. Miss Neuhoft is executive secretary to Mr. Kirtland and secretary to the board of directors and its committees.

Ralph Story's A.M., named West Coast correspondent for *A.M. America*. **Dan Cordtz**, associate editor of *Fortune* for eight years, named national economic correspondent for ABC News. **Kristi Witker**, reporter for *CBS Evening News With Walter Cronkite*, named ABC News correspondent in New York, and **Ann Compton**, correspondent for American FM Radio Network in New York, appointed ABC News correspondent, Washington.

George Herman, CBS News correspondent, Washington, named Washington economic correspondent. **Stephanie Levinson**, research assistant, Brookings Institution, Washington, named CBS News staff economic editor and researcher. **Mary V. Earle**, economist, CBS Broadcast Group, New York, named CBS News economic researcher there. **Bruce Morton**, CBS News correspondent in Washington, named Washington correspondent of *CBS Morning News with Hughes Rudd*. **Bernard Goldberg**, associate producer, CBS News Atlanta bureau, named CBS News reporter, continuing in Atlanta.

Jim Van Messel, news director, KPX-TV San Francisco, named assistant news director. **WABC-TV** New York.

John Howe, newsman, KORK-TV Las Vegas, named director of news and public affairs, KOLO-TV Reno. Both are Donrey stations.

Ed deForest, news and sports announcer, KROK(AM)-KWKH-FM Shreveport, La., named executive editor, **Russ Wise**, news director, WGNT(AM) Huntington, W. Va., joins KROK-KWKH-FM as news director.

Douglas W. Stone, public affairs director and news editor, WTRF-TV Wheeling, W. Va.-Steubenville, Ohio, named news director, WLVA-TV Lynchburg, Va.

Charles R. Slavik, former staff announcer, WQAL(FM) Cleveland, named news director and assistant general manager, WLNO(FM) London, Ohio.

Wayne Ashworth, acting news director, WXII(TV) Winston-Salem, N.C., named news director.

Bonnie Smith, reporter-photographer, KOAT(TV) Albuquerque, N.M., named weekend anchorwoman.

Mike Hambrick, anchorman, KTEW-TV Tulsa, Okla., joins WTNH-TV New Haven, Conn., as weeknight anchorman.

Barney Morris, broadcast reporter, KABC-TV Los Angeles, joins WCAU-TV Philadelphia, as co-anchorman.

David A. Waterman, reporter-anchorman, WSWB-TV Orlando, Fla., joins WSRE-TV Pensacola, Fla., as reporter-producer.

Larry McCormick, KTLA(TV) Los Angeles, elected president of Radio-TV News Association of Southern California, succeeding **John Babcock**, KABC-TV Los Angeles. Others elected: **Anne Kaestner**, KNX(AM) Los Angeles, first VP; **Treesa Drury**, KABC(AM) Los Angeles, second VP; **Jack Fox**, Capital News Service, treasurer, and **Harry Magafos**, General Telephone, secretary.

Cable

James D. Faucette, operations manager, Delaware Teleservice Co., Dover, Del., for its Kent county system, elected VP.

Rick Edwards, local origination manager, Freeport Cablevision, Freeport, Ill., affiliate of Continental Cablevision Inc., named manager.

Allied Fields

Rose Blythe Kemp, VP-planning and development, Columbia College, Los Angeles, named director, special projects, Western Instructional Television Inc., also Los Angeles, producer of instructional TV programs for grade-school children.

John Bray, former news director, WUTV(TV) Buffalo, N.Y., named radio-television director, State University of New York at Buffalo.

Charles Lichenstein, aide to Dean Burch when Mr. Burch was FCC chairman and later when Mr. Burch moved to White House as presidential adviser, resigns Dec. 31 as special assistant to President Ford.

John B. Sias, president and chief operating officer, Fairchild Publications Inc., New York, named president of publishing division of parent company, Capital Cities Communications Inc.

John B. Roberts, Philadelphia broadcast newsman and Temple University faculty member, named chairman, radio-TV-film department in university's School of Communications and Theater.

F. Reid Hill, with Telcimation Inc., joins Arbitron, Beltsville, Md., as manager of promotion.

Deaths

Harry R. Booth, 72, Chicago lawyer who served on FCC staff in 1940's later became consumer rights activist and was attorney for local group that successfully appealed FCC's approval of sale of WEFM(FM) Chicago to buyer who planned to switch station's format from classical to rock music (*Broadcasting*, Oct. 7), died Dec. 9 in Weiss Memorial hospital, Chicago. Survivors include wife, Sylvia, and two daughters.

Jules Huber, 56, regional sales manager, WDCA-TV Washington, died Dec. 14 of heart attack at his Silver Spring, Md., home. Survivors include his wife, Genevieve, and two daughters.

Harry Hershfield, 89, humorist and panelist on Mutual Broadcasting System's *Can You Top This?* in 1940's and later TV version on ABC, died on Dec. 15 in St. Clare's hospital in New York. He leaves no immediate survivors.

Reed Hadley, 63, actor best known in leads of 1950's television series, *Racket Squad* and *Public Defender*, and radio's *Red Ryder*, died Dec. 11 in Los Angeles of heart attack. He is survived by his wife, Helen, and one son.

Rudolph M. Rubin Jr., 55, consulting engineer to several western Texas stations, died Dec. 7 in Midland, Tex. Sur-



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Maury Long
Eleanor Manning (ret.)
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Irv Miller
Jackie Morrone
Randall Moskop
Gloria Nelson
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Harriette Weinberg
Don West
Dave Whitcombe
Donna Wyckoff
Len Zeidenberg

Broadcasting Publications INC.

vivors include his wife, Bernice, and one son.

Harry McDonald, 82, assistant chief engineer of KFI(AM) Los Angeles for 30 years until retirement in 1968, died Dec. 15 of heart attack at his home in Los Angeles. He leaves wife, Monty Margetts, and daughter, Phyllis.

Joseph J. Wynne, 53, electronics systems engineer and most recently marketing

manager, General Instrument Corp., Washington, died Dec. 10 of heart attack at his office. Survivors include his wife, Eleanor, and two daughters.

John Spencer Stewart, 57, retired radio sales manager, Avery-Knodel, New York, died Nov. 23 of heart attack at Penn National race track, Philadelphia. He had become well known as owner-trainer of thoroughbred horses. Survivors in-

clude his wife, Gertrude, and sons, Neil and John.

Rufus Davis, 66, character actor on such series as *Petticoat Junction*, died Dec. 13 at the Little Company of Mary hospital, Torrance, Calif.

Othar V. Oliver, 50, Southeast division manager, Paramount Television, Atlanta, died Oct. 26 in Atlanta. He is survived by his wife, Marlene, and three sons.

For the Record®

As compiled by BROADCASTING, Dec. 9 through Dec. 13 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

AM starts

- WGTW Mount Dora, Fla.—Authorized program operation on 1580 khz, 5 kw-D. Action Nov. 20.
- KKSL Mt. Pleasant, Iowa—Authorized program operation on 1130 khz, 250 w-D. Action Nov. 22.

AM license

Broadcast Bureau granted following license covering new station:

- KZIQ Ridgecrest, Calif., Space/Time Broadcasting Co. (BL-13631). Action Dec. 6.

FM applications

- Birmingham, Ala.—Board of Trustees of University of Alabama seeks 90.3 mhz, 100 kw, HAAT 735 ft. P.O. address: University Station, Birmingham 35294. Estimated construction cost \$275,817; first-year operating cost \$88,500. Principal: Dr. John B. Dunbar, vice president for administration. Ann. Dec. 3.
- Eastman, Ga.—Farnell O'Quinn seeks 92.1 mhz, 1.8 kw, HAAT 378 ft. P.O. address: Box 389, Baxley 31513. Estimated construction cost \$25,392; first-year operating cost \$2,500; revenue \$10,000. Format: C&W/gosp/top 40. Principal: Mr. O'Quinn owns WUFF(AM) Eastman and has interest in several Georgia and Tennessee stations and Georgia CATV franchise. Ann. Dec. 12.
- Chicago—Kennedy-King College (City College of Chicago) seeks 89.3 mhz, 10 w, HAAT 83 ft. P.O. address: 6800 S. Wentworth Ave., Chicago 60621. Estimated construction cost \$73,500; first-year operating cost \$75,000. Principal: Frank Hayashida, dean of planning, development and operations. Ann. Dec. 10.
- Great Bend, Kan.—Forward of Kansas seeks 104.3 mhz, 100 kw, HAAT 806 ft. P.O. address: 1200 Baker St., Great Bend 67530. Estimated construction cost \$94,283; first-year operating cost \$40,800; revenue \$48,000. Format: easy listening/contemporary. Principals: John C. Sturtevant, O. Charles Lemke, et al., own KVGB(AM) Great Bend. Forward of Kansas is wholly owned subsidiary of Forward Communications Corp., which owns several stations in Wisconsin, Illinois, Iowa, Texas and West Virginia. Ann. Dec. 10.
- Thief River Falls, Minn.—KTRF Radio Corp. seeks 99.3 mhz, 3 kw, HAAT 172 ft. P.O. address: Box 40, Thief River Falls 56701. Estimated construction cost \$47,838; first-year operating cost \$12,000; revenue \$10,000. Format: MOR. Principals: Donald L. Olson, Lester A. Ihle, Orion D. Beich (28.8% each) and Robert A. Wurst (13.5%) own KTRF(AM) Thief River Falls. Ann. Dec. 12.
- Charlotte, N.C.—Trinity Broadcasting of Carolina seeks 89.3 mhz, 36 kw, HAAT 664 ft. P.O. address: 6500 E. Independence Blvd., Charlotte 28212. Estimated construction cost \$79,798; first-year operating cost \$27,000. Principal: Ian N. Wheeler,

president. Ann. Dec. 10.

