

Good news: still no news like radio news
Proxmire bill: no federal control of programing

Index to departmental book cover

Broadcasting Jan 6

The newsworthy of broadcasting and allied arts

Our 44th Year 1974

75

NEWSPAPER

361121, IARA R5184MCK DEC/76
A II LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

in 1975 it's OPTIMISM or BUST!

and OPTIMISM is what **MORT CRIM**
delivers to your viewers in a
new, entertaining syn-
dicated tv news feature.

Maybe that's why:

**He was named "TV person of the year"
in Philadelphia*

**His "One Moment Please" com-
mentaries are syndicated
to more than 140 radio
stations.*

**His early evening
"Newswatch" on KYW-TV
has more viewers
than the other 2 Philadelphia stations combined.*



PUT THIS PROVEN RATINGS BUILDER TO WORK
ON YOUR TV STATION!
WRITE OR CALL TODAY FOR FREE AUDITION TAPE,
RATES AND FULL DETAILS.

ALCARE COMMUNICATIONS

130 W. Lancaster Ave., Wayne, Pa. 19087 (215) 687-5767

Air University Library
Maxwell Air Force Base, Ala.
PROPERTY AIR FORCE
If you lived in San Francisco . . .

you'd be sold on KRON-TV



The Palace of Fine Arts

**reaches more women 18-49 than
any other Bay Area television station**



Back in '69, Joe Namath's
Super Bowl prediction got a horse-
laugh from the "experts."

This year, it was NBC Sports' turn
to make a prediction.

And just as Broadway Joe and his Jets had the last laugh,
we're pretty happy about our call.

We figured we'd win the audience race for regular-season
weekend football. Now the score's come in — and that's the way
it came out, all right. Here's the final, fans:

	Average rating	Comparison with '73
NBC	14.0	+6%
CBS	13.7	-4%

Post-season tip: Catch Super Bowl IX and sample
the super-coverage that makes NBC Sports
No. 1 in live coverage of major sports all year 'round!

NBC SPORTS

Source: Nielsen Television Index; all regular-season weekend football. Subject to qualification available on request.

We turned a disastrous ice storm into a kid's fantasy.

When northern Rhode Island was hit with the most severe ice storm in years, our morning man, Salty Brine, started his 6 A.M. show to the steady accompaniment of the telephone. People were calling to complain of no power or heat.

In some homes, temperatures

dropped to 9° above zero.

Under the circumstances, a weather report was about as useful as a bag of ice cubes. So Salty appealed to local fire departments to allow people to come and stay in the stations.

They came. And Town Halls throughout that part of the state began throwing open their doors.

Once Salty had seen to it that people had a warm place to go, we made sure they had something to eat. We called the man who operates the McDonald's hamburger restaurants in Rhode Island. He quickly agreed to provide food for the people in temporary housing.

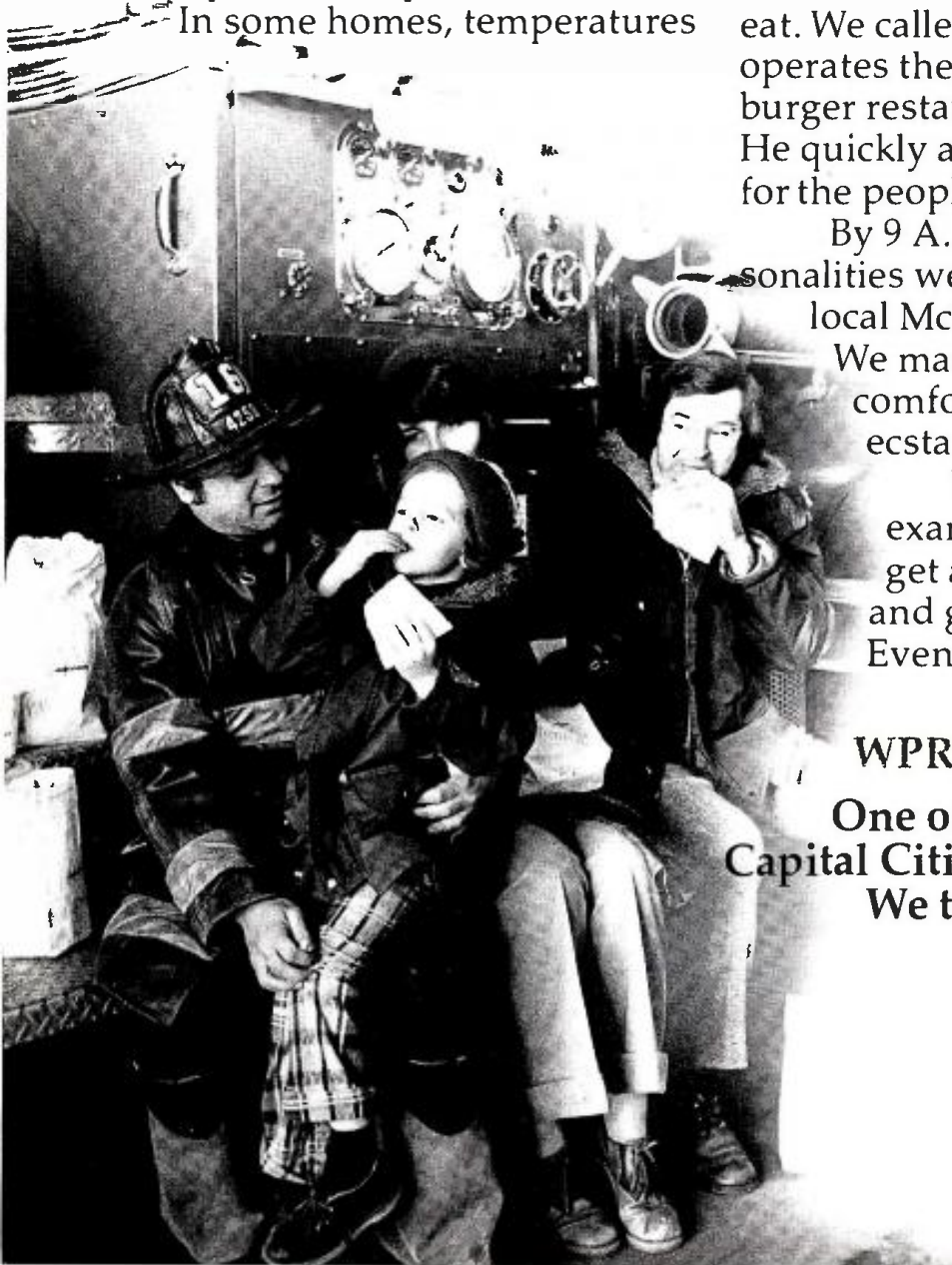
By 9 A.M., our on-air personalities were working out of a local McDonalds.

We made a lot of parents comfortable. And a lot of kids ecstatic.

We think it's a nice example of how radio can get a community together, and generate some warmth. Even during an ice storm.

WPRO Providence.

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



Closed Circuit®

NAB's new year. National Association of Broadcasters enters 1975 with membership and budget at record size. Executive committee, which meets Jan. 6 in Washington, will be given budget of \$3.7 million (exclusive of radio and TV codes, and special fund for campaign against pay cable siphoning), roughly equal to anticipated income. Last year, figure was \$3.5-plus. Membership now totals 4,000 radio (AM-FM) stations, 544 TV stations, five radio networks, three TV networks and 290 associates.

Ad hoc committee that has carried on pay cable campaign will become standing committee, but with reduced funding (see story, page 50). It has spent \$450,000 in special funds (of which roughly half went to Hill & Knowlton, public relations firm). New drive will be for about \$200,000 with outside PR assistance hired as needed, but with antipay-cable office to be retained under present director, Robert Resor.

Not quite, but almost. FCC's new assistant Broadcast Bureau chief for law, Paul Putney, left some consternation in wake of his appearance before Oregon Association of Broadcasters, in Portland, in November. Some broadcasters there are still talking about what they understood to be his call for tougher FCC enforcement of fairness doctrine, his alleged comment that Supreme Court erred in *Miami Herald* case and what they took to be proposal for constitutional amendment to permit government to regulate press as well as broadcasters. Mr. Putney, Philadelphia lawyer who was recommended for FCC job by Chairman Richard E. Wiley, speaks his mind freely, but says his remarks in Portland were misinterpreted — especially those he indicates were of off-hand, cocktail-party type.

Main point he was making, he said, was that pressures are building on part of members of public for access to airwaves, and that broadcasters and commission should try to find way of responding to them. Fairness doctrine, he said, was instrument worth trying. As for rest, he indicated it was expressed in social conversation. He said he could not rebut argument that press and broadcasters should be treated in same way but are not; that, as between Supreme Court's decisions in *Red Lion* case (in which fairness doctrine for broadcasting was upheld) and *Miami Herald* (in which Florida "fairness" law for newspapers was declared unconstitutional) he "personally" is sympathetic with *Red Lion*, and that only way conflict between them could be resolved would be through constitutional amendment — but that he was not suggesting one.

One of their own. Independent TV stations are moving toward adoption of own set of commercial time standards. Through Association of Independent Television Stations (INTV), they've already adopted limits coinciding with NAB code's on advertising in children's programs. Now INTV officials reportedly are drafting proposed limits for other programming, for submission to INTV membership at second annual convention next week.

Though nobody wants to reveal details before membership hears them, it's understood present thinking tends to coincide with NAB code's limits in daytime (16 minutes of

nonprogram material per hour, whether affiliate or independent) but inclines toward two additional minutes for independents in prime time (14 per hour, versus NAB's 12 for independents, nine and a half for affiliates).

Antistripping sentiment. Sandy Frank's all-out effort to drum up support inside and outside FCC for proposal to expand prime-time access rule to include ban on multiple exposure of same program in one week is having some effect. Close to score of independent producers and syndicators have written FCC in recent weeks echoing arguments of head of Sandy Frank Program Sales Inc. that program stripping runs counter to rule's purpose of opening up prime time for new programming.

However, commission sources continue to say there is no chance commission will adopt proposed ban in report and order to be issued this month incorporating new version of prime-time access rule. They note that commission has issued no call for comment on it. Chances are said to be good, however, that further notice of proposed rule-making would be issued to explore proposal, particularly if FCC were asked to do so in petition for rulemaking.

Small world. TVS Television Network averaged out 4.5 national Nielsen rating and 9 share for 20 games of World Football League's first season. First eight games of July-August hit 6.1 rating and 13 share on 104 stations (80% coverage of U.S.) against network summer reruns. But when new fall shows returned, TVS lost more than 30 stations from average line-up and ratings fell proportionately. Despite relatively disappointing season, Eddie Einhorn, TVS's president, said that if league doesn't fold, he'll be doing its games again next season.

Protectionists. Worried Rocky Mountain television broadcasters have been lobbying FCC members on cable nonduplication matters commission is expected to consider on Friday (Jan. 10). Broadcasters are concerned over possibility commission will reduce protection cable systems must provide them from simultaneous to same day, as in rest of country. And they do not like commission's reported plan to change basis on which it requires cable systems to protect stations against duplication of their network programming. But on that matter, at least, there is said to be chance of some relief. As reported ("Closed Circuit," Dec. 16), commission would abandon system of basing protection on priorities geared to protect contours and instead require only that systems protect stations within 35 miles. But TV licensees in sparsely settled areas, like Rocky Mountains, say most audiences are more than 35 miles from their stations. Accordingly, there is talk at commission of providing protection out to 70 miles against stations more than 70 miles away.

Nonduplication matter is expected to be discussed in connection with proposed new method of predicting TV contours. And since that new method would result in up to 20% reduction in predicted contours of UHF stations, commission is considering modifying must-carry rule as it applies to cable systems outside all markets. These are now required to carry signals of stations within whose Grade B they operate; under proposal, rule would refer to 70-mile zone instead of Grade B contour.

Top of the Week

Rebounding. *A Broadcasting special report on radio news finds the medium staking out its own day-part territories and making strong gains against television in the process. The state-of-the-art survey focuses on innovative stations nationwide, all-news radio, and changing network coverage. Page 27.*

Ante up. *The Supreme Court has let stand two lower court rulings, one requiring commentators to pay AFTRA dues, the other affirming reporters' rights to use nonevidence information in news coverage of court cases. Page 43.*

Foregone conclusion. *CBS President Arthur R. Taylor charges the Institute for American Strategy with slanting its analysis of CBS's defense-related news coverage, and with failure to allow promised CBS scrutiny of IAS methods. Page 44.*

Louder than words. *Senator William Proxmire will back up his reversal on fairness doctrine with legislation designed to repeal doctrine and equal-time law and to remove FCC's jurisdiction over programing content. Page 44.*

New gun in town. *Charter Co.'s acquisition of much of Downe Communications makes it a force in Bartell Media's six stations; FCC approval comes amidst charges that Charter is sponsoring pro-Saudi Arabian public relations campaign in connection with its oil interests. Page 45.*

Wait till next year. *A message to stockholders from Forum Communications chief Lawrence K. Grossman expresses disappointment at the preliminary ruling denying the group's application for WPIX-TV's channel 11 in New York, but shows determination to continue the battle with the Tribune Co. for the facility. Page 48.*

Belated Christmas list. *A series of letters from National Black Media Coalition chairman James McCuller has outlined the group's goals for 1975. Those addressed to FCC Chairman Richard E. Wiley ask for FCC funding for citizen groups wishing to participate in commission proceedings and offer suggestions for obtaining community feedback; one sent to Corporation for Public Broadcasting president, Henry Loomis, wants allocations for a new black cultural series. Page 49.*

Opening the gates. *Congress's action permitting lottery advertising may signal new revenues for broadcasters, as a modification of NAB code restrictions remains the final obstacle to coverage of lotteries in 13 states. Page 50.*

Bowing out. *FCC seems opposed to state taxes on cable operators, but uncertainty over constitutionality of commission intervention keeps it out of ruling on the matter now. But if the issue reaches the courts, FCC may add to arguments against taxes. Page 52.*

Bringing back the trained seals. *Network television's fall abandonment of variety series is being reversed by a number of second season replacements: NBC and CBS add two each, though Bono-burned ABC will avoid the field for the time being. Page 55.*

The pen gets a voice. *NBC publicity chief Bud Rukeyser now has a vice-presidency and a policy-making role with the network, and is finding that unusual combination much to his liking. A "Profile." Page 75.*

Index to departments on back cover

Another Wiley summit meeting called as movement starts toward standards for 'family viewing' prime-time hour

FCC Chairman Richard E. Wiley's efforts to obtain "new commitment" from television networks to protect children from adult-oriented programming appears to be reaching climax. CBS early last week proposed that National Association of Broadcasters television code be modified to restrict first hour of network prime-time schedules to "family viewing" programs. By week's end Mr. Wiley had invited heads of all three network companies, with whom he opened dialogue Nov. 22 (*Broadcasting*, Nov. 25), to another meeting in his office on Thursday, Jan. 9.

He reportedly called meeting to get clarification of positions networks are now taking. CBS is proposing code board adopt "family viewing" hour as standard for all networks and also to require that if that hour is pre-empted by special program not meeting "suitable-for-family-viewing" criterion, notice would be broadcast and circulated to publishers of program guides. Also, according to CBS proposal, prior notice would be given when "material which might be disturbing to a significant portion of the adult audience is being presented" in other prime-time hours. CBS proposal was in letter from Arthur Taylor, president, to Wayne Kearn of KENS-TV San Antonio, Tex., chairman of NAB code board (and CBS-TV affiliate). Letter was personally delivered by Richard Jencks, CBS Washington vice president, and Tom Swafford, vice president of CBS-TV program practices, who flew to San Antonio in CBS plane.

Following release of CBS letter, NBC initially issued terse statement indicating it was already following guides CBS was suggesting. Two days later it issued longer statement describing its policy of "family viewing" hour and notification to become effective in September.

Only ABC was left to be heard from, but that was said to be only because top policy makers — Elton Rule, president of American Broadcasting Companies Inc., and Everett Erick, senior vice president and general counsel — were on vacation. Network official said ABC was in "general agreement" with CBS proposals but had problems "with some specifics" and might need time to work them out. ABC had already notified affiliates it planned to intensify systems of advance warnings when program material called for it, both in on-air notices and in paid print advertising.

Code board will consider CBS proposals at special meeting in Washington on Tuesday (Jan. 7). However, Mr. Kearn does not expect board to complete work on issue in one session. Any code changes to which board agrees would have to be approved by NAB TV board of directors, which meets in Palm Springs, Calif., on Jan. 15. (Chairman Wiley will ask for fill-in on that meeting when he confers with network officials.)

Major question left unanswered in CBS letter is definition of "family viewing." Mr. Kearn said "meaningful and useful definition" of that term presents a key question. He said he expects CBS's representative on board, Mr. Swafford, to fill board in "on thinking and circumstances that went into [network's] proposal." Chairman Wiley is also known to be interested in definition of "family viewing."

NBC, in its statement, which it described as restating

New career? John Ehrlichman, former Nixon aide who was convicted last week in Watergate coverup trial and who earlier had been found guilty in Ellsberg break-in case, may appear on Mutual Broadcasting System as commentator on domestic and economic affairs. C. Edward Little, president of Mutual, said network has been conducting talks with Mr. Ehrlichman, who is appealing his convictions — process that could take years.

News by bird? Television News Inc. may seek to become first national TV news service distributed daily by satellite, if anticipated opposition by AT&T doesn't, as one source put it, scare away backing for project. Officials reportedly are talking with technical experts about construction of earth stations. If they decide to go ahead, they would hope to begin transition from terrestrial to satellite distribution to subscribers — which now number about 75 in U.S. and Canada — within year. Among alternatives that some sources see are reduced TVN news service, reduced use of AT&T facilities, creation of new profit center. TVN may disclose plans this week, in advance of satellite demonstration at next week's Association of Independent Television Stations convention at Atlanta.

and supplementing provisions of its code of broadcast standards, said that beginning in September it will devote first hour of its prime-time network schedule to programing "suitable for general family viewing." And it said that in scheduling programs, it would consider on case-by-case basis such matters as content, composition of audience, manner of treatment, whether portrayal deals with themes of fiction, fantasy or contemporary reality, whether it presents pro- or antisocial behavior.

Statement made these points: When program suitable for general audience contains material some parents might regard as unsuitable for children and NBC decides special precautions are necessary, it will prescreen program for affiliates and issue warnings to public — over air at beginning and later in program and in advance promotional material. "Explicit, graphic or undue presentations of sexual matters and activities will be avoided. Sexual themes should not be gratuitously injected into story lines." And violence will be shown only to "extent appropriate to the legitimate development of theme, plot or characterization."

Chairman Wiley is under pressure from Congress to protect children from what some members regard as unduly violent or obscene programing, and chairman has been attempting to persuade networks to take voluntary action that would eliminate need for governmental action. But networks are loathe to give impression that they are acting in response to governmental pressure. Spokesmen for CBS and NBC said their statements were issued without regard to negotiations they have been conducting with Chairman Wiley. However, spokesmen did little to discourage speculation that statements were their response to request for voluntary action. (Indeed, one network source said suggestion that opening hour be devoted to "family viewing" came from FCC staff member in talks with network officials.)

Chairman Wiley himself is concerned about upsetting what he regards as delicate situation. He called CBS's proposal — he had not yet seen NBC's — "constructive step." But he was reluctant to discuss matter in detail, evidently fearful of putting networks in awkward position and of complicating code board proceeding.

For code board members, according to Mr. Kearl, as well as networks, are sensitive to issue of government intrusion into programing. There is also question of networks trying to outmaneuver one another on subject. (As one network official put it; "There are a lot of sharp elbows out there on this one.")

There is some speculation that, regardless of whether code board proposes changes in code along lines suggested by CBS, Chairman Wiley will have accomplished his purpose if all networks issue statements he feels assure kind of self-regulation Congress would accept as reasonable. CBS and NBC have indicated in their statements that they will

follow their policies as expressed regardless of what code board does. However, each network is concerned its competitors might go back on self-proclaimed policy and gain rating advantage by scheduling sex-or-violence-loaded program opposite children's fare. Such backsliding would presumably be less likely if policies were written into NAB code.

For all of these reasons, code board meeting on Tuesday is, as one network source put, likely to be "very sticky." In related development over Christmas holiday, Chairman Wiley got tacit approval from Senate and House Appropriations Committees for extension until mid-February of deadline on report by commission on what it has done or plans to do to protect children from "excessive programing of obscenity and violence." Report had been due Dec. 31.

Two shoes to drop in Star sale

Two petitions opposing Texas banker Joe Allbritton's plans to acquire control of broadcast and newspaper properties of Washington Star Communications Inc. are expected to be filed in behalf of two parties — one by Concerned Citizens for Balance in News Media, of Washington, and John McGoff, of Panax Corp., owner of 48 middle western newspapers, who wants to buy Star Communications' *Washington Star News* but not its broadcast properties; other in behalf of three local citizen groups.

Both petitions were expected to seek denial of transfer of WMAL-AM-FM-TV Washington, with each focusing on alleged concentration of control of mass media in Washington. Jay Baraff, counsel for Concerned Citizens and Mr. McGoff, who he said have decided to merge their interests in opposing sale, made it clear their main target would be Mr. Allbritton's petition for waiver of commission rule barring acquisition of television and AM station in same market. But he said other Star Communications broadcast properties Mr. Allbritton is seeking to acquire — WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. — would not be involved in petition. Mr. McGoff called Washington news conference for Wednesday (Jan. 8).

Charles Firestone, of Citizens Communications Center, said his clients — Washington chapter of National Organization for Women, Media Task Force and Adams Morgan Organization — were also concerned only with Washington properties "as of now." Groups, he said, had been unsuccessful in effort to arrange meeting with Mr. Allbritton. Mr. Firestone said groups were seeking divestiture of FM station and assurances of public access to facilities of TV and AM stations. He also said groups wanted assurances on minority employment and programing.

Justice Department antitrust division also was reportedly considering opposing transfers. Deadline for filing is today (Monday).

Petitions could become serious impediment to Mr. Allbritton's plan to acquire up to 38% of Star Communications stock. (He already has 10% and is publisher of newspaper.) If commission designates transfer applications for hearing or imposes qualifications on them — including whole or partial denial of waiver request — sale contract gives Mr. Allbritton "sole discretion" to determine parties' response, even to point of calling off sale. If no FCC approval is obtained by Dec. 31, 1976, closing will not occur (*Broadcasting*, Nov. 4, 1974).