■ Oklahoma City—Radio and Television Service, Oklahoma State University of Agricultural and Applied Science seeks 88.7 mhz, 100 kw, HAAT 211 ft. P.O. address: Communications Building, Oklahoma State University, Stillwater, Okla. 74074. Estimated construction cost \$72,609; first-year operating cost \$62,941. Principal: James W. Rhea, chairman of radio-TV-film department. Ann. Dec. 6.

■ Tonkawa, Okla.—Northern Oklahoma College seeks 90.5 mhz, 10 w, HAAT 84 ft. P.O. address: 1220 E. Grand, Tonkawa 74653. Estimated construction cost \$3,687; first-year operating cost \$2,500. Principal: Edward E. Vineyard, president. Ann. Dec. 10.

■ Gunnison, Utah—South Sanpete School District seeks 91.7 mhz, 10 w, HAAT minus 253 ft. P.O. address: 51 S. Main St., Manti, Utah 84642. Estimated construction cost \$6,400; first-year operating cost \$600. Principal: Thomas A. Henretty, vocational director. Ann. Dec. 10.

■ Manti, Utah—South Sanpete School District seeks 90.7 mhz, 10 w, HAAT minus 462 ft. P.O. address: 51 S. Main St., Manti 84642. Estimated construction cost \$3,600; first-year operating cost \$1,000. Principal: Thomas A. Henretty, vocational director. Ann. Dec. 10.

FM actions

- Tsalle, Ariz.—Board of Regents, Navajo Community College. Broadcast Bureau granted 91.9 mhz, 10 w. P.O. address: c/o John L. Bray, Tsalle 86503. Estimated construction cost \$2,050; first-year operating cost \$750. Format: ed. Principal: Guy Gorman Sr., chairman (BPED-1887). Action Dec. 4.
- Turlock, Calif.—California State College, Stanislaus. Broadcast Bureau granted 91.9 mhz, 10 w. P.O. address: 800 Monte Vista Ave., Turlock 95380. Estimated construction cost \$2,400; first-year operating cost \$4,800. Format: ed. Principal: Carl Gatlin, president (BPED-1886). Action Dec. 4.
- Green Cove Springs, Fla.—Clay County Broadcasters, FCC granted 92.7 mhz, 3 kw, HAAT 272 ft. P.O. address: Residence B, Nyquist Circle, Green Cove Springs 32043. Estimated construction cost \$46,932; first-year operating cost \$61,640; revenue \$36,000. Principal: James A. Wilson (100%) owns weekly newspaper and printing plant in Green Cove Springs. Action Dec. 4.
- Springfield, Mass.—Western New England College. Broadcast Bureau granted 89.1 mhz, 10 w, HAAT minus 18 ft. P.O. address: 1215 Wilbraham Rd., Springfield 01119. Estimated construction cost \$1,905; first-year operating cost \$2,595. Principal: Theodore Zern, director of student activities (BPED-1643). Action Dec. 3.
- Olivet, Mich.—Board of Trustees, Olivet College. Broadcast Bureau granted 89.7 mhz, 10 w. P.O. address: Dole Hall, Olivet 49076. Estimated construction cost \$5,972; first-year operating cost \$3,500. Principal: Willis A. Selden, director of information services (BPED-1885). Action Dec. 4.
- Grand Rapids, Minn.—Grand Rapids Radio. Broadcast Bureau granted 96.7 mhz, 1.7 kw, HAAT 390 ft. P.O. address: Box 310, Grand Rapids 55744. Estimated construction cost \$29,633; first-year operating cost \$48,000; revenue \$84,000. Format: MOR. Principals: Roger D. Olsen (70%), James R. Courselle (25%), et al. Mr. Olsen is tire dealer and owns FM translator in Grand Rapids, Mr. Courselle has interest in KJIN(AM)-KEZZ(FM) Aitken, Minn. (BPH-9107). Action Dec. 4.
- Clayton, Mo.—Washington University. Broadcast Bureau granted 90.3 mhz, TPO 10 w. P.O. address: Lindell and Skinker Boulevards, St. Louis 63130. Estimated construction cost \$4,995; first-year operating cost \$9,600. Principal: William Danforth, chancellor (BPED-1884). Action Dec. 5.
- Ogden, Utah—Star Broadcasting Co. Broadcast Bureau granted 101.1 mhz, 98 kw, HAAT 790 ft. P.O. address 364 South State Street, Salt Lake City 84111. Estimated construction cost \$5,000 (equipment to be leased); first-year operating cost \$42,752;

revenue \$40,000. Principals: Stanley D. Bush, president (54%), et al. Mr. Bush is general manager of KSXX(AM) Salt Lake City, owned by Star Broadcasting (BPH-8355). Action Dec. 4.

■ Brattleboro, Vt.—Radio Brattleboro. Broadcast Bureau granted 92.7 mhz, 410 w, HAAT 710 ft. P.O. address: Box 818, Brattleboro 05301. Estimated construction cost \$66,864; first-year operating cost \$15,080; revenue \$20,000. Format: standard pops. Principals: David E. Parnigoni (97%) et al. Mr. Parnigoni is president and general manager of WKVT(AM) Brattleboro (BPH-9177). Action Dec. 4.

FM starts

- WWGA Waynesboro, Ga.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 300 ft. Action Nov. 22.
- KTPK Topeka, Kan.—Authorized program operation on 106.9 mhz, ERP 100 kw, HAAT 340 ft. Action Nov. 25.
- WRJH Brandon, Miss.—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 290 ft. Action Nov. 21.
- KOHS Orem, Utah—Authorized program operation on 91.5 mhz, TPO 10 w. Action Nov. 22.
- KMTN Jackson, Wyo.—Authorized program operation on 96.9 mhz, ERP 55 kw, HAAT 960 ft. Action Nov. 25.

Ownership changes

Applications

- WPDQ-AM-FM (AM: 600 khz, 5 kw; FM: 96.9 mhz, 100 kw) and WMBR(AM) (1460 khz, 5 kw), all Jacksonville, Fla.—Seek assignment of license and CP of WPDQ-AM-FM from Belk Broadcasting Co. of Florida to Rounsaville of Jacksonville for \$500,000 and exchange of Rounsaville's WMBR. Belk Broadcasting will then sell WMBR to Mel-Lin Inc. for \$850,000. Principal in Belk Broadcasting: Henderson Belk, member of Belk department store family. Principal in Rounsaville: Robert W. Rounsaville (100%), owner of several stations including Florida stations WJBW(AM) Winter Park, WJBW-FM Orlando, WDAE-AM-FM Tampa and WFUN(AM) South Miami. Principals in Mel-Lin: Lawrence R. Picus (90%) and Willie J. Martin (10%), licensees of WOBS(AM) Jacksonville. Mr. Picus also has interest in WAPX(AM) Montgomery, Ala. Ann. Dec. 5.

Facilities changes

AM applications

- KBIS Bakersfield, Calif.—Seeks CP to change ant.-trans. site to south side of Beardsley canal, 1 mile east of Oildale and 1.8 miles north of Bakersfield city limits, Bakersfield. Ann. Dec. 11.
- KRML Carmel, Calif.—Seeks to change ant.-trans. location to Rio Rd. behind Riverwood apartment complex, on banks of Carmel River, Carmel; and make changes in ant. system. Ann. Dec. 11.
- KAHU Waipahu, Hawaii—Seeks CP to install new type trans. Ann. Dec. 11.
- WCCR Urbana, Ill.—Seeks to change ant.-trans. location to 2410 Skyline Dr., Champaign, Ill.; change ant. system. Ann. Dec. 11.
- WCKL Catskill, N.Y.—Seeks CP to make changes in MEOV's. Ann. Dec. 11.

AM actions

- KBRT Avalon, Santa Catalina Island, Calif.—Broadcast Bureau granted mod. of license to operate trans. by remote control from 7755 Sunset Blvd., Los Angeles (KBIG[FM] studio location) (BRC-8741). Action Dec. 3.

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Summary of broadcasting

FCC tabulations as of Oct. 31, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,403	2	17	4,422	54	4,476
Commercial FM	2,548	0	57	2,605	166	2,771
Educational FM	685	0	26	711	92	803
Total radio	7,636	2	100	7,738	312	8,050
Commercial TV	698	1	11	710	34	757
VHF	507	1	6	514	5	521
UHF	191	0	5	196	29	236
Educational TV	221	0	18	239	9	252
VHF	88	0	7	95	2	98
UHF	133	0	11	144	7	154
Total TV	919	1	29	949	43	1,009

* Special temporary authorization

** Includes off-air licenses

■ **WMOG Chattanooga**—Broadcast Bureau granted CP to install new aux. trans. and operate trans. by remote control from main studio location (BP-19834). Action Nov. 29.