In Brief

U.S. strikes again. Justice Department has petitioned FCC to deny license renewals of KHQ-AM-FM-TV Spokane, Wash., on grounds of antitrust violations. Stations and city's major newspapers, *Chronicle* and *Spokesman-Review*, are owned by family of late William H. Cowles. Justice

We have to train new people...

There really are no alternatives. No matter what size radio station you have, there are continuing requirements for the training and orientation of new personnel.

You sometimes wish you could bring in people who may have background in areas other than radio, for a great deal less money, and train them to sell radio—right now!

But by the time you bring them in, spend hours, or weeks of your time orienting them to radio, aiming them in the right direction—just getting them to understand the *basic fundamentals* of the industry—even before you can really gear them your way—hundreds of hours can be eaten up. Time you would ordinarily have spent in handling the thousands of details of your own responsibilities—let alone having to be involved with training and orientation.

The result is that you search for experienced people in the field, whom you don't have to adjust to radio—but whom you have to pay double what they may be worth, just because they have a passing acquaintance

with a rating book or a Traffic Department.

RKO General Radio faced the same problems but we decided to do something about it. We put together a sales training course... geared specifically to selling radio. It took over fourteen months and thousands of dollars. We figure it will save our General Managers and Sales Managers tens of thousands of dollars in *training* time—as well as making our present salespeople the finest sales-producers in broadcasting.

It will also open up opportunity and encourage the hiring of new people into the radio industry.

The course has twelve cassettes, a printed text, and worksheets, all beautifully designed and packaged for use by our new, and veteran, personnel at any time—while driving, or shaving, or eating at home, or before retiring at night. It can be used and absorbed at any time. That's important!!

Here's the table of contents:

- I. THE FACULTY
- II. ACKNOWLEDGEMENTS
- III. INTRODUCTION
 - A. The Purpose of the Course
 - B. The Uniqueness of Radio
 - C. How to use the course

THE HISTORY OF RADIO

- 1. The Beginning
- 2. The Explosion of wireless communication
- 3. The early uses of Radio
- 4. The seeds of regulation of the air waves
- 5. The financial side of radio's history
- 6. The effects of television
- 7. The FM Revolution
- 8. The Future of the Medium

RADIO STATION ORGANIZATION—HOW A STATION OPERATES

- A. Introduction
 - B. The Sales Manager
 - 1. Local Sales
 - 2. Retail Sales
 - 3. National Sales
 - C. The Program Director
 - D. The Chief Engineer
 - E. The Business Manager, Controller, or Bookkeeper
 - F. The Traffic Manager
 - G. The Continuity Director
 - H. A Typical Operation Sequence
 - I. The Promotion Director
 - J. The Public Service Director
 - K. The General Manager
 - L. Summary
- (Worksheet Questions)

PROGRAMMING

- A. What is a Format
 - B. The Formats of Radio
 - 1. The Different Formats
 - a) All News
 - b) All Talk
 - c) Beautiful Music
 - d) MOR (or Middle of the Road)
 - e) Progressive
 - f) R&B or Soul
 - g) Country and Western
 - h) Top Forty or Contemporary
 - i) All Oldies
 - j) Foreign Language
 - k) Classical Music
 - l) All Religion
 - 2. Automated Formats
 - C. What makes a successful format in a given format field?
 - 1. Reasons for establishing a format
 - a) Specific Audience
 - 2. How does a format influence a given market and vice versa?
 - 3. What, besides market influences, affects a format?
 - 4. The Function of a Program Director as it relates to a format—How it ties together with sales.
 - 5. How is a format used as a selling tool?
- (Worksheet Questions)

BROADCAST ENGINEERING

- 1. Introduction
- 2. The Chief Engineer
- 3. F.C.C. Rules

4. The Engineering Layout—Tracing the Sequence

- A. AM Stations
 - 1. Non-Directional
 - 2. Propagation
 - 3. Location
 - 4. Blanket Interference
 - 5. Directional Antenna Systems
 - 6. Ground Systems
 - 7. Skywave vs. Groundwave
 - 8. Transmitter
 - 9. Modulation
 - 10. Classes of AM Stations
 - 11. Coverage Maps—AM Stations
 - 12. AM Coverage Map Contours
 - 13. Night Coverage vs. Day Coverage
 - 14. STL's
 - 15. Signal Processing
 - B. Frequency Modulation (FM)
 - 1. FM Propagation
 - 2. Stereo
 - 3. Quadraphonic
 - 4. SCA
 - 5. FM Antennas
 - 6. FM Zones
 - 7. Classes of FM Stations
 - 8. Antenna Polarization
 - 9. Power vs. Height
 - 10. FM Coverage
 - 11. Advantages of Dual Polarization
 - C. Remote Control of Radio Transmitters
 - D. Studio Operation and Facilities
 - 1. The Control Room
 - 2. The Microphone
 - 3. Studio Acoustics
 - 4. Turntables
 - A. Cueing Records
 - 5. Magnetic Tape Recorders
 - A. Reel-to-Reel Recorders
 - 1. Editing Tape
 - B. Cartridge Tape
 - 6. Talk Shows
 - E. Engineering Glossary of Tape Recorder Terms
- (Worksheet Questions)

BASIC FUNDAMENTALS OF SELLING RADIO

- 1. Planning
 - A. Plan your day in advance
 - B. Planning your day
 - C. Plan your time
 - D. Use of the telephone
 - E. Force yourself to be in front of the prospect
 - F. Interruptions
- 2. Setting Goals
- 3. Keeping Personal Records
- 4. Avoiding Procrastination
- 5. Reviewing Your Product
- 6. Qualifying Your Prospect—And Yourself!
- 7. Credit Files
- 8. The Client's Needs
 - A. Researching the client
 - B. Developing Need for your product
 - C. Tailoring your presentation
 - D. Planning
- 9. Your Appearance
- 10. Your Attitude
 - A. "Positive" Selling
 - B. "Positive" Listening
 - C. Like People
 - D. Pride in your Company

11. Specific approaches during a sale

- A. Sell your market
 - B. Know your competition
 - C. Compliment your competition
 - D. Mix fact with enthusiasm
 - E. Eye-Ball your target
 - F. New Ideas
 - G. Buying Signals
 - H. Never lie
 - I. Use the Profit Motive
 - J. Sell the Secretary
 - K. Price
 - L. Prospect Agreement
 - M. Refreshing your prospect's Interest
 - N. Selling the Sizzle
 - O. The Million-A-Year Spender
 - P. Dealing with Negatives and Potential Negatives
 - Q. Broadcast your success
 - R. Meeting the objections
 - S. Price objections
 - 12. Do's and Don'ts on the Firing Line
 - A. Price
 - B. Persistence
 - C. Ask for the order
 - D. Criticism
 - E. Arguing
 - F. Asking for more
 - G. Asking "Why?"
 - H. Summarize your points
 - 13. Basic Sales Philosophy Summary
 - A. Researching New Accounts
 - B. Favorite clients
 - C. After-sales service
 - D. The Market is down
- (Worksheet Questions)

RESEARCH

- 1. History of Radio Research
- 2. ARMS
- 3. GOALS
- 4. Sampling
- 5. Current Measuring Companies
 - (A) ARB—How it works
 - (B) PULSE—How it works
 - (C) Hooper—How it works
- 6. The differences and the pitfalls
 - (A) Sampling
 - (B) Response
- 7. Summary
- 8. What is a Rating?
- 9. What is a Share?
- 10. Average 1/4-Hour
- 11. What is a Cume?
- 12. How do Rating's, Shares, and Cumes relate to each other?
- 13. Turnover
- 14. Gross and Net
- 15. What is Reach?
- 16. Net Reach
- 17. Cume Combinations
- 18. What is Efficiency?
- 19. How to compute efficiency at a dollar level
 - A. CPM's
 - B. Cost per Thousand Reached
 - C. Cost per Rating Point
 - D. Listeners per Dollar
 - E. Cost per 1%
- 20. Reach and Frequency

21. New Systems using rating data
 - A. B.A.R.F.E.
 - B. Batch Systems
 - C. On-Line Systems
 22. How to use systems
 - A. Problem and Solution #1
 - B. Problem and Solution #2
 - C. Problem and Solution #3
- (Worksheet Questions and Answers)
How to Use a Rating Book
Sample Rating Book—Pages 1-15

THE WRITTEN PRESENTATION

1. Introduction
2. Different Presentation Forms
3. Purposes for a Presentation
4. Ingredients
 - A. The mechanical side of a presentation
 1. Accuracy
 2. Length
 - B. The logic of a written presentation
 - C. Presentations versus Proposals
5. Sample Presentation #1
6. Sample Presentation #2
7. The "Numbers" Presentation—Sample Presentation #3
(Worksheet Questions)

RETAIL SELLING AND PROSPECTING

1. Introduction
2. Definition
3. Approach
 - A. The Wrong Way
 - B. The Right Way
4. The Language
5. Being a Retail Salesperson
Foundation and Structure
6. The Rewards
7. Prospecting for Retailers
8. Getting an Appointment
9. The Sales Presentation
The Pitch
10. A Sample Retail Presentation
11. The Final Touch
12. Summary
13. An Easy Guide to Retail Radio Advertising
(Worksheet Questions)

MERCHANDISING

- Introduction and Definition
Who uses it?
- A. Participants and their functions
 1. The Client
 2. The Broker
 3. The Distributor
 4. The Retailer

5. The Agency
 - B. Researching problems and needs
 - C. The Tools of Merchandising
 1. Letters to the Trade
 2. Point-of-Sale Aids
 3. Hard-goods and services promotions
 4. The 30-30 Plan
 - D. Legal ramifications
(Worksheet Questions)

CO-OP ADVERTISING AND HOW TO GET IT

1. Co-op defined
2. Who uses Co-op
3. The abuses of Co-op
4. Correcting Co-op abuses
5. Co-op goals
6. How to get Co-op Advertising
 1. Where to find prospects
7. How to apply Radio
8. Research and follow-up
9. Summary
(Worksheet Questions)

CLIENT SALES PROMOTION

PROMOTIONS THAT BUILD AUDIENCE—THE PACKAGE

- ##### TECHNIQUE
1. Introduction
 2. Radio is a companion
 3. The client's framework
 4. Involving the client
 - Advertiser patterns
 5. Involving the audience
 6. What a promotion must motivate
 7. Working with Programming
 8. The tools of a Sales Promotion
 - Involving other station personnel
 9. The planned promotional calendar
 10. The Creative Ideas and their Execution
 - The Picnic
 - The Specific Targets
 11. Pricing the Promotion
 12. The specific Peripheral Targets
 13. Pricing your promotion
 14. Recapitulation
 15. Other promotion ideas
 - A. Halloween
 - B. The Fortune Cookie
 - C. Little League
 - D. Odd-Ball Olympics
 - E. The Student Promotion
 - F. The Family Tree
 - G. The Mystery Car
 - H. The Surf 'N Sand Promotion

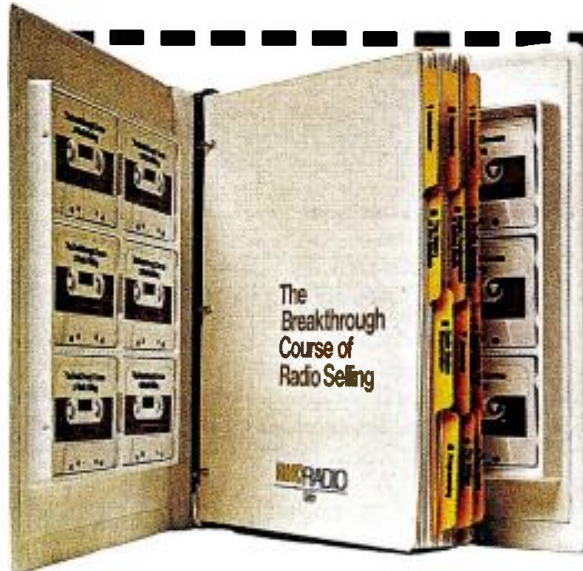
- I. Promotion titles
(Worksheet Questions)

COMPETITIVE MEDIA

1. Introduction
 - A. Media your client may be Using
Analysis
2. Pricing of competitive advertising media
 - A. Newspapers
 1. Pricing
 2. Circulation
 3. Audit Bureau of Circulation
 4. Training the client
 - B. Television
 1. Structure of television sales
 2. Television ratings
 3. Who watches television
 - C. Billboards
 1. How Billboards are sold
 - D. Circulars
 1. Who uses Circulars
 2. The pricing of Circulars
 - E. Direct Mail
 1. Who can receive Direct Mail
 2. The pricing of Direct Mail
 3. How Radio People can use Direct Mail
 - F. Transit Advertising
 1. What is Transit
 - A. Bus Transit
 - B. How Transit is sold
 - G. Skywriting
3. Summary
(Worksheet Questions)

ADVERTISING AND SALES PROMOTION

1. Definition
 2. Sales Promotion on an Advertising theme
 3. Sponsor-Involvement On-Air Sales Promotions
 4. Sales Promotion functions Involving groups
 5. Internal Sales Promotion
 6. Advertising as a Sales Promotion tool
 7. Which media are available
 8. Advertising geared to soliciting listeners
 9. The choice of media
 10. The Key to Advertising and Sales Promotion Success
 11. The Promotion Director
 - A. Controlled creativity
 - B. Trades
 - C. Expense Control
 - D. Public Relations
 - E. Summary
(Worksheet Questions)
- #### IV. WORKSHEET ANSWERS



We've decided to offer this course for sale to other broadcasters.

The cost is minimal...\$250.00 for one complete set, or \$225.00 each for three sets or more.

If you compute what your time is worth, add to it the amount of salary saving you can effect by hiring non-broadcast people and training them through the use of this course to become fast income producers, and then figure in a potential income rise from your present staff of from 5-40%...you may see why the Breakthrough Course of Radio Selling could be the best bargain you ever invested in. Its not a substitute for the training you can give them but rather a device to compress time for you and them.

We've also made arrangements with American Express, Master Charge, and BankAmericard, whereby you can charge the cost of the course to your credit card account.

We believe in thorough training; we believe in using time to the best advantage; we believe in making the most money we can through the use of the best people we can hire and train.

If you believe in the same things for your station, you should order "The Breakthrough Course of Radio Selling" today.

PLEASE SHIP ME _____ COPIES OF THE "BREAKTHROUGH COURSE OF RADIO SELLING."

I enclose \$ _____ (\$250.00 for one, or \$225.00 each for three or more)
(California residents add 6% sales tax)

☐ Check ☐ Cash ☐ Money Order

Please Charge ☐ Master Charge (Interbank No.)
to my: ☐ BankAmericard ☐ American Express
(Above Your Name)

Please fill in your Account Number

Expiration Date: _____



NAME _____
STATION _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

SIGNATURE: (Credit Card Order Not Valid Without Signature)
Please Allow 3 to 4 Weeks for Delivery.

To: **RKO General Radio**
6255 Sunset Boulevard, Suite #724
Los Angeles, California—90028

claimed control of newspapers, with circulation assertedly covering 94% of all households in area, top-rated TV and AM stations and second most powerful FM in market constitutes undue concentration. Justice attack is latest in series against newspaper-broadcast crossownerships (*Broadcasting*, Nov. 4, 1974).

Six-state assembly. Broadcasters from Delaware, District of Columbia, Kentucky, Maryland, Virginia and West Virginia will hold first winter workshop at Sheraton Park hotel, Washington, Jan. 8-10 in conjunction with FCC regional conference. FCC sessions start evening of Jan. 8 with citizens forum at government's departmental auditorium. Next day at hotel FCC members and staffers will meet with broadcasters. Last day will feature various workshop sessions with NAB and other broadcast officials. On Jan. 9 at 6-8 p.m. Mutual Broadcasting System will be host at congressional reception.

Police court. FCC has notified Williams County Broadcasting System Inc., licensee of WBNO-AM-FM Bryan, Ohio, of apparent liability for forfeiture of \$4,500 for operating beyond hours specified by its license. In another action, commission censured Bartell Broadcasting of Florida, licensee of WMYQ(FM) Miami, for broadcasting "false and misleading advertising" to promote station's "Magnum One" contest. FCC said contest announcements had overstated prize being offered.

Into court. Broadcast Music Inc. and several BMI-affiliated publishers have filed suit in U.S. District Court in Bridgeport, Conn., charging WLVH(FM) Hartford, Conn., with infringement in playing their copyrighted music without permission.

Telco price rise. AT&T has proposed new rate structure for use of private-line service — including that used for program transmission — that would increase costs for radio 7.8%. Television costs would not be affected, except where audio-only pickups are involved. AT&T filed new proposal with FCC, which has 60 days to consider it before it goes into effect.

Mr. Ford regrets. White House economic briefing for members of Radio Television News Directors Association has been postponed from Jan. 17 to Jan. 24. President Ford, scheduled to appear at Jan. 17 session ("Closed Circuit," Dec. 23, 1974), bowed out, aides explaining he wanted to reserve comments on economy for state of union message to Congress. Whether President will be at postponed briefing isn't known, but cabinet-rank officials will be.

Who's in charge here? New York State's Commission on Cable Television last week issued new rules setting technical standards and said that where state's standards are more stringent than those set by FCC, as in signal-to-noise ratio and privacy-protection devices, they represent state commission's "judgment of what is appropriate for New York." Spokesman for FCC's Cable Bureau said it had not yet seen new standards but was interested in how they will stack up against FCC's pre-emptive authority over technical standards for cable.

Fewer objections. FCC received 3,804 complaints from public in November 1974, decrease of 1,698 from previous month. Two leading complaint categories remain "crime-violence" and "profanity-obscenity," but no single show or series emerged as more objectionable than others. Advance protest over NBC-TV Nov. 16, 18 broadcast of "The Godfather," had shown up in October report but was not followed by equal volume of complaints after movie was aired.

Fates in 'Fortune.' Brigadier General David Sarnoff, who as head of RCA pioneered development of radio, TV and color TV, is one of 15 past leaders (along with four living leaders) named by *Fortune* magazine to Hall of Fame for Business Leadership being set up by Junior Achievement. In addition to General Sarnoff, who died in 1972 at age of 80, *Fortune's* list (published in January issue) includes George Washington, Thomas A. Edison, Theodore N. Vail of AT&T, George Eastman of Eastman Kodak. At Junior Achievement's request, *Fortune* will select laureates annually.

Late Fates. *Mark Evans*, vice president, public affairs, Metromedia, Washington, nominated ambassador to Finland by President Ford ("Closed Circuit," Dec. 16, 1974). Mr. Evans will use his legal name, Mark Austad, if confirmed by Senate to diplomatic post . . . *E.A.W. (Ted) Smith*, national sales manager of Bartell Broadcasters' WADO(AM) New York, named to new post of national sales director for Bartell radio group, which in addition to WADO includes WOKY(AM) Milwaukee; WDRQ(FM) Detroit; KSLQ(FM) St. Louis; KCBQ(AM) San Diego and WMYQ(FM) Miami . . . *Barry Zorthian*, VP in charge of broadcasting and cable-TV matters, Time Inc., New York, named VP for government affairs, Time Inc., Washington, replacing Lawrence E. Laybourne, who has retired . . . *John O. Downey* resigns as VP and general manager of CBS-owned WCAU(AM) Philadelphia, effective Jan. 10. His successor, to be designated, is expected to have voice in deciding whether to convert WCAU to all-news (see story page 27) . . . *Jerry Glynn*, VP and national sales manager, Radio Advertising Bureau, New York, appointed general manager, radio division, Avco Radio Television Sales Inc., New York . . . *Leonidas P. Emerson*, member of FCC Review Board, named chairman for two-year term ("Closed Circuit," Sept. 23, 1974). He replaces *Donald Berkemeyer*, who remains on board. *Joseph Zias* moves from staff of Opinions and Review to Review Board replacing *Dee Pincock*, retired. . . *Jack L. Van Volkenburg Jr.*, whose father was president of CBS-TV from 1951 until his retirement in 1956, rejoins Dallas sales office of Blair Television as account executive, after several years in investments field. He formerly was with Blair seven years starting in 1960, after two years with CBS-owned KNXT(TV) Los Angeles. Elder Mr. Van Volkenburg died in 1963. . . For earlier reports see "Fates & Fortunes," page 59.

Headliners

Fred M. Thrower, president of WPIX Inc., licensee of WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn., elected board chairman, with **Leavitt J. Pope**, executive VP, named to succeed him as president and chief executive officer, effective Jan. 1. Changes were described as transition toward planned retirement of Mr. Thrower at end of 1975 after 22 years with WPIX and 46 in broadcasting, including service with NBC, ABC and CBS. In chairmanship Mr. Thrower succeeds **Francis M. Flynn**, who died Nov. 15, 1974.

William H. Tankersley, executive vice president, Council of Better Business Bureaus and former CBS-TV VP for program practices, named president of CBBB. He succeeds **John W. Macy Jr.**, former Corporation for Public Broadcasting president, who resigns to work in areas of international resources development. National Advertising Review Board is arm of CBBB.

Geoffrey M. Nathanson, founder and president, Optical Systems Corp., Los Angeles, pay cable company, resigns. He is succeeded by **Alan Greenstadt**, VP (see page 53).

300 TV stations use it... The Gates PE-245 color film camera.

Accepted by five networks . . . in the United States, Canada and Mexico . . . as the finest quality film camera available.

The PE-245 color film camera together with the Kodak CT-500 TV projector with rapid channel threading film handling feature and the PF-12 multiplexer makes up the most modern, most dependable telecine system available anywhere. In addition, you get four-color projector inputs. Two color camera outputs. And split-island operation.

When you consider investing in a color TV film island, you want the system that'll provide the greatest versatility, the best performance and unquestionable dependability.

But don't take our word for it. Ask anyone who owns one. Then, make up your own mind.

HARRIS
 **GATES DIVISION**
Quincy, Illinois 62301, U.S.A.



Telecine center with PE-245 color film camera.

Magnetic marketplace

“In 1962, five men met in Chicago with an idea — to found an organization of program managers. One year later they had persuaded 45 others to join them in New York for the first conference of the National Association of Television Program Executives. The guest speaker was Mike Dann, then program chief of CBS-TV, who assured them that his network would never run movies in prime time.