■ **Presunrise service authority**. Broadcast Bureau granted following stations on indicated date PSA for operation between 6:00 a.m. and sunrise times: WRWH Cleveland, Ga. (Sept. 30); WLRV Lebanon, Va. (Oct. 16); WABH Deerfield, Va. (Nov. 11); WLCB Buffalo, Ky. (Nov. 12); KZUL Parker, Ariz. (Nov. 15); WSWV Pennington Gap, Va. (Nov. 19); KAAT Denver (Nov. 21); KEGG Daingerfield, Tex. (Sept. 24).

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WBCH Hastings, Mich. (BP-19,528), Nov. 26; WRAI Fayetteville, N.C. (BP-19,472), Nov. 15.

FM actions

■ **WAZI Morristown, Tenn.**—Broadcast Bureau granted CP to change trans. location to Crockett Ridge, .6 mile northwest of Country Club, Morristown; install new ant.; decrease ant. height; change TPO; ERP 340 w; ant. height 770 ft.; and operate by remote control from studio site, west of city on Economy Rd., 0.43 mile north of Highway No. 11, East, Morristown (BPH-9221). Action Dec. 5.

■ ***WFGH Fort Gay, W. Va.**—Broadcast Bureau granted CP to change frequency to 90.7 mhz; change trans. location to Ailiff Heights, Fort Gay; change studio location and remote control to Broadcast Bldg., Court St., Fort Gay; install new trans. and ant.; change TPO; ERP 7.8 kw; ant. height 205 ft.; remote control from Broadcast Bldg., Fort Gay (BPED-1891). Action Dec. 5.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KPVR Davenport, Iowa (BPH-8937), Nov. 21; KSTP-FM St. Paul (BPH-8259), Nov. 25; WAYV Atlantic City, N.J. (BPH-9115), Nov. 22; WBGO-FM Bucyrus, Ohio (BPH-8991), Nov. 21; WYCH Hamilton, Ohio (BPH-8648), Nov. 25.

In contest

Designated for hearing

■ **KIKX(AM) Tucson, Ariz., renewal proceeding**: Walton Broadcasting, (Doc. 20287)—FCC designated for hearing application of Walton Broadcasting to determine facts surrounding station's broadcast of kidnapping hoax. FCC also notified licensee of its apparent liability for forfeiture of \$10,000 or less. Action Dec. 10.

■ **Hanford, Calif., FM proceeding**: Kennebec Western Broadcasting Co. and Willson Broadcasting Co., competing for 103.7 mhz (Docs. 20266-7)—Broadcast Bureau set applications for hearing. Issues include which proposal would better serve public interest. Both applicants request waiver of rules which require that main studio be located in principal community to be served. Action Dec. 9.

■ **KCTY(FM) Salinas and KTRB(FM) Modesto, both California, facility changes proceeding**: JECO Inc. and Big Valley Broadcasting (Doc. 20275-6)—FCC set mutually exclusive applications to change trans. sites for hearing. Issues include determination of areas and populations that would receive primary service from proposals. Petition by JECO to dismiss Big Valley application dismissed. Action Dec. 3.

■ **St. George, Utah, AM proceeding**: Julie P. Miner and Albert L. Crain, competing for 890 khz (Docs. 20252-3)—Broadcast Bureau designated applications for hearing. Issues include Crain's ascertainment efforts. Action Dec. 9.

Case assignment

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

■ **Camilla, Ga., FM proceeding**: Capel Broadcasting Co. and Enterprise Broadcasting, competing for 105.5 mhz (Docs. 20245-6)—Designated ALJ Ernest Nash to serve as presiding judge; scheduled hearing for Feb. 26, 1975. Action Dec. 9.

Procedural rulings

■ **Arkadelphia, Ark., FM proceeding**: Arkadelphia Broadcasting Co. and Great Southwest Media Corp., competing for 100.9 mhz (Docs. 19892, 4)—Review board, on request of Arkadelphia Broadcasting, added issue to determine whether Great Southwest Media failed to amend its application as required and effect on its comparative qualifications. Action Dec. 4.

■ **Santa Paula and Fillmore, both California, FM proceeding**: William F. and Anne K. Wallace, at Santa Paula, and Class A Broadcasters and Clark Ortone Inc., at Fillmore, competing for 96.7 mhz (Docs. 19866-8)—Review board added trans. site availability and misrepresentation issues against Clark Ortone. Action Dec. 5.

■ **Glenwood Springs, Colo., FM proceeding**: Colorado West Broadcasting and Glenwood Broadcasting (KGLN(AM)), competing for 92.7 mhz (Docs. 19588-9)—FCC denied application by Colorado West for review of June 7 review board action which denied Colorado West's request to specify "strike" issue and failure to maintain public file issue. Action Dec. 3.

■ **WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha, and KISN(AM) Vancouver, Wash., renewal proceedings**: Star Stations of Indiana, Central States Broadcasting and Star Broadcasting (all owned by Star Stations) (Docs. 19122-25)—FCC dismissed petition by Star Stations to add site availability and failure to inform commission of substantial change issues against Indianapolis Broadcasting. Action Dec. 3.

■ **WJIM-AM-FM Lansing, Mich., renewal proceeding**: Gross Telecasting (Doc. 20014)—ALJ Byron E. Harrison scheduled hearing for June 3, 1975 in Lansing. Action Dec. 10.

■ **Amsterdam, N.Y., FM proceeding**: Community Service Broadcasting Corp. of Amsterdam and WKOL Inc., competing for 97.7 mhz (Doc. 20105-6)—ALJ Byron E. Harrison granted request of Phillip Spencer, president of Community Service, joined by WKOL, and postponed hearing scheduled for Dec. 10 to Jan. 13, 1975. Joint request for approval of settlement agreement filed Nov. 20 is under consideration. Action Dec. 4.

■ **New York, TV proceeding**: RKO General (WOR-TV) and Multi-State Communications, competing for ch. 9 (Docs. 19991-2)—FCC denied Multi-State review of two review board rulings. Multi-State had requested review of review board rulings adding financial and misrepresentation issues against it, and denying it reconsideration of judge's order for preliminary single issue hearing on Multi-State's proposed finances. Action Dec. 3.

■ **Neenah-Menasha, Wis., FM proceeding**: Total Radio and Evangel Ministries, competing for ch. 261A (Docs. 20103-4)—Review board partially granted petition by Evangel Ministries to enlarge issues against Total Radio. Evangel requested enlargement of ascertainment issue to determine whether survey of community leaders was sufficient. Action Dec. 5.

Dismissed

■ **Miami, TV proceeding**: Post-Newsweek Stations, Florida (WPLG-TV Miami) and Tropical Florida Broadcasting Co., competing for ch. 10 (Docs. 20008-9)—ALJ Thomas B. Fitzpatrick granted motion by Tropical and dismissed its application with prejudice; granted application of Post-Newsweek for renewal of license of WPLG-TV subject to condition that grant is without prejudice to whatever action, if any, FCC may deem appropriate as result of pending civil action Forrestal Village Inc. v. Katharine Graham and Washington Post Co., and terminated proceeding. Action Dec. 9.

■ **Puerto Rico, AM proceeding**: Cavallaro Broadcasting Corp., competing for 1030 khz, at San Juan; Figuereia and Associates, at Rio Grande; Boricua Broadcasting Corp., at San Juan; Vieques Radio

Corp., at Isabel Segunda (Docs. 19897-8, 19900-1)—ALJ Chester F. Naumowicz Jr. granted petition by Vieques Radio to amend its application to specify new frequency which will eliminate mutual exclusivity which occasioned its consolidation into proceeding, and returned Vieques application to processing line. Action Dec. 10.

Initial decision

■ **New York, TV proceeding**: WPIX Inc. (WPIX-TV) and Forum Communications, competing for ch. 11 (Docs. 18711-2)—ALJ James F. Tierney granted application of WPIX Inc. for renewal of license of WPIX, in initial decision. Judge Tierney denied application of Forum. Judge Tierney said he found "fatal defects" in both Forum's financial and ascertainment qualifications. Ann. Dec. 10.

Review board decision

■ **Albuquerque, N.M., FM proceeding**: Alvin L. Korngold and Zia Tele-Communications, competing for 107.9 mhz (Docs. 19178-9)—Review board granted application of Mr. Korngold and denied Zia Tele-Communications's application. Review board said Mr. Korngold has established his financial qualifications. Mr. Korngold was granted 107.9 mhz, 5 kw., HAAT 495 ft. P.O. address: 48 E. Broadway, Tucson, Ariz. 85701. Estimated construction cost \$3,905; first-year operating cost \$8,670; revenue \$30,000. Format: prog. modern music. Principal: Mr. Korngold (100%), attorney, has interest in KEVT(AM)-KWFM(FM) Tucson, Ariz., and KAMX(AM) Albuquerque, N.M. Action Dec. 2.

Complaints

■ **KOAT-TV Albuquerque, N.M.**—FCC denied Herbert H. Hughes review of Broadcast Bureau Sept. 20 ruling denying his fairness doctrine complaint against KOAT-TV. Bureau had said that Hughes had not alleged that KOAT-TV afforded legally qualified candidate for mayor of Albuquerque opportunity to appear over facilities without also granting "equal opportunities" to all opposing legally qualified candidates who so requested. Action Dec. 3.

■ **FCC denied request of Public Communications**, for review of Oct. 2 ruling by Broadcast Bureau that its fairness doctrine complaint against three TV networks and five Los Angeles TV stations. FCC reiterated its view that under fairness doctrine it is responsibility of licensee to determine what subjects are to be covered. Action Dec. 10.

Fine

■ **WRIB(AM) Providence, R.I.**—Broadcast Bureau denied Rhode Island Broadcasting Co.'s application for mitigation or remission of \$1,000 forfeiture assessed for violation of rules by broadcasting personal attack and failing within one week of attack to give notification of date, time, and identification of broadcast during which personal attack was made. Action Dec. 4.

Other action

■ **WCMF(FM) Rochester, N.Y.**—FCC requested Community Music Service, licensee of WCMF, to file report on broadcast of announcements promoting CMF Service, its wholly-owned hi-fi and stereo repair business. FCC also pointed out its policy against use of licensee's broadcast facility to promote its nonbroadcast business activity to gain unfair competitive advantage in that activity. Action Dec. 4.

Allocations

Petitions

FCC received following petitions to amend FM table of assignments (ann. Dec. 9):

■ **Jerry L. Ragsdale, Dardanelle, Ark.**—Seeks to assign ch. 265A to Russellville, Ark. (RM-2487).

■ **Harold A. Jahnke, Hampton, Iowa**—Seeks to assign ch. 224A to Osage, Iowa, or, in alternative, to add ch. 240A to Osage and delete ch. 240A from Charles City, Iowa (RM-2484).

■ **WTRI(AM) Brunswick, Md.**—Seeks to assign ch. 288A to Harpers Ferry, W. Va. (RM-2489).

■ **Ivar T. Wedin, Frankfort, Mich.**—Seeks to assign ch. 257A to Frankfort (RM-2486).

Actions

FCC took following actions on FM allocations:

■ **Stockton, Calif.**—FCC amended its table of assignments to add ch. 261A as third FM channel to Stockton. Under its population criteria FCC said Stockton's size warrants assignment of third FM channel (Doc. 20000). Action Dec. 10.

■ **Atlanta and Monroe, Ga.**—FCC amended its table of assignments to assign ch. 280A to Columbus, Ga.; 221A to Starkville, Miss.; 224A to Haley-

ville, Ala., and 224A to Tuscaloosa, Ala. In same action, it denied requests to reassign ch. 300 from Macon, Ga., to either Atlanta or Monroe; ch. 224A to Jasper, Ala., and deleted assignment of ch. 280A to Macon, Miss. (Doc. 19551). Action Dec. 11.

■ Concord, N.H.—FCC denied petition by Norwood Broadcasting Corp., seeking assignment of ch. 276A at Concord, N.H. FCC said that while Norwood presented strong pleading for assignment of additional channel to Concord, ch. 276A was not 105 miles from class C station WGAN-FM (ch. 275) Portland, Me., as required by rules (RM-2238). Action Dec. 10.

Rulemaking

Actions

■ FCC revised its procedures for amending FM and TV tables of assignment. Changes require petitioners for new assignments to send copies of their proposals to all licensees and permittees affected. Action Dec. 4.

■ FCC requested comments on additional issues and sub-issues to determine economic implications and interrelationships that arise from existing pricing practices and regulatory policies with respect to telecommunications services, particularly those subject to competition (Doc. 20003). Action Dec. 5.

Translators

Applications

■ Tru Vue Television Association, White Sulphur Springs, Mont.—Seeks ch. 9, rebroadcasting KXLF-TV Butte, Mont. (BPTTV-5193). Ann. Dec. 13.

■ Village of Palisade, Palisade, Neb.—Seeks ch. 4, rebroadcasting KLOE-TV Goodland, Kan. (BPTTV-5192). Ann. Dec. 12.

Actions

■ K07MB Atigum pipeline camp, K07MC Chandalar pipeline camp, K07LV Coldfoot pipeline camp, K07MD Dietrich pipeline camp, K07MF 5 Mile pipeline camp, K07LZ Franklin Bluff pipeline camp, K07MA Galbraith pipeline camp, K07MI Glenallen pipeline camp, K07MK Happy Valley pipeline camp, K07MJ Isabell pipeline camp, K07MH Livingood pipeline camp, K07LY Old Main pipeline camp, K07ME Prospect pipeline camp, K07LX Sheep Creek pipeline camp, K07LW Tonsina pipeline camp, K07MG Toolik pipeline camp, all Alaska—Broadcast Bureau granted CP's for new translators on ch. 7, rebroadcasting KFAR and KTVF(TV) Fairbanks, Alaska (BPTTV-5123-6, 28-39, 5140-43, 45-56). Action Dec. 2.

■ K13NA Faith, S.D.—Broadcast Bureau granted CP for translator on ch. 13, rebroadcasting KBHE-TV Rapid City, S.D. (BPTTV-4873). Action Nov. 25.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Dec. 11 (stations listed are TV signals proposed for carriage):

■ Turlock Cablevision, Box 1863, Turlock, Calif. 95380, for Turlock (CAC-4558), and Stanislaus county (CAC-4559), both California: Add KMUV-TV Sacramento, Calif.

■ Community Television Investment, Box 336, Cross Roads of Vail Bldg., E. Meadow Dr., Vail, Colo. 81657, for Vail (CAC-4540): Requests certification of existing CATV operations.

■ Cablevision of Soperton, Box 760, Reidsville, Ga. 30453, for Soperton, Ga. (CAC-4555): WSAV-TV, WTOG-TV, WJCL Savannah, Ga.; WJBF, WRDW-TV, WATU-TV Augusta, Ga.; WMAZ-TV, WCWB-TV Macon, Ga.; WDCC-TV Cochran, Ga.; WTCG Atlanta; WEBA-TV Allendale, S.C.

■ Tower Cablevision, Route 3, Box 371, Ashland, Ky. 41101, for Ashland (CAC-4549), Flatwoods (CAC-4550), Raceland (CAC-4551), Worthington (CAC-4552), Bellefonte (CAC-4553) and Russell (CAC-4548), all Kentucky: Add WXIX-TV Cincinnati.

■ Homer Cable Television, 4805 McKinney #106, Dallas 75205, for Homer, La. (CAC-4554): KETS Little Rock, Ark.; KTBS-TV, KSLA-TV Shreveport, La.; KTAL-TV Texarkana, Tex.; KNOE-TV Monroe, La.; KTVE Eldorado, Ark.; KTVT Ft. Worth; KXTX-TV Dallas.

■ Scottsbluff Cable TV, 1602 Ave. A, Scottsbluff, Neb. 68361, for Scottsbluff (CAC-4556), and Gering (CAC-4557), both Nebraska: Requests certification of existing CATV operations.

■ Long Island Cablevision Corp. of Southold, Route 58 and Osprey Ave., Riverhead, N.Y. 11901, for Southold (CAC-2894), and (CAC-2895), East Marion (CAC-2896) and Orient (CAC-2897), all New York: Add WSNL-TV Patchogue, N.Y.

■ Cablevision of Alamance County, Box 2057, Burlington, N.C. 27215, for Burlington (CAC-4545): Proposes to temporarily suspend carriage of WRDU-TV Durham, N.C., contingent upon adding WDCA-TV Washington.

■ Cablevision of Greensboro, Box 478, Greensboro, N.C. 27402, for Greensboro (CAC-4544): Delete WUNL-TV Winston-Salem, N.C., and temporarily suspend carriage of WRAL-TV Raleigh, N.C., contingent upon adding WDCA-TV Washington.

■ Cando Cable TV, Box 487, Grand Forks, N.D. 58201, for Cando, N.D. (CAC-4231): Delete KXMC Minot, N.D.

■ Tele-Media Co. of Addil, 40 N. Park Ave., Lisbon, Ohio 44432, for Piney Fork, Ohio (CAC-4560): WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAET-TV, WIIC-TV, WOED, WPGH-TV Pittsburgh; WOUC-TV Cambridge, Ohio; WKBF-TV Cleveland; and Negley, Ohio (CAC-4561): WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAET-TV, WOED, WQEX, WIIC-TV Pittsburgh; WKBN-TV, WFJM-TV WYTV Youngstown, Ohio; WEWS, WJW-TV, WKYC-TV, WKBF-TV Cleveland; WUAB; Lorain, Ohio; WNEO-TV Alliance, Ohio.

■ Cable Antenna Systems, 728 A St., San Rafael, Calif. 94901, for Wright-Patterson AFB, Ohio (CAC-4547): Requests certification of existing CATV operations.

■ Clear Channels Cable TV Co., 311 E. Market St., Kittanning, Pa. 16201, for Alcola (CAC-4537), Oak Ridge (CAC-4538), and Hawthorn (CAC-4539), all Pennsylvania: KDKA-TV, WTAET-TV, WIIC-TV, WOED, WPGH-TV Pittsburgh; WJAC-TV Johnstown, Pa.; WTAJ-TV Altoona, Pa.; WPSX-TV Clearfield, Pa.

■ Blue Ridge Cable Television, 271 Delaware Ave., Palmerton, Pa. 18071, for Lemon township, Pa. (CAC-4562): WNEP-TV, WDAU-TV, WVIA-TV Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WOR-TV, WPIX-TV New York; WPHL-TV Philadelphia; WBNG-TV, WBJA-TV, WICZ-TV Binghamton, N.Y.