The NATPE has come a long way since — in numbers, in prescience and in influence. Last week there were 757 member delegates at the 11th annual conference, and enough others from advertisers, agencies, the government, the press and other interested parties to push the official body count in Los Angeles's Century Plaza hotel to 1,139.

The conference now rivals the annual convention of the National Association of Broadcasters in gravitational pull for the programming side of the TV business . . . ”

So said *Broadcasting* in a news analysis following last year's NATPE conference in Los Angeles. The “gravitational pull” we talked about then is at work again now, drawing the buying and selling sides of TV station programming toward the 12th annual NATPE conference in Atlanta, February 8 through 12. *Broadcasting's* own envoy: the February 10 issue, including—

- ☐ A complete rundown on all properties being offered by NATPE exhibitors.
- ☐ The on-stage story, as presented in the convention agenda.
- ☐ The back-stage story, as developed in our preconvention reporting.

We've called the business of the NATPE “that vital everyman's land between local programming and the network schedules.” That's truer now than ever. As it is that . . .

You belong in Broadcasting Feb 10

Monday Memo®

A broadcast advertising commentary from Edward J. Gerrity Jr., senior VP and director of corporate relations and advertising, ITT, New York

Television—an idea that helped people understand giant ITT

What do you do when you're the ninth largest industrial company in the 1974 *Fortune* 500, and a major portion of the public doesn't know you? That's what we were asking ourselves at International Telephone & Telegraph Corp. about 18 months ago when results came in on our first major study of public attitudes. Our research told us that, improbable as it seems, ITT was familiar to fewer than one out of three adult Americans in \$15,000-plus households in the year 1972. And almost 40% of this group didn't know us at all.

Remember that adults in \$15,000-plus households amount to more than 35 million Americans and reaching a universe of that size takes a major investment. For that reason, many corporate advertisers concentrate their efforts on an upscale target audience that theoretically will have the most significant effect on the company's well-being. This was ITT's own corporate advertising policy for many years, and our target group was "managers and officials, college-educated, with individual incomes of \$20,000 or more"—in short, the tip of the iceberg. And among these influentials we had built up a satisfactory degree of awareness and an acceptable climate of goodwill.

But times change, and as the prosperous sixties gave way to the less stable seventies, attitudes toward all business turned downward rapidly. The Gallup Poll, for example, reported in 1973 that only one American in four had any real confidence in big business.

At ITT, we found this mounting distrust of business particularly disturbing. When two out of three people think business is too powerful, our company is obviously a prime target for mistrust and suspicion.

To learn what the public really thought, we commissioned Daniel Yankelovich to survey a national probability sample of those same adults in \$15,000-plus households.

Through our corporate advertising agency, Needham, Harper & Steers, we had been running a successful print campaign to reach upscale business, government and academic people, and survey results proved we were getting through. But was this enough? Does the so-called "influential" communicate to others such subjective reactions as awareness, understanding and confidence? Speaking only for ourselves, the answer was no. Somewhere out there was a broad cross-section of prosperous, educated Americans who obviously did not know what ITT stood for, what it made or even what it was.

It was then that we decided to use a new (for us) advertising medium. Print had done a good job with specialized audiences and would always be part of our plans. But our biggest and most immediate job was to communicate what we do, what our products do and how many of them directly benefit the public. That last is important because so few of our products are bought directly by the consumer.

Television was the obvious choice to tell the



Edward J. Gerrity Jr. has been senior vice president and director of corporate relations and advertising for ITT since 1964. He has been with the firm since 1958 in executive public relations and advertising capacities. Earlier he had been member of the editorial staff of and a columnist for the *Scranton* (Pa.) *Times*.

facts, not only because it can demonstrate a product dramatically, but because of its speed and efficiency in reaching target audiences. Here another choice had to be made. Should we sponsor prestigious TV specials, or did we need more continuous exposure and a more immediate impact on the public? We had to work fast, and we had no existing bank of commercials from which to fill even a one-hour special, assuming that a suitable one existed.

A network scatter plan was therefore our choice for our first year (1974) on television. Using 60-second commercials, our objective was to communicate these key points:

- Through an intensive and pragmatic research-and-development program, ITT is producing new products that will help improve the quality of life.

- ITT is dedicated to the goal of continuing quality improvement.

- These activities—R&D and quality improvement—are the instruments through which ITT works to help improve the quality of life on the local, national and international level—socially responsive to the needs of customers, minority groups, employees, the general public.

Working with Needham, Harper & Steers, we established a communications goal to expose ITT television commercials a minimum of three times to at least 80% of all adult Americans with household incomes of \$15,000 and over, using all three networks in six four- to six-week flights. As in previous years, we included national news magazines and business magazines, plus newspapers in key markets.

A new corporate slogan, "The best ideas are the ideas that help people," was developed and the first TV commercials were pretested in Chicago for impact and suitability. Our first four commercials were carefully designed to communicate the campaign objectives, with an

emphasis on product development. The first commercial told the story of ITT's "night-vision" binoculars, and the less expensive model we're developing for victims of retinitis pigmentosa, the night-blindness disease. The next commercial demonstrated the lifesaving properties of a computer-controlled, antiskid automobile braking system developed by one of our European companies. Our third TV message told the story of an ITT microwave landing system for aircraft which, among its other properties, should help to reduce the noise level around airports. We then presented the remarkable story of the solid-state circuitry we developed for a "heart manikin" that helps student doctors learn the symptoms and signs of numerous heart diseases.

We gave these messages heavy exposure, running them on the early evening shows of all three networks. To assure a good audience balance, we also used *ABC Wide World of Sports* and shows such as *Flip Wilson*, *Guns, Smoke, Manix* and movie specials such as "Ryan's Daughter" and "Hello Dolly." We later added *The Waltons*, *Kojak*, additional movies and football telecasts.

Beginning with our first commercial, which allowed the public to look through our night-vision binoculars, reaction to the campaign has been excellent.

How well is the campaign working? Corporate advertising works by gradual shifts of opinion, and we didn't expect any significant answers for at least a year. But in mid-1974 the survey we had ordered told a different story. In the words of the Yankelovich organization, here's what our television campaign accomplished in only six months:

- Awareness and familiarity with ITT improved substantially over the past six months among the upscale general public.

- Of five major U.S. corporations studied, ITT had the largest increase of awareness and familiarity (an awareness figure of 34% just before the TV campaign started jumped to 49% in just six months).

- ITT's corporate reputation held steady, despite increased skepticism and more negative attitudes toward business.

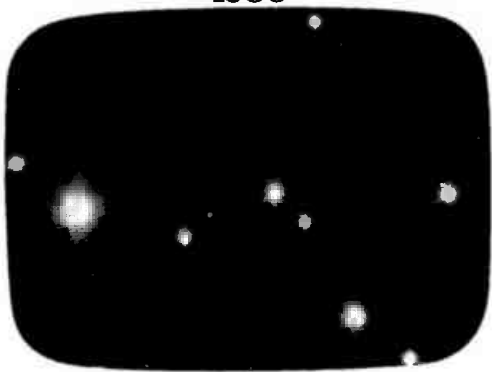
- These characteristics—emphasized in the TV commercials—are now associated with ITT to a much greater extent: one of the largest companies, R&D/technology capability, new-product development, cares about its customers, cares about the general public.

- More important, these social performance characteristics are now being attributed to ITT: developing new products to help improve lives, helping the country to expand internationally, community-minded.

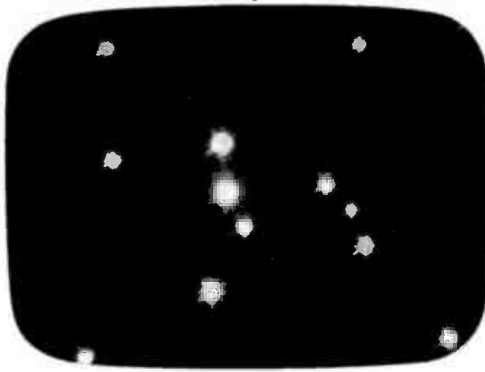
- The general public's opinion of ITT advertising improved dramatically since the initiation of ITT's current corporate TV advertising program. Moreover, ITT's gain in favorable opinion of its advertising was greater than that of any of the other corporate advertisers used for comparative measurements in the study.

To paraphrase our new corporate theme, the best ideas are the ideas that help people to understand ITT—and using television was such an idea.

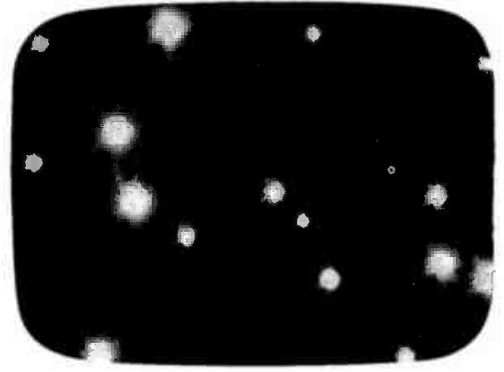
1956



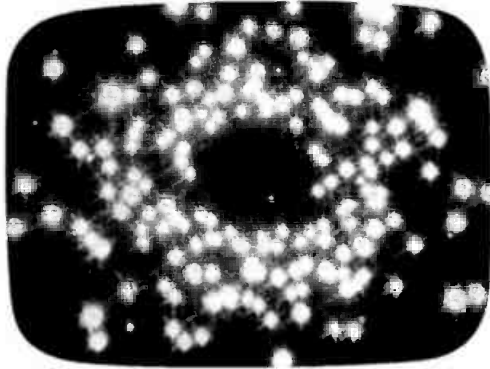
1957



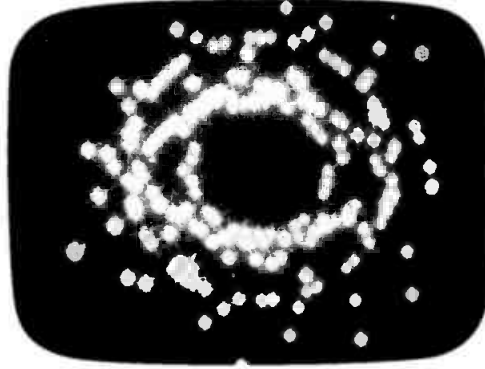
1958



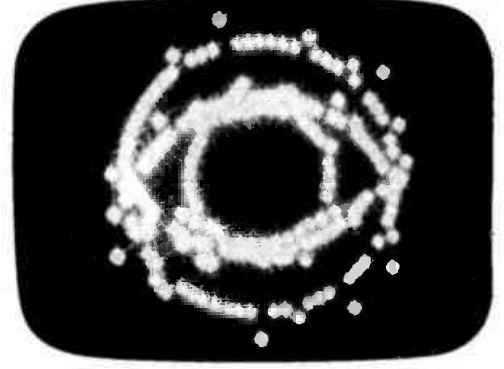
1962



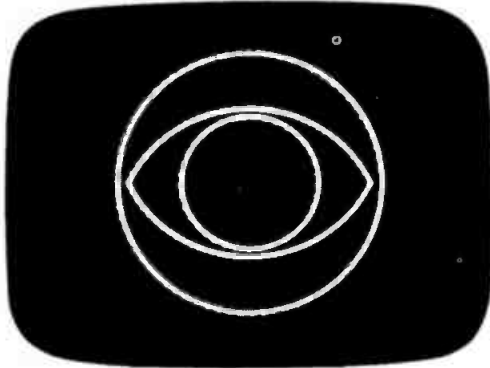
1963



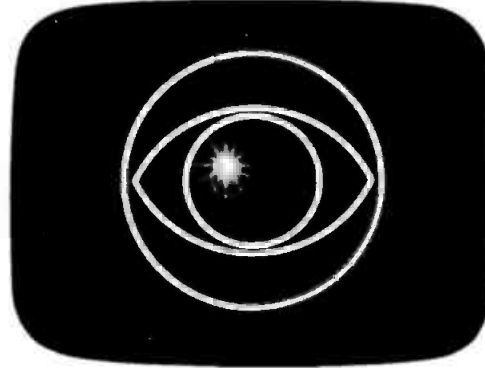
1964



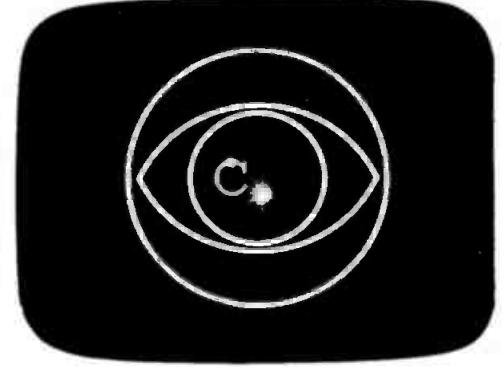
1968



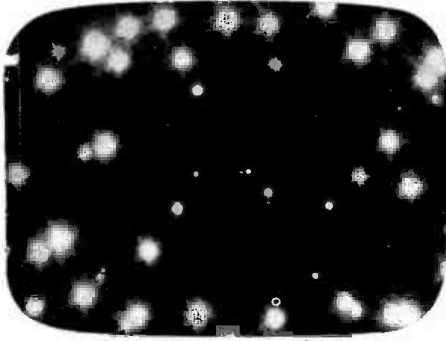
1969



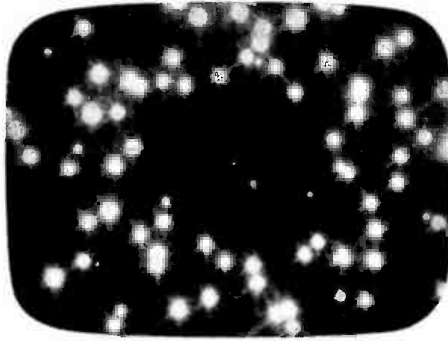
1970



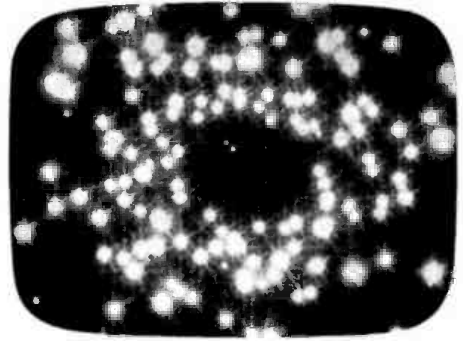
1959



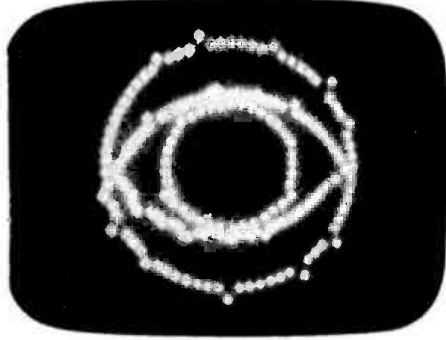
1960



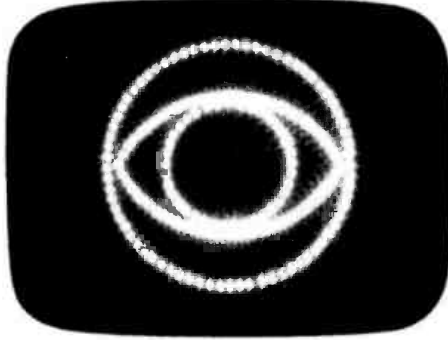
1961



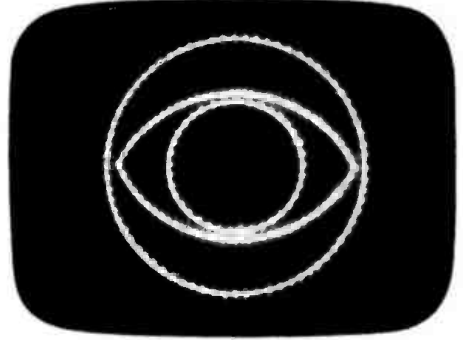
1965



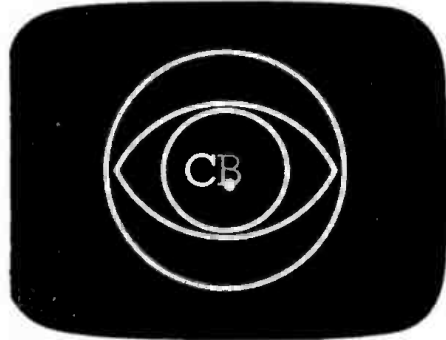
1966



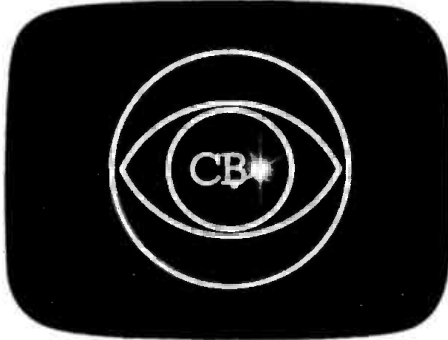
1967



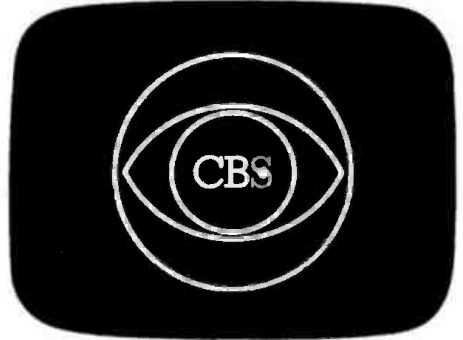
1971



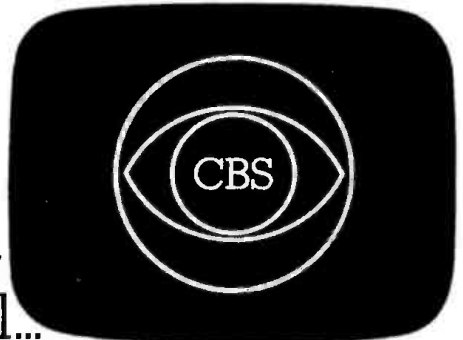
1972



1973



1974



Year after year
CBS outshines them all...
the number one network
for 19 star-studded years in a row.

Source: Audience estimates based on Nielsen Television Index AA households for every calendar year since 1956, 7:30 pm-11:00 pm. 1974 data is January-December 8, 1974. Additional survey information upon request.

M&H ECONOMY!

... a word on everybody's mind. However, for the broadcaster it is not economical, but really foolhardy to curtail news service during a time when the audience is, more than ever, deeply dependent on the news and information provided by electronic media. *They are dependent because they have a real need to be informed, in order to make the necessary daily decisions to cope with their problems.*

Today, it's sensible economy to build your broadcast facility into a strong number one position in its market. As ad dollars appear to slack off in many areas of the country, the stations that are number one will continue to get the prime share of the spendable dollars; so it is only good economic sense to become and stay number one. This is as true in smaller markets as it is in the top 50.

Our job is to help you determine how to become number one and stay that way.

Call us for a presentation with no obligation.

M&H

McHUGH AND HOFFMAN, INC.
Communications Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

Datebook.

■ Indicates new or revised listing

This week

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.

Also in January

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. 12-15—Public Broadcasting Service annual membership meeting. Hyatt Regency Hotel, Houston. National Friends of Public Broadcasting annual meeting to be held concurrent with PBS meeting.

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

■ Jan. 14—Nebraska Broadcasters Association mid-winter meeting and dinner for legislature. Radisson-Cornhusker hotel, Lincoln.

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. 18-19—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 Glickson, WLOF(AM) Orlando, chairman.

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

Major meeting dates in 1975

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

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

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

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

May 13-14—Annual convention. CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 18-20—Annual convention. NBC-TV affiliates, Century Plaza hotel, Los Angeles.

May 28-30—Annual convention. ABC-TV affiliates, Century Plaza hotel, Los Angeles.

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

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; Stanley Bush, Rocky Mountain Broadcasters Association; Harold Kassens (or replacement), FCC. Downtowner hotel, Boise.

■ Jan. 21—Agency Day. Advertising Club of Metropolitan Washington. Speaker: Stanley I. Tannenbaum, Kenyon & Eckhardt and president, NARB. Mayflower hotel ballroom.

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. 24-25—Society of Motion Picture and Television Engineers winter television conference. St. Francis hotel, San Francisco.

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. 28-29—Video technology exhibition by Media Development Dept., Lincoln Center, New York. Concurrent with annual meeting of American Association for the Advancement of Science.

■ Jan. 28-30—Prototype: the Electronic Box Office. Exhibits and demonstrations relating to video technology's effect on future of performing arts. At Library and Museum of the Performing Arts, Lincoln Center, New York.

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. 2-4—Wyoming Association of Broadcasters 1975 convention and annual meeting. Hitching Post, Cheyenne.

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. 8-7—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 Society 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.

HIGHLIGHTS FOR BUYERS

WESH-TV, ORLANDO-DAYTONA

* * * * *

1st Station In America's 43rd Market (NSI)
44th Market (ARB)

* * * * *

November 1974 NSI and ARB

* * * * *

1st in DMA/ADI Household Ratings
1st in Total Households Reached

* * * * *

Sign-on - Sign-off* - Mon-Sun

Early Fringe	-	Mon-Fri 4:30-7:30PM
Early News	-	Mon-Fri 6-6:30PM
Prime Access*	-	Mon-Fri 7:30-8PM
Prime Time*	-	Mon-Sun 8-11PM
Late News*	-	Mon-Fri 11-11:30PM
Late Night*	-	Mon-Fri 11:30PM-1AM

* * * * *

* Also 1st in Women 18-49 Reached.

12/19/74

Ken Mills - Director, Research-Promotion  KATZ TELEVISION



Represented Nationally by
KATZ TELEVISION

wesh-tv 2
DAYTONA BEACH-ORLANDO
A COWLES COMMUNICATIONS STATION

The Golden Era of Vaudeville is Back...

VAUDEVILLE

13 FIRST RUN 1 HOUR

GREAT ACTS! NEW ACTS!
WITH SOMETHING FOR EVERYONE

Starring These Headliners...