■ Alice Cable Television Corp., 418 E. Main St., Alice, Tex. 78332, for Fallfurris (CAC-4541), Alice (CAC-4542) and San Diego (CAC-4543), all Texas: Add XEFB Monterrey, Mexico; XHAB Matamoros, Mexico.

■ Texas Cablevision, 22 W. Concho, San Angelo, Tex. 76901, for Goodfellow AFB, Tex. (CAC-4546): Requests certification of existing CATV operations.

■ Bauc Cable Associates, 9 Campbell St., Luray, Va. 22835, for Elkton (CAC-4563) and Shenandoah (CAC-4564), both Virginia: WSA-TV Harrisonburg, Va.; WVIR-TV Charlottesville, Virginia; WTOP-TV, WTTG Washington; WVPT Staunton, Va.

Certification actions

■ Mission Hills, Kan.—FCC granted certificate of compliance to Telecab of Overland Park for new cable system at Mission Hills, located in Kansas City, Mo., major TV market. Telecab will provide its subscribers with *KCPT, WDAF-TV, KCMO-TV, KBMA-TV and KMBC-TV Kansas City, KPLR-TV St. Louis, and *KTWU Topeka, Kan. (CAC-2807). Action Dec. 10.

■ Charlotte, Mich.—FCC denied application by Clearview Television and Charlotte Cablevision for certificates of compliance to begin cable service at Charlotte because city voided their franchises. Both systems proposed to carry numerous Michigan TV signals to Charlotte, which is located in Kalamazoo-Grand Rapids-Battle Creek major TV market. Although petitions were filed opposing carriage of four TV stations, FCC said it did not find it necessary to act on them because its action made them moot. Action Dec. 3.

■ Elida, Ohio—FCC granted in part an application by Lima Cablevision Co. for certificate of compliance to extend its cable service to Elida. Village of Elida is located in Lima smaller TV market. Lima

Cablevision proposed to carry *WBGU-TV and WLIO Lima; WTOL-TV, WDHO-TV and WSPD-TV Toledo; WLWD, WHIO-TV and WKEF Dayton; WBNS-TV Columbus, and WANE-TV and WPTA Fort Wayne, Ind. FCC said all but WPTA Fort Wayne, WLWD, WKEF Dayton, and WBNS-TV Columbus, were consistent with rules. Action Nov. 27.

■ Ridgebury township, Pa.—FCC granted Elmira Video Division of Teleprompter Electronics Corp. certificate of compliance for new cable system at Ridgebury township, located in Elmira, N.Y., smaller TV market. Elmira Video proposes to carry WBNB-TV, WICZ-TV, *WSKG Binghamton; WENY-TV, and WSYE-TV Elmira; and *WCNY-TV Syracuse, all New York (CAC-3194). Action Dec. 3.

Other actions

■ Eufaula, Ala.—FCC denied request of Lake Shore Master Antenna Corp., operator of cable system at Eufaula, for waiver of network program exclusivity rule. FCC said it would not grant waiver merely on showing of financial loss. Action Dec. 3.

■ Oakland, Calif.—FCC denied request of two public interest groups for reconsideration of March 28 ruling that denied groups' request for issuance of show cause order against Focus Cable of Oakland, cable television operator in Oakland. Community Coalition for Media Change and Committee for Open Media sought determination that Focus' system was not existing prior to date FCC's new cable rules became effective. Action Dec. 3.

■ California—FCC granted request of Teleprompter of San Bernardino, operator of cable systems at San Bernardino, Lytle creek and San Bernardino county, for temporary waiver of mandatory signal carriage rules. Request was prompted by requests from *KLCS and *KVST-TV, both Los Angeles, that their programming be carried. FCC said all available channel space on cable systems was occupied by signals entitled to mandatory carriage. Action Dec. 10.

■ Paintsville, Ky.—FCC directed TV Cable Corporation, operator of cable system at Paintsville, to comply with network program exclusivity rules. FCC denied TV Cable's waiver petition in response to request for exclusivity protection by Lee Enterprises, licensee of WSAZ-TV Huntington, W. Va., against signal of WCYB-TV Bristol, Va.-Johnson City, Tenn. FCC found that TV Cable was under misapprehension that "grandfathered" and "significantly viewed" signals were exempt from network program exclusivity rules. Action Dec. 10.

■ Washington—FCC issued King Videocable Co. tax certificate for sale of its ownership interests in cable systems in Elma, McCleary, Montesano, Westport, Longview and Kelso, Wash. cable systems. King Videocable is wholly-owned subsidiary of King Broadcasting Co., licensee of KING-TV Seattle, and KGW-TV Portland, Ore. Action Dec. 4.

In contest

■ Johnstown, Pa.—FCC denied request by city of Johnstown for termination of proceeding on whether Teleprompter Corp. is disqualified from operating cable systems in Trenton, N.J. and Johnstown. City of Johnstown said it proposed to hold public hearings to determine whether Teleprompter has requisite character qualifications to hold cable franchise, but FCC said "Commission itself must consider matter of Teleprompter's character qualifications rather than leaving that determination to local franchising authorities" (Docs. 20107-8). Action Dec. 4.

Rulemaking

■ FCC adopted proposed rulemaking and inquiry notice on need for additional rules in area of federal, state and local duplicative and possibly excessive overregulation of CATV. Action Dec. 3.

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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.

Experienced Salesperson, ready to manage small market in middle west state (Michigan). Good salary and override. Excellent growth potential. Send resume to Box N-139, BROADCASTING.

Immediate opening for motivated account executive, Denver, Colorado. Solid rock FM. Send resume and photograph to James P. Murphy, KLZ-FM, 2149 South Holly Street, Denver, CO 80222.

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.

We are seeking a semi-retired executive to make preliminary investigations of broadcast properties which we are considering undertaking. This is part-time work and flexible as to scheduling. Please write to Paul Chapman, Chapman Associates, 5 Dunwoody Park, Atlanta, GA 30341.

Help Wanted Sales

Sales-Announcer. Opportunity for someone who knows what small market radio is. Well established Wisconsin single station market. Growth potential. Stock options. Box N-126, BROADCASTING.

Owner about ready to retire. Needs responsible salesperson. Excellent opportunity to move into management, perhaps eventual ownership of successful FM station in Southeast Florida's prettiest, growin'est, resort community. Box N-140, BROADCASTING.

5 kw AM station in medium size Midwest market needs experienced radio advertising salesperson. Many benefits including profit-sharing. Ideal opportunity to move up from small station. Send resume and salary requirements. Box N-146, BROADCASTING.

Madison, Wis. Excellent career opportunity for bright young problem-solving salesman (or woman) on the way up, strong on creativity and ability to build campaigns. Six-station group seeks individual with management potential. Job opening result of promotion. Our people earn far more, city offers superior living, you'll have an opportunity for management and equity. WISM, Madison, WI. A Midwest Family Station.

Experienced account executive for #1 station will earn \$10,000-15,000 first year. Air experience desirable but not necessary. Excellent growth opportunity. Send resume to WMCL, McLeansboro, IL 62859.

Help Wanted Announcers

Small market Maryland station. Immediate opening for first phone announcer with programming ability. Must have a car. Box N-13, 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.

Exp. Announcer w/Production capability. KRUS AM/FM, Box 430, Ruston, LA. 318-255-2530.

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

Announcer, experience and good voice a must, for creative production and on-air news. Send tape and resume to: Ken Hamilton, General Manager, WEBQ, Box 390, Harrisburg, IL 62946.

Wanted: Experienced sports-oriented announcer for combo operation and play-by-play. Must have 3rd class license. Send tape to: Program Director, P.O. Box 417, Radio Station WLEC, Sandusky, OH 44870.

Mid-day Jock for Contemporary MOR opening immediately. Aircheck to: WMAX, 210 Federal Square Bldg., Grand Rapids, MI 49502.

Help Wanted Announcers Continued

Experienced announcer for #1 station will earn \$10,000-15,000 first year. Sales opportunity also, will train if necessary. Excellent growth opportunity. Send resume, air tape to WMCL, McLeansboro, IL 62859.

Immediate opening for a first phone at an MOR station. Will train but prefer experience. Should like sports, play by play could be involved. Phone or write Dave Poore, WMVR, Sidney, OH, 45365, 1-513-492-4101.

WOBM, Toms River, N.J. is always looking for experienced, qualified announcers who know us and what we do. N.J. personnel preferred. Call Paul Most, 201-269-0927. Equal Opportunity Employer.

WSKY, Asheville, N.C. seeks experienced entertainer. Must follow tight modern country format, deliver excellent production. Good pay, modern studios, beautiful area. Capable? Larry James, 704-253-4451.

Immediate opening. Some experience. Salary open. WVOS, Liberty, NY. 914-292-5533. Equal Opportunity Employer.

Help Wanted Technical

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, AM/FM stereo, Western Pennsylvania, strong FCC, maintenance. Good area to live. Good company. Rush resume and salary requirements to: Box N-132, BROADCASTING.

Successful daytimer with AM and FM alone in metropolitan Midwest community needs engineer with first-class ticket. Write Box N-134, BROADCASTING.

Chief Engineer for AM and FM station in Northeast Ohio. Group ownership. Industry respected group. References and full details. First letter. Box N-147, BROADCASTING.