MILTON BERLE	CAB CALLOWAY	NANCY WALKER	RED BUTTONS	STEVE ALLEN	JACK CARTER
MONTY HALL	GORDON MacRAE	BOBBY VAN	EDDIE FOY JR.	ROSE MARIE	RUDY VALLEE
EDGAR BERGEN	Written and Produced by MORT GREEN DIRECTED BY JACK SCOTT MUSIC BY GEORGE WYLE EXECUTIVE PRODUCER BURT ROSEN IN CHARGE OF PRODUCTION DICK STRATTON				

Featuring a Dazzling Array of Supporting Stars

Molly Bee • Norm Crosby • James Darren • Jackie Kahane • Nick Lucas • Gisele MacKenzie • Barbara McNair • The Nicholas Brothers • Scotty Plummer • Joanie Sommers • Henny Youngman • Shani Wallis • The Wier Brothers & Katie

Bigger and Brighter Than Ever!

.....
VILLE
.....

R COLOR SPECIALS

'S! NOSTALGIC ACTS!

RY MEMBER OF THE FAMILY

Already sold to...

WCN

—CHICAGO

WXIX

—CINCINNATI

WNEW

—NEW YORK

WTTG

—WASHINGTON, D.C.

KTTV

—LOS ANGELES

KMBC

—KANSAS CITY

WTCN

—MINNEAPOLIS

AVAILABLE IMMEDIATELY

CALL, WRITE OR WIRE



METROMEDIA PRODUCERS CORPORATION

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

Open Mike®

The writer's the thing

EDITOR: The congressional revival of "Sex and Violence" is getting a lot of attention this year, but with the same old script. Unfortunately, this still leaves a hole in the plot since the issue of conflict has never been joined. The chairman [of the FCC] meets with the opposite high level at the networks; they go through the same bureaucratic motions, alerting their underlings for a subsequent round of meetings. The underlings develop specific proposals to put before their opposite number at the networks. And that's where the play bogs down.

What is apparently missing in this plot is the catalyst. . . . Since there are concrete distinctions between violence and brutality in all its nuances and shadings, why doesn't the commission call in the Writers Guild of America to examine these features? Such a scene would catapult the play into new areas of logical development. First, it would reveal that the officers of this guild have not only been sitting in the audience, but have been submitting rewrites in the vain hope of correcting the plot. And, since they are those who have the primary responsibility of fashioning the substance of what appears to be the networks' transgressions, it might lead to many surprising revelations.

For one thing, the commission might learn to what extent the writers of TV are censored by the networks. Not only in the form of prior restraint, which is the hand-maiden of creative autonomy, but by directive to substitute some form of barbarism for an original nonviolent scene. The notion that writers have as a group been frustrated at every turn in their attempts to unshackle themselves from these restrictions might open up what might presently be called the tunnel vision of the play's problem.

The same, of course, goes for the use of sex. Unlike networks, writers are not corporate structures. Their ultimate interest is not a profit and loss statement, but rather a sense of personal aggrandizement that is measured by artistic achievement. Left to their own devices, they deplore exploitation of any kind, including vulgarity in sex and can be counted on, in the majority, to exercise discretion. Neither are they saints. Hence, if they are found to be giving greater emphasis to sex, it would be a result of public capitulation to greater sophistication in such matters.

And so, play the play as the public conscience demands. Start with the incontrovertible fact that drama is conflict, and conflict is violence. But, play fair with the audience: it is not enough to know a character's name—gratuitous

violence—we must know its function. The obvious character who makes it all work is the writer.—*Ben Brady, professor, radio/TV/film department, California State University, Northridge.*

The searcher

EDITOR: Radio broadcasters: I am your customer, your listener. Are you interested in me? Do you want me to listen to you and your commercials? Then tell me where you are.

I cruise the dial and hear, "This is WGAR." So what! Where are you? I'm sorry, WBSC: I had passed Somerset before stretching the range on my Pittsburgh station and changing to you as the strong signal adjacent on my dial. That \$14.95 archery special at the Laurel sports store would have made me exit had I heard it in time.

I drive my car more than 100 miles from my home. My push buttons do me no good because I am out of range of my home stations. I see radio antenna towers; I know I could listen to that station for the next 20 to 30 minutes. But where is it on my dial? A few towers have their call letters on them; but none tell me where they are on my dial. Sometimes, but all too infrequently, a sign along the road advertises a radio station, and gives its frequency. But very seldom are the towers, which I can readily see, accompanied by a sign with the frequency.—*Arthur S. Jensen, Baltimore.*

Bad press

EDITOR: Your editorial in the Dec. 16 BROADCASTING on negative reporting by radio and TV needs to be read by all operators. Our industry lacks reporters in depth.—*J. R. Poppele, president, Tele-Measurements Inc., Clifton, N.J.*

The news flow—and ebb

EDITOR: I was disappointed and angered at the sight of your column "Broadcast Journalism" in the Dec. 16, 1973 issue of BROADCASTING being reduced to a mere column and a half in the whole issue. I would hope this is not an indication that your otherwise excellent magazine is slipping into that morass which afflicts most trade magazines; i.e., an issue fat with equipment ads and personality puff pieces. As your magazine is the journal of record for those interested in the American broadcasting industry, I would be indeed disappointed to see journalism relegated to the position that it occupied in the Dec. 16 issue.—*Robin V. Sears, assistant federal secretary, The New Democratic Party, Ottawa.*

(Rest assured, sir, that we have no intention of cutting back our coverage. It just happened to be an off week. This week, by contrast, is on. See page 27 et seq.)

Not an original

EDITOR: In your Nov. 11 issue, you state that New York has become the first state to require uniform accounting and financial disclosures of cable television operators. I believe if you check with the Public Utilities Commission in Connecticut, you will find that this has been the case here for several years.—*Melvyn E. Shlank, Orange, Conn.*

(We did; it has been.)

Woodsy's side

EDITOR: Woodsy Owl's campaign is directed at improving our environment. Happily, there is new legislation which supports the campaign and assists the taxpayer. Last June, Congress passed the Woodsy Owl Act which allows us to issue licenses for Woodsy Owl merchandise and use the royalties to support the Woodsy Owl program. The royalties are growing, and in the near future it appears the income will cover a major portion of the cost. We believe the taxpayer is getting a good bargain.

Just as Ron Harvey of WFON ["Open Mike," Nov. 23] is contributing public service time on his station to air Woodsy Owl's message, Ogilvy & Mather has contributed considerable time and talent into producing the radio messages. The cost to the government has been that of production and materials. The various show business and sports personalities also donated their voices and time.

Mr. Harvey's letter points out a dilemma we face. We want to get the attention of various stations so they will be encouraged to play the record and also use the announcer scripts. Still, we honestly believe the statement, "Our environment is being threatened by pollution" and agree that we should reduce our use of resources where practical.

What do you broadcasters feel is the minimum package that we should send? Do you feel it is necessary to include the script of the record, which in this case took four pages to print? Will stations just play the record, or will stations use the script for ideas in localizing the pollution message?

We appreciate your interest and are sincere when we say we would like to have your suggestions.—*Stephen C. Harper, national coordinator, Cooperative Outdoor Environmental Programs, Office of Information, U.S. Department of Agriculture Forest Service.*

The Austin 'Profile'

EDITOR: I've never had so much favorable comment in connection with any interview I've ever given as resulted from the very interesting "Profile" in your Dec. 2 issue.—*Bud Austin, executive vice president, Paramount Television, Hollywood.*

ARB & Nielsen Agree!

wsyr-tv



AGAIN

* SUNDAY THRU SATURDAY-
TOTAL HOMES - AVERAGE
QUARTER HOUR AUDIENCE - TOTAL SURVEY AREA.
SYRACUSE NIELSEN - NOVEMBER/1974 - 7AM TO 1AM
SYRACUSE ARB - NOVEMBER/1974 - SIGN-ON TO
SIGN-OFF.

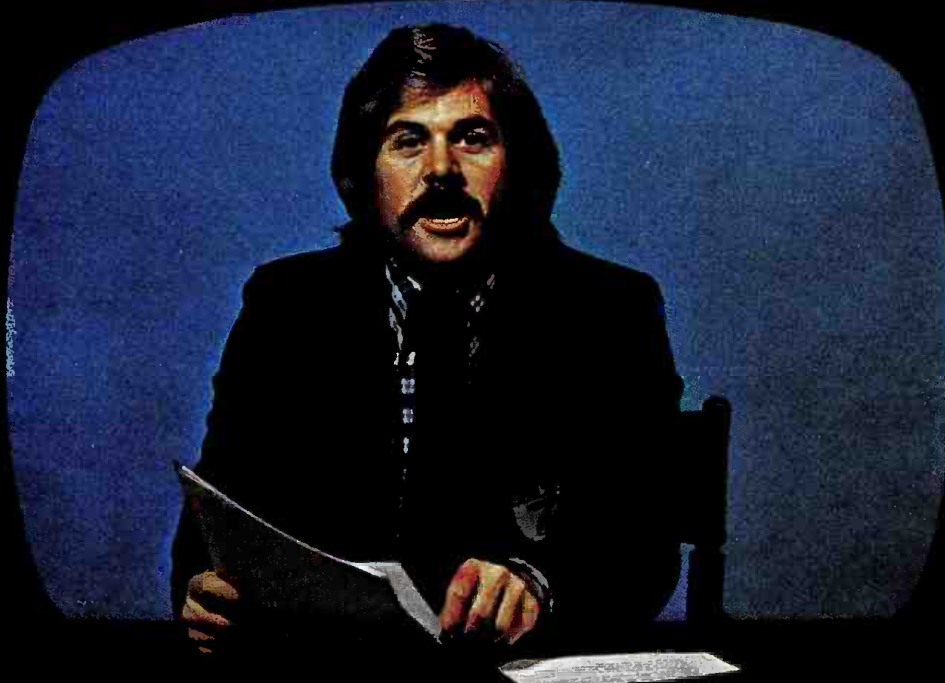
* Sunday thru Saturday - Total Homes - Average
Quarter Hour Audience - Total Survey Area.
Syracuse Nielsen - May/1974 - 7AM to 1AM
Syracuse ARB - May/1974 - Sign-on to Sign-off

wsyr-tv3

SYRACUSE

All measurement data are estimates only - subject to defects and limitations of source materials and methods.

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



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

Today, more people are seeing more news because of a portable color video tape system from Akai. The VTS-150. It can make the difference between news you can only talk about and news you can show. Here's some news it's been making:

Ray Karpowicz, General Manager KSD-TV

"One afternoon the Fairmont Racetrack in Illinois burned to the ground and KSD sent a crew out in a helicopter. Over the site, we

moved as slowly as possible and held the Akai VTS-150 to our chest to reduce vibration. The system worked to perfection and we had the story on at 6 o'clock."

Tony de Haro, News Director KRIS-TV

"At 4:30 P.M., a news conference was called by a local evangelist we were doing a series of investigative reports on. He stalled until 5:30 and didn't finish until 6:00, but we had the story on the

air at 6:17. It was only a matter of driving back to the station with the Akai VTS-150."

Steve Currie, Director of Broadcasting WCBD-TV

"When Gen. Alexander Haig visited 'The Citadel' in South Carolina, his press conference began at 4:30 P.M. We took an Akai VTS-150 with us and returned in plenty of time for the story to be televised during our 6:00 P.M. News."

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



Ray Miller, News Director KPRC-TV

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

The VTS-150. It weighs only 22 pounds. It costs only \$6995. Its ¾" tape can be dubbed up to quad. Or with a time base corrector go

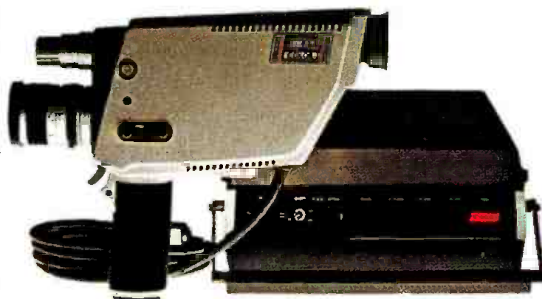
directly on air. It has automatic editing control. And a sound dubbing capability. It can go anywhere. Shoot anything. Edit anything. In a matter of minutes. We think it's revolutionizing broadcast journalism. Just watch.

Simulated television reception.

AKAI

People watch the news to see the news.

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



"A splendid service..."

"Unduplicated by any other source..."

"An honest approach..."

"Clear, Concise, Unbiased..."

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

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

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

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



Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

*Drake
Chenault*

The leaders in quality programming for automation.

8399 Topanga Cyn. Blvd., Canoga Park, Ca. 91304 (213) 883-7400

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Maury Long, *vice president*.
Edwin H. James, *vice president*.
Joanne T. Cowan, *secretary*.
Irving C. Miller, *treasurer*.
Lee Taishoff, *assistant treasurer*.

Broadcasting TELEVISION

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.

Sol Taishoff, *editor*.

Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Joseph A. Esser, Jonathan Tourtellot,
assistant editors.
Mark Harrad, Marc Kirkeby, Randall Moskop,
Joanne Ostrow, *staff writers*.
Randi Lewis, Nicholas Sabalos Jr., Patricia
Thach, Donna Wyckoff, *editorial assistants*.
Betty Riehl, *secretary to the editor*.

BUSINESS

Maury Long, *vice president*.
David N. Whitcombe, *director of marketing*.
Doris Kelly, *secretary*.

ADVERTISING

Winfield R. Levi, *general sales manager (New York)*.
John Andre, *sales manager—equipment and engineering*.
David Berlyn, *Eastern sales manager (New York)*.
Ruth Lindstrom, *account supervisor (New York)*.
Bill Merritt, *Western sales manager (Hollywood)*.
Lynda Dorman, *classified advertising manager*.

CIRCULATION

Bill Criger, *circulation manager*.
Kwentin Keenan, *subscription manager*.
Barbara Chase, Lucille DiMauro, Odell Jackson,
Patricia Johnson, Jean Powers.

PRODUCTION

Harry Stevens, *production manager*.
Susan Cole.

ADMINISTRATION

Irving C. Miller, *business manager*.
Lynda Dorman, *secretary to the publisher*.
Philippe E. Boucher, Gloria Nelson.

BUREAUS

New York: 7 West 51st Street. 10019.
Phone: 212-757-3260.
Rufus Crater, *chief correspondent*.
Rocco Famighetti, *senior editor*.
John M. Dempsey, *assistant editor*.
Leslie Fuller, *staff writer*.

Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Ruth Lindstrom, *account supervisor*.
Jackie Morrone, Harriette Weinberg, *advertising assistants*.

HOLLYWOOD: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, *senior correspondent*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

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



* Reg. U.S. Patent Office.
© 1975 by Broadcasting Publications Inc.

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

KCCI-TV FACT SHEET

1. 2000 ft. = New Tower
-709 ft. = Old Tower
1291 ft. Higher Now

2. Resulting in -
10,000 More Sq. Miles*
130,000 More Homes*

3. Effective 12/10/74



A Broadcast Division of
Cowles Communications, Inc.

* Engineering Estimates

WEEI has made the hourly news virtually obsolete.

1974 will be remembered as one of the momentous news years in history. Desegregation of the Boston schools, an impeachment hearing, state and local elections, a Presidential resignation, and much more. We don't think any radio station can do a first class job of covering the news with only hourly news. So, last April, WEEI became WEEI Newsradio 59 — New England's first and only newsradio station. Today, when most people in New England want the news, they come to the news station. Us.

WEEI NEWSRADIO 59

CBS in Boston

represented by
CBS Radio Spot Sales



Broadcasting Jan 6

Vol. 88 No. 1

Broadcast Journalism™

Radio credo for the 70's: journalism spoken here

Paced by a growing number of all-news stations, backed by the emergence of new services and the evolution of older ones, the aural side of broadcasting is turning increasingly to news as a programing and business staple

Radio, it seems, is a medium made for metaphors.

"It's a wristwatch," says Harper Carraine, head of research of CBS's owned radio stations. "Television's the clock on the living room wall."

"Radio is an alarm clock," says Elie Abel, former NBC radio network newsman now dean of the Columbia Journalism School. "It's the alerting mechanism—that is, if you happen to be listening."

"It's a security blanket," says Bob Dickey, general manager of WINS-AM New York.

Radio—and radio news—are all those things and more. All those things, and more, are the subject of this special report.

You have to get up early in the morning to get ahead of radio journalists. This is because the medium has carved out its own prime time—"morning drive," roughly coinciding with the urban auto commuter period, generally 6-9 a.m. More and more urban market stations, regardless of how they program the rest of the day, are committing themselves to "news blocks" in drive time.

As CBS's Harper Carraine sizes it up: "Television will have to settle for one-tenth the audience in daytime TV that it gets in nighttime, and radio will have to settle for much less in the evening period." In fact, a 1974 Opinion Research Corp. poll conducted for CBS Radio showed radio to be the primary source of news in the morning for 57% of U.S. adults over 18. That's up 5% over 1971. This, naturally, is heartening news in the face of an earlier Roper poll that showed radio floundering with only 23% of the public's loyalty as an over-all primary



All-newsman at work. WCBS New York's Lou Adler anchormanning in drive time.

news source. Says George Arkedis, head of the CBS radio network, "Recent major competitive efforts of other media notwithstanding, the first part of the day appears more than ever to belong principally to radio."

Since the other "competitive efforts" cited by Mr. Arkedis refer, one may assume, to television's new tri-network push for early morning information-hungry audiences, radio's stronghold on that day-part is linked to auto commuting, and therefore to urban areas, and therefore to residents of metropolitan areas who are wealthy enough to live outside the city and/or own their own cars. The ORC poll showed that radio reliance in the morning jumps to 61% among persons with an over-\$15,000 family income.

Radio stations in heavy commuter markets are also opting for p.m. drive time information/news blocks, generally from 4 to 6. That's usually step two, after morning news blocks have proved successful.

Radio journalism is generally associated with the AM band as well as the a.m. listener. Although there are a sprinkling of FM stations with strong news departments (including at least one FM all-news station), many radio experts see the day when FM will be associated solely with music, AM with news/talk. CBS's Mr. Carraine has detected the early symptoms: "Many people pre-set their dials, and have one AM station for news, and one FM station for music." This is the way radio news "sharpens its gratification" (Mr. Carraine's term) without having to compete with radio music audiences.

As AM listening has been following a pattern of dropping off in the evening and going to FM, Mr. Carraine, among others, feels "radio would be just as foolish to spend a lot of money in the evening as TV would be to spend mil-

lions trying to crack morning drive time." There is one day-part news radio is flirting with, and that's what's used to be called "housewife time"—the 10 a.m. to 3 p.m. period. Mr. Arkedis, for one, dismisses the sexist definition of that period, and has introduced statistics showing more women listen to radio during morning drive than during the 10-3 period, and that men listen more to radio during the midday hours than they do during drive time. That shakes up radio news programmers a little, but it's safe to say that they are taking few chances with that period and that most stations—if they broadcast news at all during that day-part—tend to soften it, especially in the area of documentary scheduling. At KMOX-AM, the CBS-owned St. Louis station, for example, a 14-part series on birth control fell in the midday period, whereas a five-part series on poverty was scheduled during morning drive.

And radio news programs are getting shorter and shorter: "mini-documentaries" are a standard. The mini-doc—tantalizing shreds of a news program scattered, usually, throughout the week—has become one of the medium's specialties. While some condemn it (newsman Sander Vanocur, for one) as "snippet journalism," others see the mini-doc, with its huge cumulative audiences, as one of the medium's tacit strengths. "It's impact programing," maintains George Arkedis. "It's how I make impact and get back at television."

The birth control and poverty series were just samplings of the documentary product of top-rated KMOX. The St. Louis station became the first news organ in its market to run an investigative series on heart disease with an 18-part series last month. The station ran a four-part series on ghetto crime, and series on the economy, and on the grand jury system, and many more within the past six months. Most of the segments are cut to

five minutes each, and one segment will run several times a day. "We don't feel an audience can sustain much more than that on radio," thinks KMOX News Director John Angelides. "Hell, a series uncut can amount to one hour. But nobody is going to listen to radio that long."

KMOX is unusual in that it combines news, entertainment, music and telephone talk formats in a single day. Its six-person news staff operates on a budget of approximately \$200,000 a year. KMOX produces a 6-9 a.m. morning drive news block, and delivers commentary and analysis throughout the day on breaking stories. It is the only CBS owned AM radio station not converted to all-news or almost-all-news.

At another St. Louis station, KSD(AM), the mini-documentary has been further refined to the "vertical documentary." In the past year, KSD's 10-person (full time) news staff has produced about a dozen multi-part documentaries—about 2½ minutes per edited segment—and broadcast them on the basis of several installments per day. The "horizontal" documentary, the traditional process, is fed one segment per day. KSD's staff believes the vertical documentary results in "far more audience and far more impact." At KSD, a story is developed during a single day, with an installment attached to each of five regularly scheduled newscasts.

At KTRH(AM) Houston the mix of news, sports and information is so eclectic that management admits "no single listener . . . can adequately describe the station's format." Says General Manager Frank Stewart, "To the farmer-rancher, it's the home of agribusiness editor Dewey Compton, who tells him when to plant and when to harvest. To the aspiring politician with no funds, it's the station that permits him to air his views free. . . ." Mr. Stewart's catalogue goes on to embrace businessmen, housewives, citizen activists and outdoorsmen.

Because of this concept, says News Director Jack Ford, "It is almost impossible to separate the news operation from the program operation. Almost all of the reporters are directly involved in some sort of 'talk' program. These are an extension of the news and the news is an extension of the talk shows."

Three stations owned by the Broadcast Group of New Haven recently imparted news/information to their formats, and at two of the stations, the mini-documentaries arrive with the regular newscasts. WSGO(AM) in New Orleans, which tackled a morning drive news block two years ago and followed a year later with a p.m. drive block, became its market's only news medium to present an investigative report on the state's insurance commission scandals, eventually contributing to legislative re-evaluation, according to a Broadcast executive. Wsgo's news blocks, called "NewsWatch," are sandwiched among the rest of the day's music (MOR) and talk elements. News programming consumes about 20% of the station's operational expenditures.

The company's New Haven station,

Two in one. This is *Broadcasting's* annual combined yearend issue (In this case a year-beginning one). It features this special report on radio journalism, and includes within its news compass all those events that have occurred since publication of the Dec. 23, 1974, Issue.

WELI(AM), plunged into commuter news blocks in the afternoon, first, and during the noon-12:30 lunch period. There are also hourly 10-minute newscasts during morning drive, and couched in each of the major news periods the station presents "Urban Editor's Notebook" with an investigation or report on the city's problems. At Broadcast's KTOK(AM) in Oklahoma City, "Red Rover Radio" is in bloom. A one hour (5-6 p.m.) commuter news block is complemented by periodic mini-documentaries. One, "Suffer the Little Children," won the American Legion national radio award for its approach to Oklahoma City's public school integration crisis last fall. News programming relieves KTOK of about 18% of its operating budget.

Where the issue of school integration was and is most vociferously articulated, in Boston, radio proved an invaluable aid. Westinghouse's WBZ(AM) received an unusual honor for its attempt to resolve the conflict through group dialogue. On Nov. 6, during the height of the confrontation, WBZ broadcast three hours of a 12-hour marathon encounter session staged by the station. Six students and six parents, white and black, led by a professional moderator, thrashed out the issue. The *Boston Globe* urged area residents on its editorial and front pages to tune into the session. "Everybody who cares about Boston and about what is happening in the city's schools should take time out to listen in," the *Globe* stated. "It makes very worthwhile, if anguished, listening."

WBZ—which as a "news block" station has a 4-6 p.m. drive time newscast—also traffics in mini-documentaries, notably an 18-part series last May on rape, produced by two of the station's women journalists; the series was instrumental in Massachusetts' re-evaluation of the statute prohibiting a rape defendant from being questioned about previous rape-related convictions.

One of the longest-running radio mini-documentary series was "Anatomy of Food Prices: Who Gets What?" by Minneapolis's traditionally dominant news/talk station, WCCO(AM). Every day for the month of October, 1973, the station broadcast four two-minute reports analyzing the top-to-bottom price factors involved in the production and consumption of different food items. "It was an exhaustive job, and difficult to present," said WCCO News Director Curtis Beckman. Five of the station's seven broadcast journalists were assigned to analyze the pricing of seven common food items. "We had to postpone the start of the series twice because the information just wasn't that easy to get," noted Mr. Beckman.

WCCO's news programming style is referred to as "flow of information," in-

cluding a news block from 6:55 to 8:10 a.m. and 5-5:30, 6-6:30 and 10-10:30 p.m., plus hourly newscasts and CBS network programs. WCCO's involvement in programming for the farm community was underscored in November 1974 when it became the only independent commercial radio outfit to staff the world food conference in Rome. Larry Haeg Jr., WCCO staff reporter, spent two weeks in Rome, shipping four 10-minute newscasts and two five-minute special reports back for daily broadcast.

WCCO tried a "modified" all-news format, but found it "unsuccessful," according to Mr. Beckman. The station relies on its shortened regular newscasts, particularly the 7:15 a.m. program, which people "set their clocks and watches to." WCCO has glided through ratings books for over a decade with an average 60% of the morning audience in its total survey area.

Radio stations cutting a swath in their schedules with lengthy documentaries have included a great many FM stations. The Pacifica listener-supported stations stand out in this field, particularly KPFA(FM) Berkeley, Calif., and WBAI(FM) New York. The latter broadcast in-depth 30-minute special reports on the Rockefeller fortune during the Vice Presidential nomination proceedings, and on the Korean minister Sun Myung Moon who strenuously campaigned for followers in New York City. The Berkeley station won two Armstrong awards last year: for *The Big Sell*, on trade and foreign policy, and for *The Little People, or Think Big*, on a convention of dwarfs and midgets. Another public-supported FM station making large strides in the area of documentaries is WOSU(FM), Ohio State University's station known for its *News Series*. Wosu is one of the largest public radio operations in the country, with three regular two-hour newscasts daily funded primarily through grants from the Corporation for Public Broadcasting.

Other FM documentary projects that won Armstrong awards this year include: WRVR New York, for a 90-minute investigative report on "Rockefeller's Drug Law," featuring extensive interviews, telephone call-ins, and narration; WNCR Cleveland, for a 30-minute program on the various methods of birth control available; WPST Trenton, N.J., for a point-blank look at the disparity in the FCC equal time law as it applies to length of coverage given to candidates responding to station endorsements—(the station's president, Herbert Hobler, found that the equal time law kept the station from concentrating on other issues, since the law demands "28 times the amount of airtime for candidate response as for station endorsements.")

It's not done with mirrors, but good equipment is a must

Even the larger stations, such as WCCO, rarely employ news staffs of over a dozen people. (All-news stations, however, are a dramatic exception to that rule of thumb.) The efficiency of the medium is brought home during breaking events and catastrophes. Bill Mc-

NUMBER ONE AND THE ONLY ONE IN NORTHERN CALIFORNIA

KCBS Newsradio 74 is the Bay Area's first and only source of continuous news. And more news has brought us more firsts:

- FIRST in reaching Adults 18+
- FIRST in Morning Drive
- FIRST in Afternoon Drive
- FIRST in Midday
- FIRST in Nighttime and Weekends

KCBS has the highest Exclusive Cume of any Northern California radio station.* As America's pioneer radio station, since 1909, KCBS has made history while reporting it. We were the newest innovation then, we are a news innovator now. Newsradio works.

A CBS Owned Station
Represented by CBS Radio Spot Sales

KCBS NEWSRADIO 74
SAN FRANCISCO

FIRST.



*Based on ARB estimates Oct/Nov, 1974, subject to qualifications KCBS will supply on request. (Total Listeners 18+)

Closkey, news director at WASH(FM) Washington, has a term for this efficiency: "guerrilla news."

"It's not done with mirrors," says Mr. McCloskey. "It's done with professional journalists, news assistants (college students, recent graduates, etc.), excellent equipment kept in good repair and a good file of telephone numbers." Citing "economic pressures dictating smaller news departments," Mr. McCloskey describes the effect of guerrilla news as "sounding like a cast of thousands" on air, but "looking very compact" in the budget. The WASH news staff, including Mr. McCloskey, numbers five. It produces 139 newscasts per week (plus a 30-minute "Special Report" on D.C. metro news.). The newscasts vary constantly in length, depending on the urgency of the news. Mr. McCloskey is proud that he is "under" his approximately \$100,000 annual budget through efficient use of reports and reliance on telephones for stories. "We find," he maintains, "we can get eyewitnesses or participants to the phone more quickly than the competition can get a reporter to the scene. They spend the money; we get the scoop."

The sterling example of this at WASH was last July's takeover of a Washington courthouse by two armed convicts. For four days, the men controlled a cell-block there and for three days held seven hostages. The WASH news department stayed on the telephone with the con-

victs the entire time, scooping practically everyone else in town.

Permanent telephone lines to city, state or federal institutions promote this efficiency. A station's technical tie-lines with police stations are paramount. One of the latest developments in that area is the supplementing of newsroom police scanner radios with police "pocket scanners" controlled by individual radio reporters. WEEI(AM), CBS's all-news O&O in Boston, has extended flexibility through its pocket scanners provided to field reporters in the station's four mobile units, and reporter "whiparounds" sound most impressive. A typical WEEI street reporter, for example, is sent on assignment equipped with a pocket scanner, with earphones from the instrument to the ear and to the station's radio broadcast, a walkie-talkie into which reports are fed, a microphone and tape recorder, and perhaps a portable telephone. "We want our guys out there well-equipped," says WEEI's News Director Mike Ludlam in a masterful understatement.

But what about a station with only a partial news commitment—how does it cover breaking news? In the case of KGRC(FM) Hannibal, Mo., a four-person staff worked around the clock during the spring 1973 flood disaster that wiped out homes from Iowa to Mississippi. The station rented an airplane and flew up and down the swollen Mississippi river for 35 hours. Volunteers were re-

cruited through station urging, listener queries were answered, official organizations were given the airwaves when necessary—for six days straight. In announcing an Armstrong award for KGRC's efforts, the judges called it "a textbook demonstration of broadcasting in the public interest . . . during which, KGRC was the community."

WIZM(AM) LaCrosse, Wis., which boasts a small staff but a big ambition, disproves any notion that only a huge market can accommodate a sizable morning drive segment. Not only do the commuters support WIZM's 70-minute a.m. news block, but they keep the station top-rated in the day-part. Managing Editor Gayle Olson insists that the station's news operation "would be highly praised in markets four and five times our size" (which happens to be about 85,000 people). WIZM produced 869 local actualities during the month of November 1974 alone.

The name of the game in radio news may well be "equipment." A typical newsroom in a medium-sized station would consist of a weather service line, about three police radios, direct phone lines and a police hot line, all connected to tape recorders, news service wires and/or voice package feeds, editing equipment plus the familiar control room gear. As Mr. McCloskey of WASH puts it, "I can't emphasize too much the importance of working closely with an engineering department that is willing to

NEWS RADIO 580 GOES A LONG WAY

WIBW's low frequency of 580 goes a long way — easily supplying the eastern two-thirds of Kansas with the best and most complete news coverage in the state. WIBW has gone a long way to furnish that coverage. We have the largest broadcast news team in the state and one of only a handful of full-time three-man Farm Departments in the entire country. And our news people go a long way, too — Nashville, New York, Japan, the Bahamas — any place in the world that news happens.

NEWS RADIO 580 — GOING A LONG WAY TO BRING KANSANS TEN HOURS OF NEWS DAILY.

sold nationally by
AVERY-KNODEL, INC. 

WIBW
NEWS RADIO 580

Topeka, Kansas
(913) 272-3456

BROADCAST SERVICES OF STAUFFER PUBLICATIONS, INC. - TOPEKA
Thad M. Sandstrom, Vice President - Broadcasting

WIBW TV-AM-FM
CBS - Topeka

KGNC-AM-FM
CBS - Amarillo

KRNT-KRNO
CBS - Des Moines

KSOK Radio
Arkansas City, Ks.

KGFF Radio
ABC - Shawnee, Ok.

ALL AMERICAN NETWORK - Televising the World's Richest Horse Race on Labor Day - Originating Kansas City Royals Baseball Network

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

The forming and shaping of flat rolled steels has progressed in recent years from an art to a science. New testing procedures have helped identify problem areas and point the way toward predictable improvements.

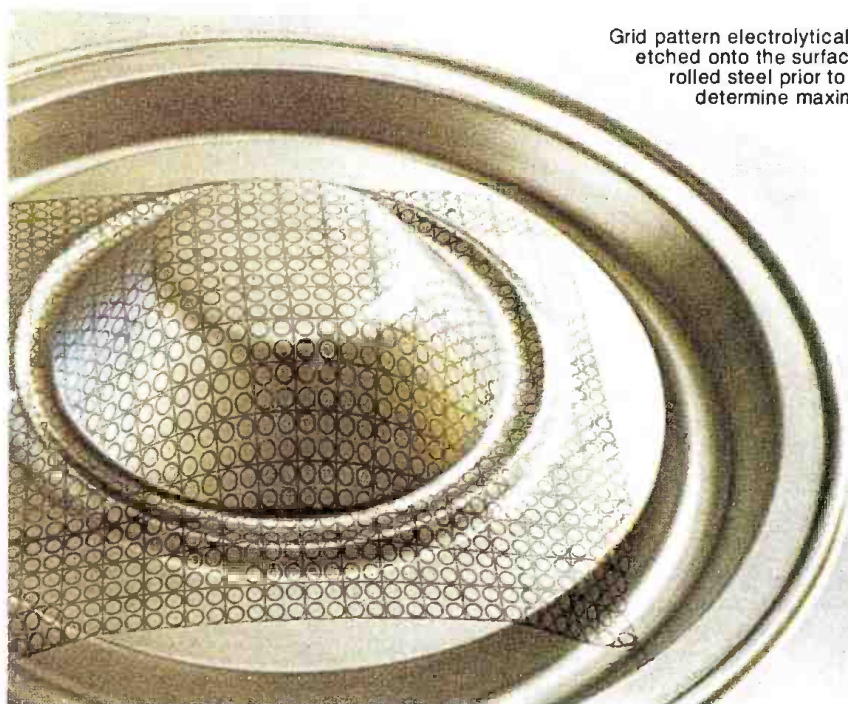
Republic was one of the first to make a technical approach to the problem of "How does flat rolled steel behave? And why?"

With the cooperation of concerned customers, we went into the shop to see what happens when you run steel sheet or strip through a roll former, or draw it, or stamp it. The objective was to set up a formal appraisal system to develop better steels for breakage-free parts.

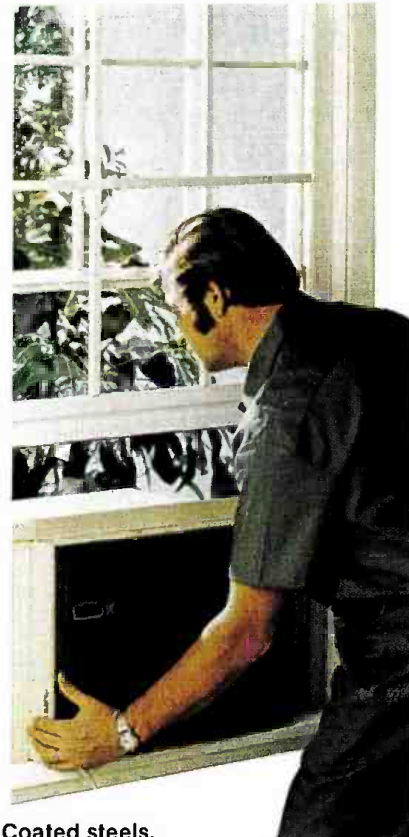
By analyzing the grid pattern stenciled on a test sheet, technicians can tell the maximum stretch required of the steel. They can relate this to die design, grade, and steel-making practice. And with this information, they can determine very closely how to set up a production operation at minimum overall cost.

Modern processing controls also include special tests for surface texture and roughness, gage, and uniformity of properties.

Because we make a lot of flat rolled steel (it's our number one tonnage product), we supply a lot of flat rolled customers. But more important, those customers get the flat rolled steel that precisely meets their needs. Another one of the strengths that make us the new steel company.



Grid pattern electrolytically etched onto the surface of flat rolled steel prior to drawing to determine maximum stretch.



Coated steels.

Air conditioner wrappers are just one application for our broad family of prepainted and zinc-coated flat rolled steels. The complete line will soon include such new developments as PAINTLOK-PLUS* electrogalvanized steel sheets for comparable corrosion resistance, improved paint adherence, and ductility advantages over G-60 hot dipped galvanized steels.



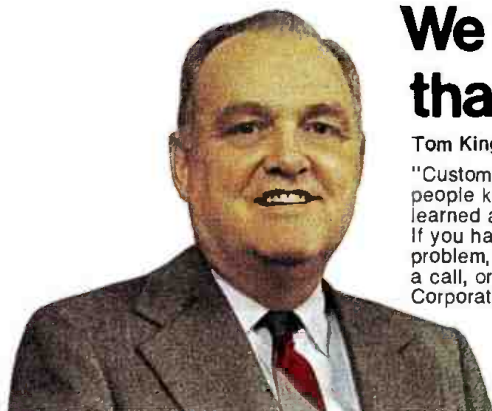
MAXI-FORM* steels.

New MAXI-FORM steels combine high strength with unusual formability and toughness. Difficult bends can be made in longitudinal or transverse rolling directions. The MAXI-FORM family includes steels from 50,000 to 80,000 psi minimum yield strength. This high performance muffle clamp was formed from MAXI-FORM 80.

We do more than just make steel.

Tom King, Manager, Customer Technical Service:

"Customers tell us we should let other people know some of the things we've learned about making and shaping steel. If you have a flat rolled question or problem, maybe we can help. Give me a call, or write: T. C. King, Republic Steel Corporation, Cleveland OH 44101."



Republicsteel
The new steel company

*MAXI-FORM and PAINTLOK-PLUS are trademarks of Republic Steel Corporation.

set up the news department to the news department specifications and then maintain the equipment." At WASH, two engineers turn the trick.

There is a negative side to the engineering situation at some radio news outlets, and it's no secret: virtually all radio journalists questioned for this report expressed anguish over interference in journalistic efficiency caused by labor unions. As one radio network journalist put it: "There are too many non-journalists in electronic journalism."

Mention unions to radio news managers and a pained expression breaks out. "There have been times," a New York radio journalist said, "when I turned out the light in the studio after work and got saddled with union complaints because only IBEW could turn the light switch." "At a music station, you can deal with the restrictions—they were made for music stations," complained a young news radio manager, "but at a news station, the whole point is to give the public information, and to do that, well, you sometimes have to move pretty fast, and you sometimes are more dedicated to getting the story out than to remembering which buttons you're not supposed to push."

"Unionism is a terrible problem for us," said the news director of a large all-news station. "You have 25 guys with IBEW who can't be fired. You have another 20 at the Writers Guild who can't be fired. It's too bad, but the fact is that the news business just isn't as organized as the labor business. They're two different worlds."

AFTRA, network buy-outs make life easier in radio news

One union, at least, has discovered a way to accommodate the idiosyncrasies of news radio. Two years ago, at NBC Radio, the American Federation of Television and Radio Artists (AFTRA) negotiated what was called a "moneybreak" contract. AFTRA, the on-air talent union, agreed to accept an annual wage instead of fees per story delivered on the air. The annual wage is roughly equivalent to what an on-air reporter would earn through the per-use payment system. Now practically all national news services and many individual stations (especially all-news) are moving in the direction of "buying out" AFTRA contracts. What this amounts to is that reporters are now expected to deliver all the material they can, rather than only that which the station or network can afford. Not only does the management get more use of its reporters—it's virtually like doubling the existing staff, says one executive—but reporters can stay with a story to its finish.

The insert payments were becoming a crippling expense at all-news stations. Those owned by CBS and Westinghouse have, on the most part, gratefully embraced the AFTRA buy-outs. As the general manager of WCBS(AM) New York, Dave Nelson, perceives it: "It's a big breakthrough. Now we can cover news based on journalistic judgment alone."

Onward evolution in national news services

Local coverage is well and good, but stations still need news of the nation and the world to complete the word-picture of radio's broadcast journalism; the options are growing apace

The annual budgets for each of the three radio arteries under the signposts ABC, CBS and NBC run generally between \$6 and \$8 million. Practically all of that goes into news, fast emerging as the one symbol of network radio. At ABC, 94% of the programming is for hard news; at CBS, 80% of the programming is news (hard and soft), excluding sports; at NBC, a total restructuring is in work to turn the network into "an all-news network" amounting to nothing less than a "news service," its news manager reveals.

Network radio at this level means that broadcast journalists sign contracts for both radio and TV work, as employees of the news divisions. The faces of TV news (such as the 50-correspondent worldwide input) are the voices of radio news, as when the four evening news anchormen deliver commentaries on their respective radio networks—the only opportunity for commentary for stony-faced TV neutrals Walter Cronkite (CBS) and John Chancellor (NBC). "The radio networks' place," asserts ABC News's radio programming manager, Mike Stein, "is to cover the news, because it's almost impossible for individual stations to cover it adequately without them."

If that is in dispute among executives of other radio movements, it does not seem to be with the public, if a May 1974 Opinion Research Corp. poll is any guide. It showed that 62% of some 2,000 adults preferred to listen to network-affiliated radio. Further, the reasons for this preference had to do almost entirely with the quality of the news. The most frequently-given reason for the preference was "complete and broad news coverage," and nine out of the eleven reasons directly praised network news. The only disadvantage commonly cited was "not enough local news"—which George Arkedis, head of the CBS radio network, sees as confirming the National Association of Broadcasters' finding of a "keen public appetite for frequent briefings on all types of news—world, national, and local—via radio."

NBC's network radio chief, Russ Tornabene, is certain that "the radio network product is basically news, in the dimension that we can provide the stations with something they can't do themselves." NBC's *News on the Hour*, which Mr. Tornabene calls the "basic service," has the highest clearance of any NBC radio program, nearly 100% of the network's some 240 affiliates.

Network radio's five-minute newscasts are still its most popular product. In fact, the five-minute newscast generally captures about 15 out of the 20 top-rated network radio program positions with adults 18 and over.

That basic five-minute newscast started

decades ago (it's really a 3½ minute newscast with 1½ minutes of commercials), but it's changing in several ways: it is no longer restricted to "on the hour," and in some cases it is quickening its pace to accommodate the diversity of local formats; further, it can now be expected to contain a substantial amount of actuality, or live material—generally about three to four live inserts per newscast.

ABC's Al Pariser, head of radio network research, thinks the advent of all-news radio sparked the newscast spillover into other parts of the hour. ABC, certainly, when it split into four networks in 1958, pursued other slots for the newscasts because all its networks are on one telephone cable. Mutual now has three hourly newscasts, and NBC's *News on the Hour* next month will reappear on the half-hour from 6:30 a.m. to 12:30 p.m. (EST) for "greater flexibility for stations during their drive times, coast to coast."

The pace of the newscasts is quickening like a hail storm, and NBC's Bob Kimmel, manager of radio news, explains that it is largely due to the demands of affiliates, who want "tight production, a brighter sound, with lots of actuality." The net effect is that network radio news is cramping itself with constricted broadcasts while extending itself through the use of closed circuit feeds—free to stations to use at their discretion. It only sharpens the growing distinction between news radio and music radio. "Let's face it," a network newsmen said, "in many ways stations are becoming more independent, and they want to call the shots."

The problem of journalistically catering to station format variance has been met at ABC Radio, which, with its four distinct networks, representing an almost 1,550 affiliate total, is really "all things to all people," says Tom O'Brien, ABC vice president and director of radio news. The information network, with some 517 affiliates, has on-the-hour newscasts and the most general target audience. The contemporary network, with some 360 affiliates, may be taken only by "top 40" styled AM stations for the :55 newscasts. The FM network, the only network to provide news expressly for FM stations, at 15 minutes past the hour, has some 215 affiliates. The entertainment network, with almost 400 affiliates taking the on-the-half-hour newscasts, is geared toward MOR-styled stations, and is the primary vehicle for the longstanding single most popular and widely heard radio newscast in the country: Paul Harvey, heard on approximately 600 stations (some non-ABC affiliates, some affiliates taking only Paul Harvey). "Paul Harvey," said one ABC radio newsmen, "is a network in himself."

ABC's four networks are rated and sold separately, have different news managers and writing styles, and a station in a small market can take more than one. "We're really in competition with ourselves," says Mr. O'Brien. "In 1967, ABC Radio was

losing its shirt, as all the networks were. The day we went to four networks, everyone came in cold sober because we didn't know if it was going to fly." Since that day, he says, the network has quadrupled its on-air people and the newsroom staff has almost doubled.