Chief Engineer, immediate opening. AM, FM, automation background. Must have experience. No air work. Call 515-792-5262 for Joan Carr, or mail resume and references to KCOB, Box 1286, Newton, IA 50208.

Help wanted first-class radio station engineer. FM-AM maintenance. Excellent position, top pay, good working conditions. For appointment, call Raymond Saadi in Houma, LA, at 876-5466.

Help Wanted News

News and Operations Director. Busy MOR-CW. Salary open. Pbp fees. Fulltime. 5 kw. 1st preferred. Send resume, tape w/sal. requirements. Jerry Black, KSEN, Shelby, MT 59474.

Newsperson, aggressive individual, male or female, for RKO General Radio station. Send tape and resume to Sid Leak, News Director, WHBQ, Box 11407, Memphis, TN 38111. Equal Opportunity Employer.

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.

Manager wants to invest in station as working partner. Prefer Minnesota. Box N-130, BROADCASTING.

Enthusiastic manager and radio pro desires management opportunity in market of 150,000-200,000. Experienced programming, sales, and management. Results oriented. Let's make money together. Box N-131, BROADCASTING.

G.M./G.S.M. looking for organization where he can create, sell, program, lead, inspire, innovate, manage, profit. Successful, ethical, outstanding professional. Box N-145, BROADCASTING.

23 years experience, including managership. Excellent references. 42, married, stable. Call 816-258-2634 from 1 to 5 p.m. C.S.T.

Situations Wanted Announcers

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

Looking! Overnight personality, experienced! Total presentation. Box N-72, 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-90, BROADCASTING.

Desires MOR, Rock, New York, Pennsylvania. First phone, varied experience, dedicated. Write now. Box N-119, BROADCASTING.

Bright beginner, DJ with good news, commercials and personality, tight board. Ready now to go anywhere. Box N-141, BROADCASTING.

Black Announcer, good delivery, looking for fresh start at stable position. No floater. Married. Dependable. No screamer. Box N-143, BROADCASTING.

On the air in San Francisco bay area. First phone. Have experience in news and commercial writing. Now employed and willing to relocate. Box N-148, BROADCASTING.

Top-ten major-market Rock Jock available. Write Box N-149, BROADCASTING.

Top play-by-play and sports announcer. Excellent voice, sales exp. Terry Boyd, 671 Brockwood Dr., El Cajon, CA 92021. 714-444-8728.

DJ looking for a break, willing to go anywhere. Good commercial delivery and tight board work. John Nurse, 601 Halsey St., Brooklyn, NY 11233. 212-574-4879.

First-class pro in country/contemporary radio. Articulate, smooth. Top production. Call 406-452-5732.

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.

Keep me insanel Mike Benson's the name, top 40's the game. Ready now! 616-947-7135 or 16336 Harden Circle, Southfield, MI 48075.

Third, four years experience, Black, CSB grad., heavy production. Employed automated. Isaiah, 803-558-2150 after 6:30 wk., all day Sun.

Situations Wanted Technical

Engineer: 1st phone, AM, FM, TV. Two years college. 12 years electronic research and development. 13 years broadcast experience in operation, maintenance and construction (studio and transmitter to 50 kw-DA). Solid background in transistorized and logic circuitry. Member IBEW. Box N-124, BROADCASTING.

Engineer/Announcer with first, maintenance experience in CATV, needs break. CATV being sold! Box N-125, BROADCASTING.

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.

Need talent in your sports department? Well-paid, small-market S.D. desires move up. Outstanding pbp, solid background, excellent references. Box N-144, BROADCASTING.

Newsmen, announcer or DJ position wanted. Midwest middle or small market. Career Academy grad, 3rd phone, AFRTS exp. George R. Muzyka, 3825 N. New-castle Ave., Chicago, IL 60634, or call 312-685-7984.

Experienced news announcer, writer, reporter, DJ, 22, looking small market. College grad., 3rd class, amateur WA2GAV. Mark Wenig, 18 Vita Road, Totowa, NJ 07512. 201-256-4577.

News position desired. Hard worker. Some experience in print, electronic journalism. B.A. journalism. Broadcasting school grad. Tape, resume available. John Pappas, 200 L St., S. Boston, MA 02127. 617-268-5755.

Situations Wanted News Continued

News Director/Newsman. Good writer. Good street. Know sports. North, East, South, West or points in between. Douglas Nagy, 1-313-534-0251.

Department relying on stale beepers? Street-oriented N.D. available. Hard-working, conscientious. 602-326-2895.

Mature authoritative newscaster, experienced. Immediate. Metro. 412-391-2213.

Is there a position in your station for a 2nd year college student, communications major, male, 19, no experience, knowledgeable in sports, who wants to get into radio? If so, please contact Jim Zagami, 911 Linwood St., Hyattsville, MD 20783.

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

Situations Wanted Programing, Production, Others

Mr. Manager: Are you tired of woolly-headed jocks who can't read? Then hire proven experience. Excellent voice and production that sells. I am a program director who gets results! Box N-121, BROADCASTING.

Country P.D. looking for medium market, South or West, needing take-charge worker. Box N-137, BROADCASTING.

Top creative continuity, production, special programing. Excellent references from present employer. Take-charge, idea, personality. No geographical restrictions. 315-866-1420, Jim.

Well-produced air sound, great production, equals increased listenership, more sales. College grad., first phone with small and major market experience, wants programing or production position. Write: 5970 Southwest Third Street, Miami, FL 33144.

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

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.

Wanted: Production and Operations Manager for public television station. Supervises and insures the efficient operation of the master control area of the station; supervises the overall operation of television production facilities and personnel; administers a full-time staff of three to five individuals. Bachelor's degree minimum; experience in television and film production required. Available immediately. Send resume to Dr. George E. Lott, Director of Learning Resources, Northern Michigan University, Marquette, MI 49855. An Equal Opportunity Employer.

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.

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.

Chief Engineer needed immediately for Midwest Public Television Station. All new transmitter. Must be strong on maintenance, and know FCC regulations. Equal opportunity employer, M/F. Send complete resume to Box N-135, BROADCASTING.

Help Wanted Technical Continued

TV market 75-100 looking for Chief Engineer. This individual must be a leader who can instill pride in his men. Technical knowledge of cameras, VTR's, film chains, etc., required. Salary \$14,000 to start. Write Box N-142, BROADCASTING.

Broadcast Technician. Operation and maintenance of videotape, transmitter, master control, etc. Videotape experience preferred. Salary dependent on experience. Contact: Chief Engineer, WNEB-TV, Saginaw, MI. 517-755-8191.

Experienced Maintenance Engineer for operations and maintenance with WPHL-TV, 1230 E. Mermaid Lane, Phila., PA 19118. (Salary range: \$15-20,000.) Send resume. Attention: B. Ayrton.

Television Engineer for Southeastern PTV station. Requires first-class license and experience in broadcast maintenance and operation of cameras, VTR's and UHF transmitter. Send resume: Chief Engineer, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Equal opportunity employer.

Need operations and maintenance engineer with broad background to maintain sophisticated new color TV/audio fax for large Chicago corporation. First phone preferred. Equipment includes: TR-4's, IVC 960's, LDH-20's, CI switcher. Contact Jim Franck, CNA/Insurance, CNA Plaza, Chicago, IL 60685. 312-822-7772. Equal opportunity employer.

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 Radio-telephone 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.

Help Wanted News

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.

TV Sports Editor/Anchor for #1 news operation in Central Illinois (Big 10 Conference city). Airwork, film packaging important. Should have potential for basketball play-by-play; be capable of producing specials. Send audition, resume to Paul Davis, News Director, WCIA-TV, Champaign, IL 61820.

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, N.D.

Help Wanted Programing, Production, Others

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 dominant VHF station. Must know print layout and design. If you have experience, and are creative send resume to Box N-87, BROADCASTING.

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. Top-25 market. Willing to train Associate Director with experience. Equal Opportunity Employer. Write Box N-122, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Production Manager for top-50 market VHF network affiliate. Candidate must know local production, remotes, employee supervision and budgets. BA and four years on-the-job experience are minimum. We're looking for a smaller-market production manager ready to make the "right" move. An Equal Opportunity Employer. Send resume and salary requirements to Box N-123, BROADCASTING.

Television Production Manager for major station in growing Southeastern group. Heavy sports, local live and commercial production operation. Person selected must be strong with people, budgets, facilities scheduling and prepared to take on added responsibility rapidly. An Equal Opportunity Employer. Reply to Box N-133, BROADCASTING.

Producer/Director, strong in production, wanted for Midwest Public Television Station. AS or BS degree required, experience helpful. Equal Opportunity Employer—M/F. Send complete resume to Box N-136, BROADCASTING.

TV Producer/Coordinator for Black programing. Female or male with 2 years experience; writing skills; proficient with 16mm equipment. West coast location. Salary: \$11,440 to \$14,040 per year. Box N-138, 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 1/4 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

Put 1 On. Turned another around. 3 V mkt. Next? Box N-118, BROADCASTING.

Situations Wanted Announcers

Versatile, experienced TV announcer. Great voice. Excellent on-camera appearance. Married. Let me "freshen your air." Box N-28, BROADCASTING.

1st phone, seeks broadcast career in progressive station, available immediately, desires to show capabilities, have copy and production experience, 1 yr. TV control board operator. Contact G. Pasternak, Williston, ND.

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 stand-ups. B.A. degree. Box N-92, BROADCASTING.

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

Young, aggressive TV newsman with experience in medium-market CBS afft. seeks position with competent news team, western U.S. 415-593-1140.

TV film news team, husband and wife, creative, aggressive, compatible, work together or separately. Professional photo-journalists, 5 years experience with 16mm, hot news, features, community affairs, interviews, documentaries, sports. Audio reports with stand-up ability. Peter and Betty Arnold Shookner, 406 Ferndale Dr., Collinsville, VA 24078. 703-647-7017.

On-air personality with producer-reporter-photographer background wants documentary work. P.O. Box 177, Yardley, PA 19067.

Situations Wanted Programing, Production, Others

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

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

Young woman, career-oriented, energetic, completed internship with major market station. Seeking entry-level position. Box N-128, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Two Emmy Award winning shows as well as eight years top New York production house experience. Seeking production manager job. Strong production and engineering background. Box N-127, 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.

WANTED TO BUY EQUIPMENT

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.

FOR SALE EQUIPMENT

Collins 830 E Series FM 5 kw final amplifier with solid-state power supplies. Mint condition. \$4,500. Box N-120, BROADCASTING.

For sale: 1 Benco 1 Watt Translator (tube type), Channel 7 or 5 in, Channel 2 out, includes 1 Channel 2 Sico Antenna, \$750; 1 Adler UST 105, 100 Watt Translator, \$3,000; 2 Adler UST 20, 20 Watt Translators, \$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.

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 transmitter links. Terms available. BEESCO, 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 translators. 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.

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

Excess inventory, brand new tubes: 1 ea. 8166/4-1000A; 2 ea. 8438/4-400A; 8 ea. 8480/V1; 7 ea. 6166; 1 ea. 833A; 1 ea. 5AZP4; 1 ea. 8239/3X3000F1; 4 ea. 858; 1 ea. 8349/4CX35000C; 11 ea. 6076; 10 ea. 4125A; 20 ea. 6B4G. Inquire on prices. Temtron Electronics, 138-69 Francis Lewis Blvd., Rosedale, NY 11422. Tel.: 212-978-5896.

For Sale Equipment Continued

TV antenna, RCA Super gain TFS-6A, Channel 4, 66-72 mhz antenna consisting of 24 horizontally polarized dipoles and screen reflectors designed for side mounting on tower either as directional or omnidirectional antenna. Complete with dipole feed lines and distribution transformers. Filterplexer: RCA 19197L, Channel 4, 25 kw, RCA 93405 Reject load, 51.5 ohms, 54-210 mhz, 250 watts. RCA 43486 Reject load, 62.9 ohms, 54-210 mhz, 250 watts. Call 415-332-5134.

FM Antenna: RCA BFC6B, circularly polarized, 96.5 mhz, 3.2 power gain, 24 kw input rating. Transmission Line: RCA 3 1/2" M119133A, 51.5 ohms, 36-20' lengths and hardware. Call 415-332-5134.

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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! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

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

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

London airchecks, cassette of rockin' British commercial radio. Fascinating, informative. \$9.95. Katz, 1280-LA Sawmill, Yonkers, NY 10710.

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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).

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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.

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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.

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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.

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- ☐ SALES MANAGER

LOCATION

MARKET SIZE

- | | |
|-------------------------------------|---|
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| ☐ NORTHEAST | ☐ UP TO 200,000 |
| ☐ SOUTHEAST | ☐ UP TO 350,000 |
| ☐ MIDWEST | ☐ TOP 100 MARKET |
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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy.

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Legal Notices: Billed at run-of-book rate regardless of size or number of words.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

NYC's Morris Tarshis; a tier without peer in cable regulation

It's generally believed that there are only three tiers of regulation in cable television: federal, state and local. In fact, there's a fourth. Its name is Morris Tarshis.

It's not surprising that the director of franchises for the City of New York would be a force to contend with. Breaking into the major markets has always been regarded as key to the ultimate, nationwide success of cable—and New York is *the* major market. But the fact that Mr. Tarshis's influence extends far beyond those five boroughs is as much a tribute to the force of his own personality as it is to the clout of his job.

To Mr. Tarshis, who was in on the licensing of Sterling Manhattan and Teleprompter Manhattan right from the beginning, cable television hasn't even gotten off the ground in that city. "You can't evaluate Sterling and Teleprompter in terms of success or failure because they haven't developed yet, they haven't reached their potential," says Mr. Tarshis, a short, stocky, good-humored man who seems always to have a cigar lodged between the index and middle finger of his right hand.

"Today," he continues, "these companies are little more than glorified master antenna systems because the FCC has done a good job of throttling the cable companies. The FCC is, in effect, doing the bidding of the two key vested interests—the broadcasting industry and the telephone company."

But despite what he calls the "roadblocks" thrown up by the FCC, Mr. Tarshis says that the Home Box Office pay-TV package of fairly recent theatrical movies seems to be pulling in Sterling subscribers at a fairly good clip. (The fee is now \$9 a month for the basic cable service, plus \$9 for the pay channel.) Teleprompter, balking at paying the city's 10%-of-gross-profits franchise fee, said no to a pay-cable channel. Sterling's willingness to go ahead, Mr. Tarshis says, was at least partially influenced by the fact that both Sterling and Home Box Office are subsidiaries of Time Inc.

But Mr. Tarshis doesn't see pay channels as the be-all and end-all of cable television. "Of course," he says, "most of the cable operators are really Mom-and-Pop outfits, and they're interested in finding every little piece of revenue they can get their hands on. Pay cable fills that kind of revenue need very nicely. But when I think of the future of cable, I have in mind information-retrieval systems such as the one Reuters is transmitting to its customers right now." Here he gets up from his chair and walks over to the hulking cabinet-model TV set opposite his desk in the spacious but drab office he occupies in the city's massive municipal building. The Reuters channel flashes on with a cascading succession of scrambled electronic images, and Mr. Tarshis points out that simply



Morris Tarshis—director of franchises for the City of New York; b. April 24, 1919; LL.B., St. John's University School of Law, Brooklyn, 1941; business agent and attorney, Granite Yard Helpers, Local 106, AFL, New York, 1942-55; labor mediator, City of New York, 1955-63; chief labor mediator, City of New York, 1963-65; appointed to present post, December 1965; m. Norma Levenfus, Sept. 6, 1941; children—Phyllis, 31, Stuart, 27, and Roberta, 21.

by pressing a button or two the businessman-subscriber can freeze the picture and get the particular information he wants. "This is the kind of specialized service that will really turn cable into the broad-based communications system that will put it on the map," he says. "Cable could provide an alternative telephone system, a shop-at-home service, even a whole educational curriculum—the City University of New York now offers courses for credit via cable. And burglar-alarm systems—one of my biggest disappointments is that Teleprompter hasn't experimented with the feasibility of tying in the burglar-alarm company it owns to its cable system."

Morris Tarshis has been a cable visionary from the beginning, according to David Foster, president of the National Cable Television Association. "When Morris first came into cable, it was the bonanza days, when everyone thought there would be oil wells in the streets. For a time some of his regulatory approach reflected that, but he's adapted. He's a tough visionary and that's refreshing to deal with."

Mr. Tarshis regards himself as one of cable television's biggest boosters because, in his opinion, it's such an underdog in the fight against the three-network status quo. "But this is the kind of struggle I can live with," he says, "because as a Jew growing up in New York City during the time of the Depression I know what it is to be in the minority and facing monstrous adversities."

Mr. Tarshis's political consciousness was formed in the labor movement. His father was a member of an AFL union called the Granite Yard Helpers. It was his example that young Morris Tarshis looked to in putting himself through St. John's Law School in Brooklyn by working at 50 cents an hour for the National Youth Administration. (One could earn a law degree in those days—1937-41—in only five years, two pre-law right out of high school and three years in the law school itself, he says, adding with a smile that tuition was eight dollars a credit.) After passing his bar exams in 1941, he joined a law firm in Brooklyn specializing in real-estate contracts, but his main job over the next 13 years was business agent and attorney for the Granite Yard Helpers.

He got his first city government position in the fifties when a family friend, Adrian Burke (who is now the city's corporation counsel under Mayor Abe Beame), roped him into doing some campaigning for Robert Wagner, the Democratic candidate for mayor. When Mr. Wagner was elected, he returned the favor a year later by naming Mr. Tarshis labor mediator for the City of New York, a post he held for 10 years (the last two as chief labor mediator).

After knocking heads together in more strikes over that period of time than he cares to remember, Mr. Tarshis says the secret of successful mediation can be distilled in one word: patience.

It is not, however, a naive kind of patience that simply trusts that issues will resolve themselves. David Kinley, FCC Cable Bureau chief, says that Mr. Tarshis's days as a labor negotiator and mediator have shaped his approach to cable. "He's very tough and continually approaches every issue as a bargainer."