Mr. Stein says ABC was the first network to "get the writer into announcing," and that "there's not one on-air person reading the news for us that hasn't written the material he's reading." This is, as it happens, a great boon to the radio journalists' pay scale, which is, according to Mr. Stein's calculations, "\$485 per week just to come in off the street"—although to do that you generally have to be a journalist with six years of experience. The fading away of voice quality requirements also was a boon to the female job market. Mr. Stein predicts that the number of women in radio journalism will rise "dramatically." Right now, he says, we are listening to what amounts to the "first graduating class of women in radio news at the network level." ABC has three on-air newscasters who are women, CBS has four, and NBC one.

(The switch in emphasis from voice to journalist merit has tended to make many radio newspeople—at the network and all-news level, at least—better paid than equivalent TV newspeople in their markets. In New York, for example, the minimum scale is about \$30,000 annually for an on-air radio reporter.)

CBS's radio network was the first to extend its schedule to 24 hours, in April

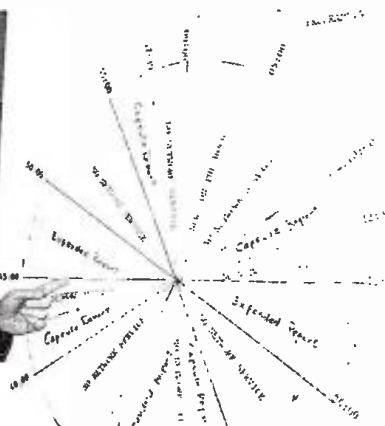
1973. NBC followed suit in January 1974. ABC, after lengthy debate, decided not to go all night, but maintains a "newswatch" system of keeping the lines open for breaking stories.

Among the more significant developments in recent radio journalism occurred last October, with the arrival of the Associated Press's audio service, AP Radio. Now some 230 subscribers strong, APR promotes the flexibility of news feeds that first became popular when UPI Audio cranked up in 1954. Both UPI and AP offer regular newscasts and some features, and both also send news packages that can be edited and inserted according to whatever turns—on an individual news director. Mutual Broadcasting System introduced that closed circuit feed element some three years ago: Westinghouse does it, as do the other commercial networks. NBC, in fact, last month decided to double the amount of material available five times daily on its "Newsline" closed circuit feed system. Networks admit it is an affiliate-stroking device, and some radio newspeople admit the service is made available to large network affiliates at bargain prices to cajole them into being more avid for the regular network programming. There is a strong indication that the closed circuit feed is the real network of radio's future.

"If we have made a contribution," says UPI's vice president for broadcast services, Pete Willett, "it's mainly in giving local stations more tools, and encouraging independent radio journalists to have

more control over the content of their newscasts." Mr. Willett, as it happens, believes that the biggest thing to come down the pike for radio news in this country is the sudden plethora of network-type services and material that a station can choose from.

For a weekly subscription fee—ranging from \$65-\$500 at UPI, slightly less at APR—a minimal news department today can tender the illusion of greatness. APR, says its managing editor, Bob Benson, is "the ultimate in flexibility." An APR subscriber station receives an average of 120 national and international cuts daily; they generally run from 30 to 90 seconds each. There are also 60 to 70 three-minute regional news cuts channeled from a subscriber at the scene to APR central in Washington and back out to any of APR's six national regional hook-ups for what Mr. Benson calls a "ripple effect." In addition, APR feeds 21 daily newscasts, five minutes in length. "One of the major differences between a news service and a news network," he observes, "is that they can use what they wish with a service." APR's newscasts are expandable as accordions. A station can take the top 30 seconds and cut away completely or come back after a 60-second commercial; the station can then pick up two more minutes of the newscast, or it can take the whole 3:30 newscast, insert a 30-second commercial and come back for "a final minute of good, solid perspective on a story that's hard to explain well," says Mr. Benson. Based on the express wishes



Network prime-movers. These are among the men who guide the evolving fortunes of the three largest commercial radio networks. (Above) Russell Tornabene (l), VP and general manager of the NBC radio network, and Bob Kimmel, manager of news, examine that network's version of a "news wheel" in effect election night. (Top right) George Arkedis, head of the CBS radio network, who likens radio to "a toothbrush. You use it every day . . . and you take it for granted." (At right) An ABC Radio News conference involving (l to r) Joe Keating, executive producer of special events; George Phillips, manager of the American Information Network; Tom O'Brien, VP and director of radio news, and Mark Richards, assignment editor.



of some of its subscribers, APR has lengthened its news cuts "somewhat." An average voice-over is now about 50 seconds, an actuality, 30 seconds.

UPI's Mr. Willett, a veteran of more than 20 years in broadcast news, concedes that the introduction of APR "has made us more competitive. But we've been advised by long-time subscribers not to change." What UPI Audio has been doing for the past 17 years nationally (21 years ago, it was a regional service) is to provide closed circuit feeds to member stations, now numbering about 800. The newscasts didn't start until two-and-a-half years ago. Until then, the operation was chiefly concerned with the closed circuit feeds, now ranging from 130 to 145 cuts per day. (There are now 22 daily 4½ minute newscasts, live, and six daily sportscasts).

"When you reach our number of subscribers," assures Mr. Willett, "you have to be all things to all people. All-news stations want more material. On the other hand, contemporary stations want everything very short, to the point. We often do a report in two different versions."

When UPI Audio kicked off its news circuits nationally in 1958, Mr. Willett remembers, "nobody knew or understood what we were trying to do. They had a traditional way of thinking of networks that didn't fit our concept." One organization that still chafes at the concept, and even more so since the arrival of APR, is the Mutual Broadcasting System. MBS, with its 660 affiliates, is a network. And it filed a petition with the FCC last August demanding that APR and UPI be declared networks, too (BROADCASTING, Aug. 12, 1974). That would mean that the two services could not take on more than one subscriber per market. "We're not looking for sponsors," asserts Mr. Benson. "We're just selling a news product." Mutual, however, thinks this approach leads to "monopolization of news dissemination." "They're afraid," says Mr. Willett, "that we will put everybody else out of business. If they saw our year-end figures they wouldn't think so."

Although everyone seems to believe Mutual's complaint will take years to argue, if it were won, Mr. Willett warns, "we'd be back where we used to be—with few network possibilities; stations would lose control; the newscast would be controlled by whoever wrote it, and I don't think there's anybody alive who can do a newscast that's at the same time best for Cleveland and Sacramento. All we [UPI and APR] are is sort of a nail, waiting for someone else to hammer."

Furthermore, the UPI broadcast executive states, only 11% of UPI Audio's clients share a market; but that 11%, he revealed, accounts for 38% of UPI Audio income. In other words, the news services' bread and butter is in the larger markets. In New York and Los Angeles, for example, seven stations take UPI feeds. "There's no way either of us could operate on the basis of one affiliate per market," he said.

Another adaptation the two news services have made is in catering to the highly



Space age. This photograph of the face of a video display terminal at UPI Audio headquarters suggests what things are coming to in radio news. Audio stories are patched to computer terminals for indexing to further voice and/or print reports.

automated music stations. APR was designed with these in mind, and uses the telephone touch system to supply six different identifying tones triggering the automated circuitry. The demands of automation, says UPI's Mr. Willett, "put a greater premium on timing. It's not enough to be a newscast—you have to come up on the hour straight up or bust." To this end, UPI spent \$26,000 on a piece of equipment known as a "telegeneration" system, timed to split seconds, to generate tones to cue automated switchers. "It's just a damned expensive clock," says Mr. Willett.

Mutual Broadcasting hasn't wasted any time expanding its services, either. The 100-affiliate Mutual Black Network, it will be remembered, was created after Mutual unsuccessfully complained to the FCC in 1968 about ABC Network's splitting off into four networks. Failing to lick ABC, Mutual joined them. (CBS last year spun off a satellite network for its *Radio Mystery Theatre*).

Mutual's news director, Bill Greenwood, says the network "has undergone a complete renaissance in the last year." MBS is "trying to get away from the old Mutual image of sounding like news readers." The new emphasis, he said, is on "news reporters" and for that Mutual hired away two news people from ABC, three from CBS and three from NBC, with the hope they'll deliver a "younger, brighter sound." Mutual reporters—16 of them—now have beats.

The format is three hourly newscasts, delivered by three different anchorpeople in three different styles "so they can be made compatible with any type of local format. The hourly newscast, with almost 100% clearance, is "more conversational" for MOR/talk stations; the half-hourly, 500 affiliates strong, is "standard comprehensive newscasting" but with more punch, and the :55 version, with some 100 affiliates, is for progressive stations; it's "not a machine gun," says Mr. Greenwood, "but it's a pretty fast clip."

"Radio obviously can't compete with

newspapers or television for detail," he said. "So we try to provide the basics for as many styles as you can comfortably put in a show and give it taste." The Mutual scheme entails about 10 stories per each of the three hourly five-minute newscasts, with slightly more on the progressive side, a little less on the hourly side.

Black radio has become a truly competitive arena now, with the advent almost 1½ years ago of the National Black Network, which provides hourly five-minute black-oriented newscasts, as does Mutual Black Network, with the exception that it is entirely black owned and operated. NBN now has about 70 affiliates, and last summer established a black-oriented print news wire service for affiliates and anyone else.

As if all these services weren't enough, there are those of Westinghouse and National Public Radio. Group W's Washington News Bureau, established 18 years ago, is the oldest and largest nonnetwork news gathering service in Washington. Not only does it service Group W's seven owned stations, three of which are all-news, but it's now being made available to non-Westinghouse stations, such as KTW(AM) Seattle, a "news-block" station that is affiliated with the "major portion" of Westinghouse news.

At National Public Radio the recent themes are more weekend programming, and stepped-up use of telephone call-ins from listeners to NPR's reports to its 170 affiliates. *All Things Considered*, NPR's 90-minute magazine-format examination of the day's events, is replayed once each evening. That series contains the only NPR hourly newscasts, and as of last July NPR arranged it so that stations could take the newscasts without taking *All Things Considered*. The weekend version, Saturdays and Sundays, will be only 30 minutes.

NPR's public affairs programming also includes a 30-minute feed of actuality daily at 11:30 a.m. A one-hour program, *Options*, occurs weekdays at 7 p.m. The public broadcasting radio network also broadcasts many live events from Washington, such as the Rockefeller Vice Presidential hearings and the House Judiciary Committee's hearings on Mr. Nixon's impeachment last summer. "The most spectacular thing we did," said NPR's acting director of programming, Jim Mitchell, was the "complete reading of the White House transcripts in May."

National Public Radio's private luxury is the absence of commercial obligations of its station clients. "We can give almost any amount of time to a news story—a three, five or seven minute report. That's flexibility. And that's the key thing." NPR, funded by the Corporation for Public Broadcasting, tends to set its overall yearly budget at about \$4 million. "Our fate is CPB's fate," acknowledged Mr. Mitchell, "and their fate is reasonably good right now in terms of radio. One thing that puts us at an advantage over public television is the low cost: if CPB's budget is inadequate, it's very inadequate for television, but only slightly inadequate for us."

1969

1970

1971

1972

1973

1974

**A winner
year after year!**

Consistent:
FIRST PLACE *WINNER
(LARGE MARKET)

for

Outstanding:

Day-to-Day News
Coverage

or

Superior:

Effort in Production and
Presentation



RADIO NEWS

* Missouri Radio-TV News Association 1969, 70, 71.
Missouri Broadcasters Association 1971, 72, 73.

The all-news way of radio journalism

It's the ultimate, of course, as a news vehicle, but it may never be for the many

All-newscasters are proud of the number of people who tune in to their stations, but not all are happy with the length of time they stay tuned. "The justification of all-news," says CBS's Harper Carraine, "is that it 'cumes' faster than music stations." This means that a music station may have a high number of listeners in a given quarter-hour but a lower cumulative listenership than an all-news station—which is, in fact, listened to by more people for shorter periods of time.

The general manager of KFWB(AM), the Westinghouse all-news station in Los Angeles, is Art Schreiber, who offers the adage: "When you want water, you turn on the faucet; when you want news, you turn on us." All-news promises a great deal in return for the presumably shorter listening span—about 40 major stories per hour plus the features. "Give us 22 minutes," the KFWB promotional campaign claims, "and we'll give you the world."

Gradually, and much to the all-news people's delight, the listening span is inching up. "It's a myth that all-news stations are high turnover stations," insists WCBS(AM)'s Dave Nelson. And he has figures to prove it, astonishing ones: The April/May 1974 Arbitron figures showed WCBS averaging 57 minutes per

adult listener in the greater metropolitan New York area (daily, 6 a.m.-midnight). It's astonishing chiefly because the city's top-rated station, contemporary rocker WABC(AM), averaged 51 minutes in the same category.

"For once," says Mr. Carraine, "We're in the forefront of a trend. All-news is enjoying increasing success in the larger markets. Sure all-news stations come faster, but they're kidding themselves if they say it's all short-term listening. Radio as a medium is much stronger because of the development of all-news." Mr. Carraine estimates that at least one-third of the country is within hearing distance of all-news radio. "People listen to it out of fear," he maintains. "They want to be assured the world isn't going to hell."

They also want, he thinks, "to be smart enough and to be on top of the news before they walk into the office in the morning." The generic strength of radio news in the morning is critical at all-news stations, some of whom, it is reported, make all their money in morning drive time.

It's an expensive medium, a risky medium, an exhausting medium. It may not take long at all to "turn over" a loyal audience, but when it gets that audience, all-newscasters say, "then you're really in for the long haul. All-news audiences are fiercely loyal."

All-news is pulling its own weight in 14 different markets, with 19 stations. The Arbitron jury is in on the October-November 1974 sweep positions of all-news stations in the top nine markets: They're all in the top five in terms of cumulative audience 12 years and older

in their total survey areas—and most do considerably better than that. Six are ranked number three or above in their market. And two dominate their markets in cumes: KCBS San Francisco and KYW Philadelphia.

Five all-news AM stations are owned by CBS: WCBS New York, number two in cumulative audience over 12 in the total survey area; KNX Los Angeles, number one in the 12+ cumulative category for the greater metro area; WBBM Chicago, number three in the same category; WEEI Boston, which after only slightly more than a year on the rigorous new format is number four in that area, and San Francisco's ratings-grabbing KCBS.

Westinghouse owns three all-news AM stations: WINS New York, number four in total survey area, higher in the New York City metro area; KFWB Los Angeles, number three in the over-12 cumulative race, and the dominant KYW Philadelphia. That city's CBS-owned AM station, WCAU, has a "partial all-news format," and it is reported that the station is being considered for all-news revamping this year to stoke up some competition for KYW.

By BROADCASTING's count, the other all-news stations (including some daytime-only stations) are: WTOP (Post-Newsweek) and WAVA-AM-FM Washington; KTAR and KPHX Phoenix; KSDD San Diego; KDEN and KGMC Denver; KHVH Honolulu; KEYH Houston; KSPD Boise, Idaho, and KRMC Oklahoma City.

"All-news radio is the broadcaster's first real venture into complete journalism." So says Frank Goerg, executive editor of WTOP, which celebrates its sixth anniversary as an all-news station this month. Contrary to the theories that the repetition of all-news turns listeners off, Mr. Goerg's premise is that "if you listen to news radio for an hour or longer, you can become addicted to it . . . when we're doing our job of constantly inserting news and breaking stories into our coverage." It's that inserting factor, he maintains, that is the medium's "generic strength." He compares it to "being able to replate editions of a daily newspaper . . . maybe even better than that."

All-news journalists are the first to admit that their medium consumes gargantuan budgets. "There used to be a rule of thumb," Mr. Goerg told the Virginia Press Club, "that the costs of an all-news station were about 60% higher than a regular radio station. But since automation has just about put some forms of radio broadcasting into a computer, we've found out it costs 600 times more to run an all-news station than it costs to run some music stations."

All-news salesmen, regardless of their station's share in the market audience, seek to justify higher commercial rates to offset the burgeoning expenses of the product by arguing that the listening intensity of the all-news audience is so great that there is an automatic transference of that intensity to commercial messages. It has to do with the theory that commercials travel better within talk formats, where they don't seem obtrusive, than within music formats, where they



Figures on an all-news landscape. (Top left) Frank Goerg is executive editor of WTOP(AM) Washington's all-news operations, and a veteran of that format from its beginning. (At right) WINS(AM) New York (l to r): Fred Hornby, senior editor; Bill Scott, executive editor, and Virgil Scudder, editor. (Bottom left) Morry Alter, the on-air news director of KSDD(AM) San Diego, who's out to prove you can have champagne all-news on a beer budget.

"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



a must for your files.

To: National LP-Gas Association
79 West Monroe Street • Chicago, Illinois 60603
Please send me the complete new LP-Gas information kit.

Name _____

Publication _____

Address _____

City _____ State _____ Zip _____

do. In any event, all-newsers stretch the hourly commercial load considerably—in the large markets, it's usually at least 16 minutes per hour (at WINS and WTOP, for example). At WCBS, it's just about 18 minutes per hour, and the station management admittedly would prefer to cut down.

The chief expense, of course, is all those people. Both WCBS and WINS in New York have some 100 people working full time in their 24-hours-a-day, seven-days-a-week operations. That's four to six times the number of people working on music stations in the same market.

Take Jerry Nachman, for example. Some say he's the best reporter in New York City. Certainly, he's one of the best, and after four years with WCBS he's collecting in the vicinity of \$40,000 annually. But Mr. Nachman may work a 16-hour day to earn it. His car is radio equipped and he may enter a room with tape recording equipment strapped to his person. And he talks very fast.

Mr. Nachman is WCBS's law enforcement specialist. An illustration both of his skill and the efficiency of the medium is the time Mr. Nachman was just getting ready to hang up his Sony for the night when he got a report that a rare painting had been stolen from the Brooklyn museum. Like an electronic Clark Kent, he dashed to the scene and phoned in a live report and interview with the museum director before the network-owned TV

station crews had even gotten in to set up their equipment (a symptom of what one newsman calls "television's enormous logistical tail").

Or take Paul Sherman, for example, WINS's veteran newsman. Mr. Sherman landed a particularly choice exclusive last February when the man wanted in connection with the widely publicized shooting of supposed syndicated crime leader Joey Gallo showed up at WINS studios to surrender to the police after months of intrigue as to his whereabouts. Mr. Sherman served as intermediary between the wanted man's lawyer and the city police department. Last June, the New York City police honored Mr. Sherman for his "outstanding example of public service."

For reporters like those two, all-news isn't merely a job. It is, in fact, a way of life, the "total journalism" referred to by Mr. Goerg.

There are practically as many all-news formats-as stations. Basically, they rely on the "dartboard principle"—at CBS stations, at least; Westinghouse all-news formats are more free form. The dartboard concept involves the clock sliced into pie pieces each hour; pieces are tagged for specific news and feature elements at regular intervals.

At WCBS, for example, the morning drive dartboard for the 6-9 a.m. period is established on the hour with network news. That segment is followed by weather or traffic information during drive times, and by sports and racing in-

formation in between times. A patch of "news" follows practically every "feature" insert, even the network special commentaries.

At CBS, the double anchor concept is standard. In New York it's Adler and Donnelly in morning drive, Maurer and Sands in the late morning, and soon (next Monday, Jan. 13, to be exact) the station will kick off its third partnership, Farnsworth and Parson in evening drive (actually, 4-7 p.m.). (That's Ben Farnsworth, formerly with WEEI and WCBS weekend anchor Pat Parson.) WCBS management finds the chemistry of a dual anchor lends texture to the news. It's also paved the way for the first woman on the station's anchored airwaves; that's Rita Sands in the late morning.

"The dual anchor in all-news has a very appealing success ratio," offers Lou Adler, WCBS news director and morning drive anchorman, who devotes some 12 hours a day to the break-neck pace of all-news journalism.

"We have tried to do two things," says Dave Nelson—"to get away from what can be the basic rhythmic dullness of all-news, and reach women in daytime. . . . I firmly believe we have the potential for market dominance at WCBS."

WINS management buys the dominance part, not the WCBS part. It confirms that the combined audiences of WINS and WCBS in New York make for an overwhelming number one—a vote of confidence in all-news. But WINS General Manager Bob Dickey and News Director Bill Scott are quick to point out that where WCBS is stronger in the greater metropolitan area, which includes suburbs, WINS sticks pretty much to the five boroughs. "We could be number one in the metro area, sometimes we are," Mr. Scott says. WINS people think of WCBS as "locked in" to the network, a hindrance when a big story breaks, the kind of coverage WINS considers its personal *metier*. WCBS people insist they would slip the network schedule if a story were big enough.

Basically, the two have exclusive audiences. WINS takes the Westinghouse bureau material, but has honed its own particular style. It is symbolized by the ticker tape chattering away as carefully produced background noise. At WINS, news "wheels" turn over every 30 minutes—a half-dartboard, as it were. During each news wheel, coverage varies. The kind of material varies. "We never use a clock in listening to radio," says Dick Harris, Westinghouse radio station group president. "The format has to fit the flow of news, to fit different times so everyone gets the information—no matter what time of day it is."

WINS celebrates its 10th anniversary as an all-news station this April, and thus qualifies as the oldest all-news station still in existence. (KYW will be 10 all-news years old in October.)

"We don't think in day-parts," insists Mr. Dickey. "We think in terms of what the listener needs to know. People at 2 p.m. need weather, too." The Westinghouse version of all-news is known for fewer features and more hard news. As

NEWS IS NOT PUBLIC AFFAIRS...

...and neither are religion, musical programs, little theater groups, sports programs and a wide variety of entertainment and "Other" category material. Public Affairs is Public Affairs. By definition: "PA programs are those which aid in meeting, are responsive to, or stimulate the solution of community problems as ascertained."

As a subscribing member, you will receive programs which address your local problems.



260 South Beverly Drive
Suite 210
Beverly Hills, California 90212
(213) 276-7085

Mr. Harris says, "we have no schedule. The news judgment is a day-to-day decision." WINS, and other Group W all-newsers, do usually schedule sports at 15 and 45 minutes after the hour and business news at 25 and 55 minutes after. Mr. Harris believes CBS "carved out and expanded the market for all-news" with its steadily advancing phalanx of wall-to-wall news stations. "The all-news audience was about 25% of New York when we started with WINS in 1965," he says, "and now it's up to 40%."

Frank Goerg describes his operation at WTOP as an hour broken down into eight sections, the first going to CBS network, and with headlines every 15 minutes. Weather is at every seven minutes, time checks every four, and 16 commercial minutes hourly. Sports are at :15 and :45; business news at :20 and :40. "And we would throw all that in the trash basket at the first sign of a major story that demands full coverage for the public interest." WTOP carried "all of Watergate gavel to gavel," he added. "Nobody, not even CBS, did that." (The year's Watergate-related events provided a limelight for radio as well as television journalism: transcript readings, judiciary hearings, resignation coverage and Mr. Rockefeller's Vice Presidential confirmation hearings all "threw into the trash baskets" the schedules of most of the national news organs and the larger all-news stations.)

At KRMC Oklahoma City the all-news format has as its axis a unique system based upon the newspaper "desk" set-up. During each 30-minute period, the stations' newsmen whip around to several different desks: metro, national, international, sports, weather, financial, and feature (religion, fine arts, etc.). All are in a regular order. This daytime station went all-news last September, and its consulting manager, Jack Deskin, is the former director of broadcasting at Central State University in Oklahoma City. The station ponied up \$100,000 for salaries and equipment to turn a golden oldies station into all-news. It started with expanded news blocks in commuter time, and went to 12 hours after a 13-person news staff had been secured. In a metro area of about 750,000, KRMC increased its rate card 40% when it changed its format. "Nobody else does the desk basis schedule," Mr. Deskin asserts. "We keep updating all the desks every 30 minutes. We base it on the newspaper philosophy, and each update is like a different edition. We call the promotional campaign the "Hourly Oklahoman" with a "new edition every hour."

Almost a year and a half ago, KSDO San Diego (total market, about 1.3 million) became an all-news station and a CBS affiliate. The station is actually a phone-talk station from 7 p.m. (PST) until midnight, but its news director, Morr Alter, says the station "generates a lot of morning drive-time material from the guests during the night talk show." The station is a fairly solid number two in its market, soon to go up to 50 kw from 5 kw.

KSDO has a young staff—late twenties,

KTW

Seattle's only NEWS and 2WAY TALK station.

In the Pacific Northwest, GROUP W, Westinghouse Broadcasting News, is heard exclusively on KTW, Seattle's 2 WAY NEWSRADIO



Represented Nationally: East & South by Meeker Radio, Inc.
Los Angeles & San Francisco GCI Sales



*pride is the hallmark of
K T R H News*

Pride in speed . . . accuracy . . .
depth . . . initiative . . .
in our community and service to it
in 15 experienced reporters who give all the
facts for informed, balanced reports.
in our experts in sports, outdoor recreation,
farm-home-garden, business and economics,



whose special reports
reinforce our news
programming.

in our citizen-in-
put 'talk' shows
hosted by veter-
an, fulltime newsmen.



in the great Southwest K T R H is NEWS!

KTRH HOUSTON 740

represented by the Christal Company

At ABC News, its place.

In Places Such As...

Addis Ababa Amman Amsterdam Ankara Athens Atlanta
Baltimore Bangkok Beirut Belfast Berlin Buenos Aires Bermuda
Bonn Brussels Boston Bogota Cairo Chicago Copenhagen
Dar Es Salaam Denver Detroit Djakarta Dublin Florence
Geneva Havana Helsinki Hong Kong Honolulu Houston
Istanbul Johannesburg Karachi Kuwait Kuala Lumpur Lima
Lisbon London Los Angeles Madrid Malta Manila Mexico City
Miami Moscow Munich Nairobi New Delhi New York Nicosia
Oslo Pago Pago Papeete Paris Phnom Penh Reykjavik
Rio de Janeiro Rome Saigon Salisbury San Francisco Santo Domingo
Seattle Seoul Singapore Stockholm Sydney Taipei Tel Aviv
Tokyo Tucson Vienna Warsaw Washington, D.C. Wellington

It has an important place at ABC News, delivering news from the world's capitals and wherever else news is happening to the more than 1,400 stations affiliated with the ABC Radio Network. And proving day after day that network radio is the fastest, greatest medium of news dissemination. Still.

To learn how ABC Network News can help your station, call Dick McCauley at (212) 581-7777, ext. 8296.

radio knows



american
contemporary
radio network



American
Information
Radio Network



AMERICAN
ENTERTAINMENT
RADIO NETWORK



AMERICAN
PM RADIO
NETWORK

The Four Services of the ABC Radio Network

early thirties—and its features run something like “Making It in San Diego,” which is a mini-doc series “not coincidentally,” says Mr. Alter, “similar to Studs Terkel’s book, ‘Working’. We interviewed a masseuse, a mayor, an airline pilot—all in three- or four-minute reports. I rode with a trash crew and learned what it was like and the series is airing now. It’s so much fun it may run for infinity.”

Mr. Alter’s on-air involvement is not coincidental, either. It represents how an almost all-news station can operate on a budget the same size, Mr. Alter swears, as an MOR music budget. “That’s why we can’t have dual anchors,” he explained, “because we need as many people out reporting as possible.” KSDO has a 20-person news staff, some part-time college journalism interns—a practice of employment many all-newsters have found satisfying in their need for bodies. But KSDO operates on what Mr. Alter calls a “tiny, austere” budget—and he claims that “contrary to the belief that you can’t do all-news on a music budget, well, we do it. I am on air, as news director. We use the telephone a lot.”

KSDO’s news wheel is similar to that at KCBS, CBS’s San Francisco O&O all-news station. There is a :59 billboard, or teaser of news to come. It is designed to keep people listening for the next half-hour, and there is a tantalizing, mysterious quality to the tidbits delivered. But at six minutes after the hour, after the CBS network newscast, KSDO gets into the real headlines and then a cluster of short stories. “It assures the listener he will get the gist of a breaking story at that hour,” says Mr. Alter of the headline cluster. (There is also a commercial cluster.) At the next half-hour, there’s another billboard, with a teaser for the coming 30 minutes. And the station always builds in a feature at the bottom of the half hour—network or locally produced.

Mr. Alter claims all-news people are “feature hungry, outside the Group W format. The CBS network complements all-news. All-news should have either CBS or Westinghouse. It can make the difference between sounding like a robot and getting listeners. Especially in the midday—that’s deadly. We get away

from hard news in midday, and get into features. What the hell, you can always give hard news in a minute.”

Not surprisingly, all-news radio is starting to resemble a news magazine as much as a newspaper in some markets. That ever-elusive daytime audience tickles the all-newster’s fancy and imagination. WBBM, the CBS-owned Chicago wall-to-wall news station, released a sales pamphlet listing the station’s long list of programs. “Total news information,” or the regular local, national and international newscasts, headlines and stories, takes up approximately 1/10th of the material listed. At the most, weather and traffic each comprise about 1/20th. But two-thirds of the program information is concerned with categories titled “women’s interest,” “leisure and entertainment,” “controversy, opinion and human interest,” and “science and medicine.”

The other side of the all-news coin is represented by the newest CBS owned all-news station, WEEI Boston. There, the dual anchor format in drive time does not “soften up” during “housewife time.” News Director Mike Ludlam helped turn WEEI into all-news, and the station has the highest ratings it’s ever had since the change. The uniqueness of the format burst forth for all to acknowledge during the school busing crisis still plaguing that city. “This is not only an emergency medium,” Mr. Ludlam said. “We had more flexibility than any other medium here, and could go on the air at any time at a time when people wanted to know what was happening all the time.” Four mobile units, both marked and unmarked, were dispatched, so that WEEI reporters “could be in areas where trouble might be starting without calling attention to ourselves,” the news director said. Reporters were alerted through pocket police scanners, and the station rented special portable telephones to tie in with the newsroom. “We would have three or four reports in the field switching into the newsroom, plus one at city hall. We also had some very long, live packages, exciting hot line phone calls going with the principals involved, and we opened up especially for lengthy interviews with leaders of the black community.”

Most markets “can’t support an all-

news operation and do a good job at it,” thinks Mike Ludlam. “It requires a good deal of money and support and manpower.” But when it works, it crackles. During broadcast coverage of the Boston riots, television stations monitored the all-news radio station to find out what WEEI’s school busing reporter, Dick Levitan, was up to. He has been covering the story since Sept. 12, 1974. “Minutes after WEEI has had a busing report on,” one WEEI source notes, “cameras and mikes appear from nowhere.”

There are a lot of broadcasters who see the enormity of all-news radio, and transfer to radio news in general the accolades for immediacy and public service. Even Elie Abel concedes that radio’s advantage is not to be “enthralled by the picture,” like television. “Television notices anything that moves,” he points out, “and it leads to trivialization.”

Of course radio has its impossible dreams: it can’t translate figures—like tax news—very well, since people can’t as a rule carry them in their heads. And many journalistic critics have chided the medium for not being able to go very far in a five-minute newscast with a complicated legal case. Jonathan Ward found it impossible to squeeze in an interview with the grandiloquent Buckminster Fuller on a radio newscast. And although it can break a story in seconds, caution must be exercised in cases of a plane crash (until the exact flight and location are established) and bomb scares, so as not to arouse panic. It has to be careful about its writing style, to deliver ordinary conversational language.

ABC’s Mike Stein is of the school that holds that radio has “carved out areas it alone can do. A dozen years ago, radio, TV, and newspapers were at each others’ throats trying to figure out how they fit into the scheme of information,” he says. “Well, we can never give the massive detailed coverage of newspapers, or the summary of television, and the *New York Times* can’t compete with us for fast-breaking developments. Radio—you get to the phone, put an alligator clip on, unscrew the mouthpiece and you’ve got perfect quality sound and the whole story right away. Every reporter in radio can be a mini-broadcasting station.”

“We’re trying to use radio the way television uses pictures,” says Pete Willett of UPI Audio. “If used right, it’s even better than visuals. The listener uses his own imagination to visualize a scene. A good radio newsman has to view a scene much like a photographer would. He’s got to paint pictures with words.

“Radio news is still a lot of fun. It’s a one-to-one means of communication. People usually listen to it alone. One of the big secrets of the business is that you try to do your reporting as though you were talking to just one person and not to act like you’re standing on stage delivering a lecture. Just use your own voice. And the reaction you want is for a guy to turn around on his barstool to the stranger next to him and say, ‘Did you hear that?’”

This report on radio news was written by Leslie Fuller, staff writer, New York.

MONEY SAVING SUGGESTIONS ON INCOME TAX 1040-74

A sales builder program for medium
and small market AM stations

Tailored to clients with public service needs
or
community participation

Unlimited re-use through April 15, 1975

Write to: ANGELA PRODUCTIONS,
c/o Broadcasting, 7 West 51st Street, N.Y., N.Y. 10019

Buckley will have to pay his dues

High court lets stand ruling that AFTRA-membership requirement does not violate free-press rights; judges also pass on reviewing case involving trial-coverage restrictions

Two First Amendment-related cases made their way to the top of the Supreme Court's work pile just before Christmas, and the high court declined to pass on either.

In one, it let stand two lower court rulings that three conservative broadcast commentators — including William F. Buckley — could be required to pay dues to the American Federation of Television and Radio Artists before obtaining permanent on-air employment. In the other, the high court let stand a U.S. Court of Appeals in Philadelphia decision throwing out a district judge's order threatening to hold in contempt any reporter who wrote stories that included information that was not part of the evidence in a case involving a man on trial on charges of lying to a grand jury.

The AFTRA case involved appeals by Mr. Buckley and M. Stanton Evans, editor of the *Indianapolis News*, from a decision of the U.S. Court of Appeals in New York, and Fulton Lewis III, of Mutual Broadcasting, from a ruling of the New York Court of Appeals, that a re-

quirement that they pay dues to AFTRA is proper. The appeals court, which overruled a district judge's opinion in a 2-to-1 decision, said the dues requirement no more interfered with free speech — as the commentators said it did — than did a tax on a newspaper's income.

The conservative commentators, however, received support from the liberal and conservative wings of the Supreme Court. Justice William O. Douglas, the court's leading liberal, in a dissent in which Chief Justice Warren E. Burger

joined, indicated that he felt the commentators' argument had merit. "There is a substantial question whether the union dues requirement imposed upon these petitioners should be characterized as a prior restraint or inhibition upon their free speech rights," he said. "In some respects, the requirement to pay dues under compulsion can be viewed as the functional equivalent of a 'license to speak.'"

In the other case, the appeals court had said the order issued by Judge J. William Ditter Jr. was invalid because it



Debut. ABC-TV's *AM America* is off and running today (Jan. 6) for its piece of the early morning network TV pie. The program kicked off at 7 a.m. (EST) with two hours of entertainment and information. Co-hosts Bill Beutel and Stephanie Edwards are shown here in dry run of the show last month.

VIDIFONT.[®] The broadcasters' choice.

Everywhere you look, discriminating broadcasters are turning to CBS Laboratories' Vidifont. You'll find it in over 100 key stations of every affiliation around the country. And in other principal markets around the world. In fact, Vidifont has gained such wide acceptance, it's become the international standard of the industry.

The reasons? Maximum legibility for one. The character design of each of our fonts is the result of long, care-

ful research. You get optimum height, shape, thickness and spacing. And the crisp, professional look.

Another reason is flexibility. Vidifont offers a range of standard features second-to-none in the industry.

Finally, the most important reasons of all. Vidifont electronic character generators mean quality and reliability.

Like to see Vidifont in actual on-air formats? Just give us a call at (203) 327-2000. Ask for Vidifont sales.

CBS LABORATORIES

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



was not reduced to writing and was not specific in its terms — not because it interfered with freedom of the press. The request for high court review was filed by Judge Ditter, who argued that the requirements laid down by the appeals court were unworkable. The *Philadelphia Inquirer*, which had violated the judge's order, had appealed it to the appeals court and had opposed the Supreme Court's review of the case, contending that the judge's ruling was "a classic case of prior restraint on freedom of the press" and that it was proper for the appeals court to establish procedural rules.

Taylor criticizes IAS bias report

CBS president says institute had conclusion before study

CBS has denied allegations by the Institute for American Strategy that CBS News had supplied "partial and slanted" news coverage on critical national defense issues during 1972 and 1973 (BROADCASTING, Dec. 9).

In a memorandum sent to news editors, Arthur R. Taylor, president of CBS Inc., said the study issued by the IAS was "rooted in a presupposition" and was conducted by a special-interest group that "wants more attention paid to its particular viewpoint in its own particular frame of reference."

The institute, which conducts national strategy seminars for reserve officers and military, industrial and educational seminars, charged in its study that CBS news programs devoted scant coverage to events that might justify increased spending in Indochina or to those supporting American involvement there, while providing broader coverage to the views of the "doves."

Mr. Taylor criticized the methodology of the study. He said it had covered only *CBS Evening News With Walter Cronkite* and some specials and episodes of *60 Minutes*. He said it ignored *CBS Morning News*, *Face the Nation* and other broadcasts where the views of conservative commentators, who shared IAS viewpoints, were represented.

Mr. Taylor also said the study used "highly arbitrary statistical criteria on CBS News reporting, which took into account none of the realities of professional news judgment and sought to weigh bias and fairness mathematically, in isolation from the events and issues of the day."

Mr. Taylor noted that in its report IAS said that CBS "has the right and duty to doublecheck our methods and findings." In correspondence with the IAS, according to Mr. Taylor, the institute has invited CBS to send analysts to IAS headquarters in Virginia to examine the list of news items studied, but said it would withhold from scrutiny the actual IAS "methods and findings" and deny CBS the opportunity to "doublecheck them." Mr. Taylor said CBS News has accepted the IAS invitation while continuing "to urge IAS to live up to its original promise."

Media

Proxmire will put a bill where his mouth is

Latter-day convert to broadcasting's side on fairness doctrine and equal-time laws will submit legislation to repeal both and to keep the FCC out of programming

Senator William Proxmire (D-Wis.) intends early in the new, 94th Congress to begin in earnest what many observers regard as a quixotic quest—enactment of legislation aimed at repealing the equal-time provision (Section 315) of the Communications Act and the FCC's fairness doctrine with it, and at redefining the "public interest, convenience and necessity" as applied to broadcasting to make it clear that the FCC has no authority over the content of broadcast programs.

The short title of the draft of the bill with which Senator Proxmire's office has been working indicates what the senator has in mind: the "First Amendment Clarification Act of 1975." And Senator Proxmire's purpose is to remove what he considers the "unconstitutional restrictions" under which broadcasters labor.

As drafted, the bill reflects the views concerning broadcasters' First Amendment rights that Senator Proxmire has been expressing in Senate speeches he has been frequently delivering for months (BROADCASTING, July 15, 1974). He said in those speeches he was determined to win for broadcasters the same First Amendment rights as those enjoyed by the printed press.

But Senator Proxmire faces a host of difficulties. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee and the most powerful man in the Senate in communications matters, has made it clear—in a Senate debate with Senator Proxmire (BROADCASTING, July 22)—that he regards the fairness doctrine and the equal-time law as constitutionally permissible restraints on broadcasters and as essential to their operating in the public interest. He also noted that the Supreme Court has upheld the constitutionality of the fairness doctrine.

Furthermore, there seem to be few members of Congress willing to give up the protection they feel the fairness doctrine and Section 315 afford. They have shown a willingness to repeal Section 315 so far as it applies to presidential and vice presidential races, but not to any others.

One expected source of support is the National Association of Broadcasters. And last week, Grover Cobb, NAB executive vice president, issued a statement indicating that support would be forthcoming. "We support every effort to end discrimination against the electronic media, and therefore we applaud Senator Proxmire's proposal to grant full First Amendment rights to broadcasting," he

said. "Recent experience demonstrates how important it is that the news media be free of government control. We seek no greater freedom than the constitutional protections afforded to the printed word."

It was far from clear last week whether Senator Pastore would even schedule hearings on the Proxmire bill this year. An aide noted that the Communications Subcommittee already has a heavy agenda facing it and that a bill proposing repeal of Section 315 and the fairness doctrine would be certain to stir considerable controversy and that hearings on it would of necessity be lengthy. However, he noted that the subcommittee's schedule could not be set until after Congress organizes for the new term.

An aide to Senator Proxmire indicated the senator is counting on a promise Senator Pastore made last year to schedule hearings on the fairness doctrine (BROADCASTING, April 1974). The promise was given to Dr. Carl McIntire, after the fundamentalist preacher appeared at an oversight hearing on the FCC's activities to claim that the commission had used the fairness doctrine to deny him his First Amendment rights of free speech and religion. This was a reference to the commission's denial of renewal of the stations he controlled—WXUR-AM-FM Media, Pa.—principally because of alleged fairness doctrine violations.

Senator Proxmire is aware of the opposition he will encounter. He has said the fight to secure "full First Amendment rights to broadcasters" may take 20 years. But he has undertaken the quest with the zeal of a religious convert. When the Senate, in 1959, was approving an amendment to Section 315 that would remove news programs, documentaries and news-interview programs from its reach, it was Senator Proxmire who offered the legislation that was to make the fairness doctrine a part of the Communications Act. At the time, he said that legislation was needed to "protect ideas which contradict the preponderant opinion of television and radio station owners throughout the country."

When Senator Pastore, in their debate last July, reminded Senator Proxmire of those remarks, the Wisconsin senator said he was "proud" that he had changed his mind about the fairness doctrine over the past 15 years. He also said technology had changed conditions—that cable television offered virtually unlimited channels of communication and that, in any event, there are far more broadcast stations in the country than newspapers.

The bill, on which Senator Proxmire has asked suggestions from communications attorneys, would:

- Remove Section 315 and its fairness doctrine amendment from the Communications Act.

- Redefine the term "public interest, convenience and necessity" as applied to broadcasting to mean that the public is entitled to the "best possible technical quality in broadcasting." The purpose, Senator Proxmire said, is to make it clear that the commission cannot require the "provision of broadcasting time to any

person and to give the FCC no control over the material broadcast by any licensee."

- Specify that broadcasters are entitled not only to the right of free speech—which is already embodied in the Communications Act—but also of free press.

- Repeal the requirement that candidates for federal office must be given the opportunity to purchase broadcast time.

- And repeal the prohibition against political editorials by noncommercial broadcasters.

The bill would not impose on broadcasters any new obligations designed to counterbalance the freedoms that would be bestowed—a right of public access to a station's facilities, for instance. Nor does it provide for any radically new departure in the granting of licenses—such as auctioning off licenses to the highest bidder—which the senator has suggested as a possible new approach. Senator Proxmire said he was introducing the bill for one purpose—"to make sure that all the citizens of this country enjoy the protection of all the freedoms granted in the First Amendment to the Constitution."

He also made the same argument that broadcasters opposed to the equal-time law and the fairness doctrine have expressed for years—that the equal time requirement forces broadcasters to limit the time they give to candidates—if they give any at all—and that the fairness requirement for balanced views, has a "chilling effect" on broadcast journalism.

Senator Proxmire said that in dealing with his bill, Congress should question basic assumptions long made by proponents of government regulation of programming—that the public owns the airwaves, that radio and television have the greatest influence on the minds of the public of any of the communications media, and that each broadcast station's programming should be examined on its own, without reference to other news and opinion available.

The senator questions each of those assumptions. He said there has never been a direct congressional assertion that the airwaves belong to the public, "although the Communications Act implies that." He said the assumption that radio and television can sway opinion more easily than other means of communications requires a denial of the belief that individuals can make up their own minds. And to believe broadcast stations should be considered for licensing in a vacuum is "to ignore the principal reason for our First Amendment," he said. "The constitutional protection of a free press was designed to protect citizens from an oppressive government by guaranteeing the diversity of ideas and opinion."

Seven days of '74. The FCC has postponed to Feb. 15 the date for TV stations to file their annual programming reports. The following dates, all in 1974, constitute the composite week for use in that report: Sunday, May 5; Monday, March 11; Tuesday, February 19; Wednesday, April 17; Thursday, Oct. 3; Friday, Sept. 20, and Saturday, June 1.