Mr. Tarshis admits that his shift from labor to cable was mainly a function of political wheeling-and-dealing. With the new and then Republican administration of John V. Lindsay about to take office (Mayor Wagner had decided not to seek re-election in 1965), the Democrats, according to Mr. Tarshis, wanted to protect him for the decade of loyal service he had rendered to the party. So, in one of his last moves before leaving office, Mayor Wagner slipped Mr. Tarshis into the post of director of franchises, a bureau that is under the aegis of the Board of Estimate, not the mayor. Although Mayor Lindsay and Mr. Tarshis were indeed strange political bedfellows, "we developed a real respect for each other," Mr. Tarshis says. "As a matter of fact, I give Lindsay a lot of credit for recognizing the potential of cable, and for doing his best to make a go of it in New York."

Robert Kelly, chairman of the New York State Cable Commission, sees no basic conflicts between the state and city regulation of the industry and regards Mr. Tarshis as a "very knowledgeable and understanding man, easy to get along with. We may not always agree, and he doesn't always agree with the FCC or the phone company, but he almost always knows what he's talking about."

Editorials

The 19th hole

There is a disarray in Washington affairs affecting broadcasters. Partly it is due to disagreements among broadcasters themselves. Partly it reflects the idiosyncracies of the congressional system that puts chairmen in position to advance, arrest or kill legislation almost at will. And partly it is the making of an FCC that has begun to churn out work under the lash of a tireless chairman.

The internal disagreements within broadcasting will be given a forum next Jan. 13-17 when the radio and television boards of the National Association of Broadcasters meet in—where is it now?—Palm Springs, Calif. The last-hour change of site from Puerto Rico in itself was symptomatic of conflicts of broadcaster interests.

Not the least of the policy decisions that must be made or endorsed in Palm Springs concerns the future strategy on license renewal relief. What kind of bill—if any—may the NAB hope to get in the next Congress? Is it to emphasize the lengthening of license periods to five years, as many radio members demand? Or is it to eliminate the WHDH case as the model by which multimedia owners may be attacked by rival applicants, as major-market television operators think is more important? If it comes to an either-or vote, the winning policy can be guessed in advance. Radio directors outnumber television directors by 30 to 15.

Initiating legislation is a formidable task, given the composition of Hill leadership, as broadcasters have just learned while watching time run out on Harley Staggers's Ingersoll. It will be no less formidable next year. The simpler the legislation the NAB seeks, the better its chances.

At the FCC the problems are different but no less acute. A majority of commissioners are philosophically tuned to the prevailing wavelengths of the broadcasting business, but events are not altogether under their control. However they may personally dislike repressive regulation, they are beset by pressures from outside that cannot be politically ignored. In the circumstances, Chairman Richard E. Wiley has hit upon negotiation as an alternative to rulemaking. At his instigation the children's television standards in the NAB code were tightened. He is engaged with the television networks now in a negotiation over standards on sex and violence.

There are broadcasters who think of this as a detente between themselves and the regulatory agency. It may be detente, but it has been reached by broadcaster concessions. Self-regulation is being used effectively as an instrument of government regulation, and the two will become indistinguishable if the process is allowed to go on.

It doesn't really matter where the NAB boards meet. They can't travel far enough to escape their problems in Washington.

Big job

Newspersons, generalists or specialists, editors or reporters, male or female, in print or broadcast, have a single national organizational umbrella under which they now assemble. The Society of Professional Journalists, Sigma Delta Chi, has a membership of 29,000, biggest in its 65-year history (thanks to the admission of women a couple of years ago).

And all hands know that the organization needs every bit of manpower it can mount in these days of turmoil for the media and crisis for the nation.

Encouraging to us, as it must be to the membership, is the

election last Nov. 15 of William Jack (Bill) Small as national president of the society. The incumbent senior vice president and director of news for CBS News, steeped in broadcast journalism, is known as one who has fought for the basic news freedom and has never been bashful about asserting the rights of all journalists in anybody's hallowed halls.

It wasn't so many years ago that what is now a formidable society was known largely as a Greek letter fraternity. Today, of the 29,000 members, 22,800 are professionals and 6,200, are students. Time was, too, when radio and television were only grudgingly accepted as legitimate news media. But all that changed following the exemplary stewardships of such broadcast-oriented national presidents as Ted Koop, who graduated from the Associated Press to vice president of CBS Washington, and Jim Byron, vice president and general manager of WBAP-AM-FM-TV Fort Worth, who retired a few weeks ago with the transfer of those broadcast properties.

With the outlook what it is, Bill Small may find himself retracing his steps to Washington as a spokesman not only for CBS News but for those 29,000 newspeople of SPJ.

Happy holidays

By all available evidence, broadcasting is emerging from 1974 in better shape than many other businesses. And broadcast advertising sales for the first quarter of 1975 range from the spectacular, for television networks, to the merely good for radio. The situation comes out of a fiscal officer's dream. It could give top management nightmares.

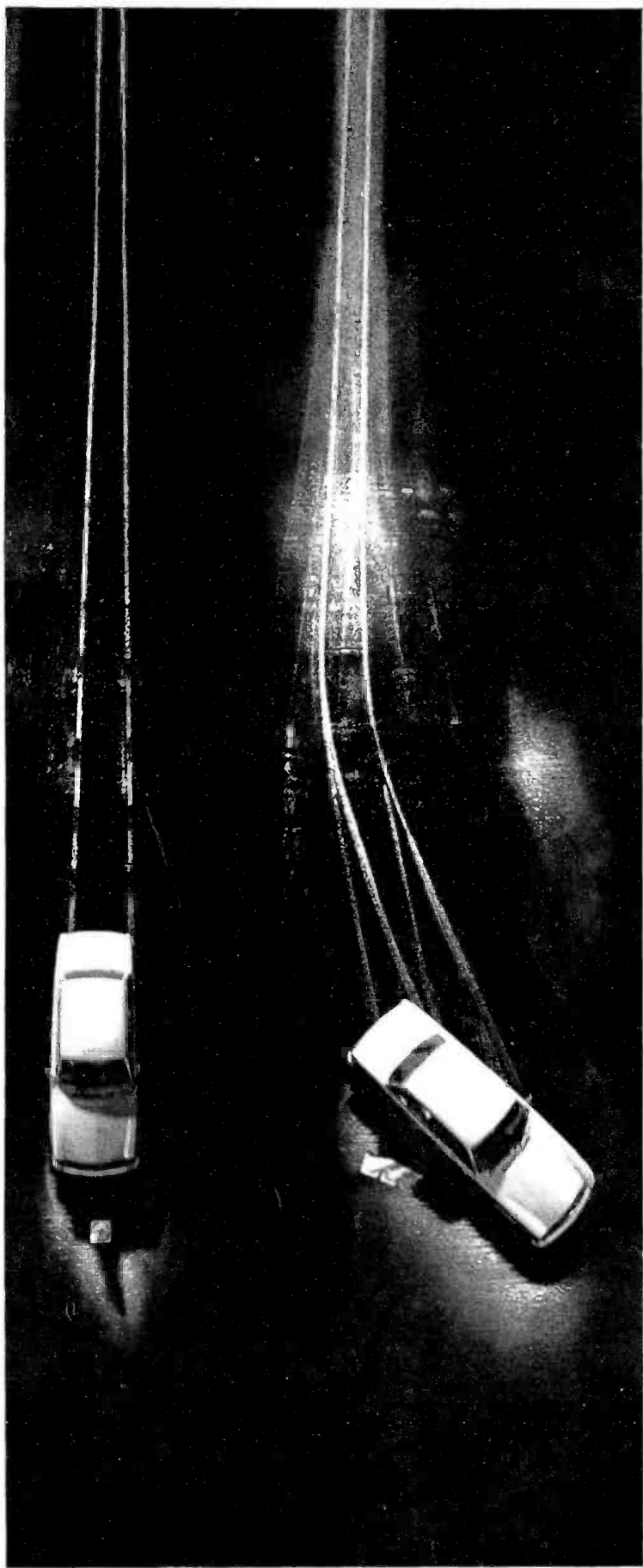
The paradox in broadcasting's economics—especially television's—is that the higher profits rise, the more critics zero in on performance. The condition is only aggravated when other elements of the national economy are suffering declines in revenues and when unemployment keeps rising.

There really isn't very much that can be done about the paradox, except perhaps for special managerial review to be certain that the service being offered is of a quality to justify the money that it generates. Public service and profitability are fully compatible as long as appropriate attention is paid to both.



Drawn for BROADCASTING by Jack Schmidt

"OK, guys, now we're celebrating New Year's in Denver..."



The skid our computer didn't let happen.

Slamming on the brakes on a slippery road is the last thing you should do.

Braking suddenly can make the wheels lock. And on a slippery road, that's enough to cause a terrifying skid.

A skillful driver "pumps" the brakes. Something that our people have put to good use in a unique new anti-skid system.

With it, when you slam on the brakes, a mini-computer hooked up to a sensor on each wheel anticipates when the wheel is starting to lock.

Then our system pumps the brake of that wheel for you, 5 to 15 times a second — better and faster than even the most skillful driver could.

You see the result in our photo: the left-hand car has this anti-skid system.

At the moment, we're working in Europe to make this system available here at about the same cost as a good car radio.

Little enough, considering what it does for you.

And doesn't do.

The best ideas are the ideas that help people. ITT

Television Is A Child's Window To The World



... and for that reason, it has to do more than just entertain. SCRUNCH is an adult show for children which we hope will excite them about tomorrow.

SCRUNCH . . . A Multimedia Stations' Production.



MULTIMEDIA

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