FCC lets Charter buy into Downe

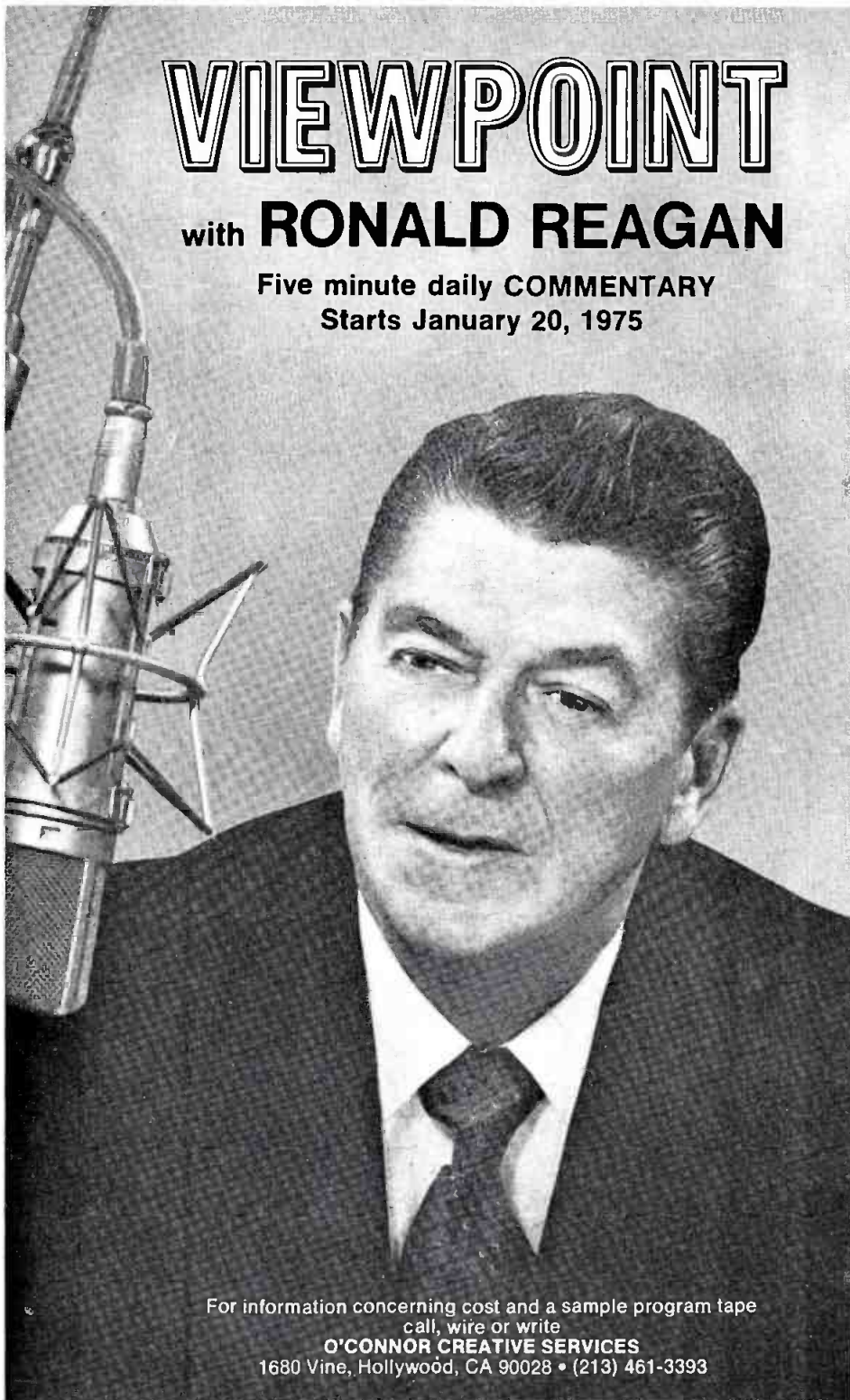
Conglomerate firm now owns 40% of firm that in turn owns 40% of Bartell Media radio group; company is also involved in challenge to WJXT Jacksonville and was cited by Jack Anderson as getting favorable treatment prior to deal in Downe magazine

Charter Co., a multifaceted company with interests in oil, land and shipping, now is the dominant force in Downe Communications Inc., 40% stockholder of Bartell

Media Inc., licensee of six AM and FM stations.

The FCC's approval of the transfer of control of Downe from Edward R. Downe Jr., was announced on Dec. 24, the same day that Jack Anderson reported in his column that the president and board chairman of Charter, Raymond K. Mason, was behind a major public relations campaign designed to improve the image in the U.S. of the Saudi Arabian royal family.

The column said that Charter's interests in Saudi oil is the reason for PR effort. And it suggested that a story favorable to the Saudis appeared in Downe's *Family Weekly* on Sept. 8 as the result of a telephone call Mr. Mason made to Mr.



VIEWPOINT

with **RONALD REAGAN**

Five minute daily COMMENTARY
Starts January 20, 1975

For information concerning cost and a sample program tape
call, wire or write
O'CONNOR CREATIVE SERVICES
1680 Vine, Hollywood, CA 90028 • (213) 461-3393

Downe. But, Mr. Mason told BROADCASTING, Charter does not have any understanding or contract under which it will conduct a public relations campaign for the Saudis—at least not yet. "We have offered to help them [the Saudis] with one," he said last week. "But we understand our offer is only one of 21 the Saudis have received."

Mr. Mason did not deny the \$7.7-million public relations campaign that Charter proposed is related to its interest in Saudi oil. "If we did a good job [on the public relations front] it would help us; if we did a bad job, it would hurt us."

But in any event, Mr. Mason said, the public relations venture, if Charter wins the contract, would "under no circumstances" have any impact on its new broadcasting operations. "We know the difference between news and public relations," he said.

Besides *Family Weekly*, Downe owns *The Ladies Home Journal*. The Bartell Media stations are KCBQ(AM) San Diego, Calif.; WADO(AM) New York City; WOKY(AM) Milwaukee; WDRQ(FM) Detroit; WMYQ(FM) Miami and KSLQ(FM) St. Louis.

Charter, which had already purchased 12.1% of Downe Communications stock on the open market, is acquiring the 27.5% that was owned by Mr. Downe and that gave him de facto control of the company. Total consideration is \$8,675,000, with \$2,207,650 of that attributable

to the broadcast interests.

The commission approval was not without a qualification. Mr. Mason and Edward Ball, the board chairman of St. Joe Paper Co., an 18.48% stockholder in Charter, are 33% owners of Florida Television Broadcasting Co., one of three mutually exclusive applicants seeking to supplant Post-Newsweek as licensee of channel 4 in Jacksonville, now occupied by WJXT(TV).

And Post-Newsweek has alleged that some of its program logs were discovered missing and that they later turned up in the possession of Florida Television (BROADCASTING, Aug. 26, 1974). Accordingly, in setting the four competing applications for hearing, the commission last month included an issue to determine the facts in that matter and whether they reflect adversely on Florida Television's character qualifications.

The commission said its approval of the transfer of Downe Communications was without prejudice to whatever action may be deemed "appropriate" in light of the evidence developed in the Jacksonville proceeding.

Changing Hands

Announced

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

▪ WHOS(AM)-WDRM(FM) Decatur, Ala.:

Sold by Dixie Broadcasting Inc. to International Television Corp. for \$500,000. Principals in seller are John H. Jones (85%) and Louis E. Blizzard (15%) who have no other broadcast interests. Principals in buyer, Gerald V. Bull and Donald G. Martin, own WEZF-FM-TV Burlington, Vt., and recently acquired WMSL-TV Huntsville, Ala., from Tennessee Valley Radio and Television Corp. for \$971,111 (BROADCASTING, Nov. 11). Mr. Bull is president of Space Research Corp., North Troy, Vt., where Mr. Martin has interests in sports equipment and real estate businesses. WHOS is daytimer on 800 khz with 1 kw. WDRM is on 102.1 mhz with 100 kw and antenna 165 feet above average terrain.

▪ WKOY(AM) Bluefield, W. Va.: Sold by Bristol Broadcasting Co. to Fincastle Communications Co. for \$350,000. Sellers, W. L. Nininger, C. Edward Wright, W. K. Vance and estate of H. I. Goode, own WFHG(AM) Bristol, Va.; WKAZ(AM)-WQBE(FM) Charleston, W. Va., and WKYX(AM)-WKYQ(FM) Paducah, Ky. Mr. Nininger is buying out interests of Messrs. Wrights and Vance and Goode estate in Bristol, Charleston and Paducah stations, subject to FCC approval (BROADCASTING, Nov. 25, 1974). Principals in buyer are O. C. Young (25%), William T. Deskins (25%), George W. Hendrick (25%) and John F. Wilkinson (25%). Mr. Hendrick is sales manager and Mr. Young announcer at WHIS-AM-FM Bluefield. Mr. Deskins has cleaning business, real estate concerns and various interest in coal and cattle. Mr. Wilkinson has interests in coal, contracting, building block manufacturing and land development. WKOY is on 1240 khz with 1 kw daytime and 250 w at night.

▪ WNTN(AM) Newton, Mass.: Sold by Newton Broadcasting Corp. (Charles A. Bell, 100%) to Orestes T. Demetriades (50%) and John A. Booras (50%) for \$285,000. Messrs. Demetriades and Booras are partners in Boston travel agency and Greek language program directors for WNTN and WLYN(AM) Lynn, Mass. WNTN is daytimer on 1550 khz with 10 kw.

Approved

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

▪ KCBQ(AM) San Diego, WMYQ(FM) Miami, WDRQ(FM) Detroit, KSLQ(FM) St. Louis, WADO(AM) New York and WOKY(AM) Milwaukee: De facto control of Downe Communications Inc., 40% owner of licensee Bartell Media Corp., sold by Edward R. Downe Jr. (27.5% before, none after) to The Charter Co. (12.1% before, 39.6% after) for \$8,675,000. See story page 45.

▪ WBAY-TV Green Bay, Wis.: Sold by Norbertine Fathers of the Roman Catholic Church to Nationwide Communications Inc. for \$5,737,121. Norbertine Fathers runs St. Norberts College and are diverting themselves of broadcast properties which also include WBAY-AM-FM Green Bay (sold to Midwest Communications Inc. for \$700,000) and WBY(AM) Appleton, Wis. (sold to Tele-

FEATURED BY AMERICA'S OUTSTANDING MEDIA BROKER

NORTHEAST \$850,000

Fulltimer in large market of over 600,000. Good management, very profitable operation under absentee owner. Revenues and profits were ahead in 1974. Number 1 with young audience, strong new ratings. Options on very valuable real estate. Terms of 29% down and long term payout to qualified buyer.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30381
400 Colony Square
Suite 510
(404) 892-4655

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

75-2

graph-Herald Inc. for \$650,000), pending FCC approval (BROADCASTING, Dec. 16, 1974). Buyer is subsidiary of Nationwide Mutual Insurance Co. of Worthington, Ohio, and also owns WNCI(FM) Columbus, Ohio; WGAR(AM)-WNCR(FM) Cleveland; WATE-TV Knoxville, Tenn.; WLEE(AM) Richmond and WXEX-TV Petersburg, both Virginia and WFMM-FM Baltimore. Nationwide recently sold WRFD(AM) Columbus-Worthington, Ohio, to Buckeye Media for \$750,000 (BROADCASTING, Nov. 4). WBAY-TV is CBS affiliate on channel 2 with 100 kw visual and 20 kw aural with antenna 1,200 feet above average terrain.

■ WQXM(FM) Clearwater, Fla.: Sold by John T. Rutledge, Joseph S. Field and others to Plough Broadcasting Co. for \$1,250,000. Mr. Rutledge owns WQHI(FM) Jeffersonville, Ind. Mr. Field owns WIRK-AM-FM West Palm Beach, Fla. Plough is subsidiary of Schering-Plough Corp., Bluefield, N.J. It owns WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, WPLO-AM-FM Atlanta, WJJD-AM-FM Chicago, WMTS-AM-FM Memphis and WSUN(AM) St. Petersburg, Fla. WQXM(FM) is on 97.9 mhz with 100 kw and antenna 440 feet above average terrain.

■ Wowi(FM) Norfolk, Va.: Sold by Briansfield Broadcasting Co. to Metro Communications Corp. for \$765,000. Principals in seller are J. Stewart Briansfield and son, J. Stewart Briansfield Jr. Principals in buyer are L. E. Willis (55%), his son, L. E. Willis Jr. (25%), and wife, Hortense E. Willis (20%). Mr. Willis Sr. is president of Atlantic National Bank in Norfolk and owns Tide-water Radio Show Inc., which was granted FCC approval Dec. 30, for its acquisition of wwoc(AM) Portsmouth, Va., from Baron Communications Inc. for \$365,000 (BROADCASTING, Oct. 28). Wowi(FM) is on 102.9 mhz with 50 kw and antenna 470 feet above average terrain.

■ KJIM(AM) Fort Worth: Sold by Broadcast Consultants Corp. to Hill Enterprises Inc. for \$502,000. Siller is subsidiary of Tracy-Locke Inc., Dallas-based advertising agency. Principals in buyer are Mr. and Mrs. W. Sargent Hill. Mr. Hill is Fort Worth businessman and has no other broadcast interests. KJIM is daytimer on 870 khz with 250 w.

■ KMOR(AM) Murray, Utah: Sold by Oral J. Wilkinson to Seagull Enterprises Inc. for \$500,000. Mr. Wilkinson plans to retire. Principals in buyer are Charles R. Sadler (77.5%) and Jay Gardner (20%). Mr. Sadler is professional boxing trainer and Mr. Gardner is general manager of KMOR. Station is on 1230 khz with 1 kw day and 250 w at night.

■ Other station sales approved last week include: KPCC(AM) Quincy, Calif.: KBLI(AM) Blackfoot, Idaho; KODI(AM) Cody, Wyo.; KTEO(AM) San Antonio, KBYG(AM) Big Spring, both Texas; WIBX(AM)-WBIQ(FM) Utica, N.Y.; KPWD(FM) Plentywood, Mont., and KJOE(AM) Shreveport, La. See pages 63-64 for details.

FCC now allows sale of bankrupt WLUX

The FCC has reversed two previous decisions and approved the renewal of the license for bankrupt WLUX(AM) Baton Rouge and its assignment to the Rev. Jimmy Lee Swaggart, head of the non-profit Jimmy Lee Swaggart Evangelical Association. The action was taken on a remand ordered by the U.S. Court of Appeals in Washington, an appeal filed by Erwin A. LaRose, receiver in bankruptcy for the station's licensee, Capital City Communications Inc.

The commission had denied renewal on Sept. 13, 1972, on the ground that Capital City's principal stockholders had amassed "a truly remarkable record of misconduct," including misrepresentations, concealment of material facts, carelessness and negligence in filing information with the commission, and in the violation of commission rules.

The commission later affirmed that decision in denying Mr. LaRose's petition for reconsideration. And on April 16, 1973, the commission dismissed an application for assignment of the license to Mr. Swaggart; the commission held that the receiver had no license to assign.

But in view of the remand order, the commission said it must consider the assignment application on its merits, and it concluded that granting it would be in the public interest.

The commission noted that Mr. Swag-

gart is now operating the station as its manager, and that he never was associated with Capital City, or with the operation of the station when the alleged wrongdoing occurred.

Mr. Swaggart was found by the commission to be qualified in all respects to be a licensee.

Furthermore, the commission noted that none of the \$80,000 being paid for the assets of the bankrupt estate would be available for distribution to stockholders; the money would be used to discharge a mortgage on equipment (\$20,000), and pay the costs of the bankruptcy proceeding (\$45,089) and federal, state and local taxes (\$14,911).

Engman headlines CBA

Consumerism and the fairness doctrine are twin major topics to be discussed at the annual winter meeting of the California Broadcasters Association in San Diego Jan. 12-14. Principal speakers will be Lewis A. Engman, chairman of the Federal Trade Commission, and Dr. Sidney Galler, deputy assistant secretary of commerce for environmental affairs. On the agenda are a panel on the FCC's fairness doctrine, to be moderated by Jack Blume, Washington broadcast lawyer; another on consumerism, tentatively scheduled to be moderated by James E. Reed, Sacramento, Calif., consumer advocate; and a third on news, to be moderated by John Salisbury, KXL-AM-FM Portland, Ore., president-elect of the Radio-Television News Directors Association.

EXCLUSIVE

BEAUTIFUL CALIFORNIA WEST

Very good small market maximum power FM.

Profitable. Excellent equipment.

Priced at one and one-half times gross.

PRICE: \$150,000

with terms available.

Please contact: John H. Bone, San Francisco Office.

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1730 K Street, N.W., 20006 (202) 393-3456

CHICAGO: 1429 Tribune Tower 60611 (312) 337-2754

DALLAS: 1511 Bryan Street, 75201 (214) 748-0345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

It's a fight to the finish for Forum

Head of challenger to Tribune's WPIX blasts loss in initial decision, indicates determination to see case through to highest court

Over the past five and a half years, Lawrence K. Grossman, head of the band of 25 New Yorkers who under the name of Forum Communications Inc. have been challenging the Tribune Co. complex for

its license to operate a television station on channel 11 in New York, has been issuing communiques to members of the band to inform them of developments in the interminable proceeding.

Generally, the messages have been in the upbeat style that befits a man who has made his living in advertising (he heads Lawrence K. Grossman Inc.). But the one that was dispatched at the height of the holiday season was different in tone. It dealt with the initial decision of FCC Administrative Law Judge James Tierney, which proposes the renewal of the Tribune's WPIX(TV) and the disqualification of Forum (BROADCASTING, Dec. 16). There were touches of sadness,

anger, weariness and frustration in the communique—but not despair. The bottom line was one of determination.

"New York Knicks Captain Walt Frazier claims he'd rather lose by a mile (if he's going to lose at all) than get beaten in a squeaker," the Dec. 24 message to "Forum stockholders and friends" begins. "That way he doesn't have to stay up all night replaying missed shots that might have made a difference."

That, Mr. Grossman adds, is the only consolation Forum can take from Judge Tierney's "remarkable verdict." The decision was "such a disaster," that it is clear that nothing Forum could have done would have made any difference. Indeed, he says, anyone comparing the Tierney decision with the proposed findings of the Broadcast Bureau—which recommended disqualification of WPIX and a finding that Forum was qualified (BROADCASTING, Aug. 6, 1973), would conclude that "he's reading two unrelated cases tried on two different planets."

Mr. Grossman saw the consequences of the Tierney decision extending beyond the WPIX case; if allowed to stand, it will mean a debasement of standards for all television stations, he says.

He labeled as a "Catch 22" standard Judge Tierney's conclusion that the \$4 million Forum raised to launch the station is inadequate. For the Judge "disqualified us solely on grounds of the inflation that hit the economy after we filed, during the years that the hearings dragged on."

And in its conclusion that WPIX program service "rates a 'well done with a plus' for its disgraceful program record" during the license period preceding the 1969 challenge, Mr. Grossman adds, the judge's initial decision belies what every New Yorker with a television set knows from experience.

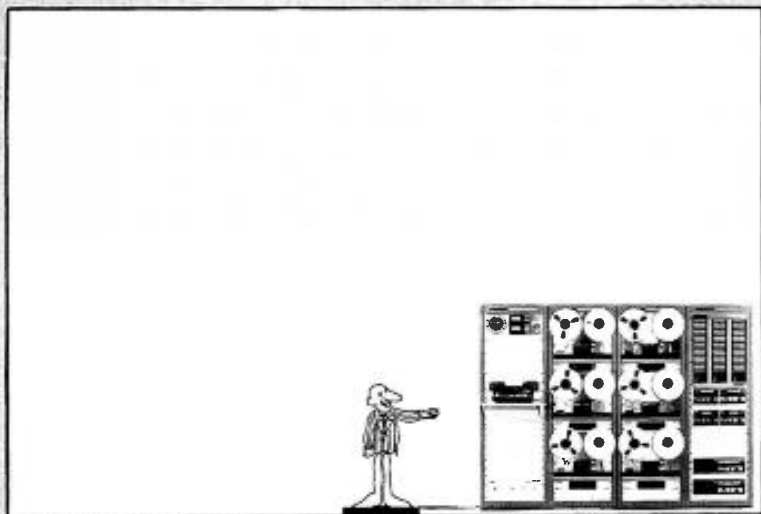
The stockholders to whom he was writing represent a varied group. They include Irwin (Sonny) Fox, a television producer (12%); Ronnie Eldridge, former deputy mayor of New York (7%); New York State Senator Carl McCall (1%); Jack Kuney, producer and director; Amilia Betanzos, a member of the New York City Housing Authority (1%); and Harry Belafonte, the entertainer (2.5%). The group also includes Oppenheimer and Co., the investment firm (17.6%), and Paul Roebing (18.9%), whose family played a major part in the construction of the Brooklyn Bridge. Mr. Grossman holds 17.3% of the stock.

The battle has already cost them and the other Forum stockholders about \$250,000. But, Mr. Grossman has said, they are prepared to carry the fight all the way through the courts, if necessary. "We cannot let this decision stand uncontested without breaking faith with all of you who have stood by us so loyally for so long," he says in his Christmas eve message.

"We are working on our appeal."

Presumably, Forum will not be alone in urging the commission to overturn Judge Tierney's decision. The Broadcast Bureau also expects to file exceptions to the Tierney opinion with the commission.

If you're serious about cost, be serious about quality.



At Schafer, we've built a 21 year reputation of providing reliable equipment with more features for every dollar. With today's inflation, that's more important to you than ever before.

So if you're serious about cost . . . now and in the years to come . . . be serious about quality.

Be Serious about Schafer. The people who invented automation.

schafer

SCHAFER ELECTRONICS CORPORATION
75 Castilian Dr.
Santa Barbara Research Park
Goleta, California 93017

Name _____
Station _____
Address _____
City _____
State _____ Zip _____

NBMC's new-year revolutions

Black media group calls for financial assistance for citizen organizations in FCC proceedings, greater participation by public in rulemaking decisions, more minority money from CPB

The National Black Media Coalition, which has succeeded Black Efforts for Soul in Television as a representative of and resource center for blacks dissatisfied with the broadcast service they receive, helped contribute to the Christmas season rush at the Washington Post Office. But the coalition was not sending season's greetings.

In letters to the FCC, NBMC proposed a commission-supported plan of legal assistance to citizen groups wishing to participate in commission proceedings; said the agency should hold public hearings in connection with any plan it might have to issue a policy statement on license-renewal policy, and complained about the commission's plans for conducting the citizen-participation phase of the regional meeting it will hold in Washington on Jan. 8-9.

Nor was that all. NBMC also wrote to Henry Loomis, president of the Corporation for Public Broadcasting, to urge CPB to allocate some of its funds to finance production of a new black cultural program.

The proposed legal assistance program, James McCuller, NBMC chairman, indicated in a letter to FCC Chairman Richard E. Wiley, was offered in response to the legal-assistance program being developed by the FCC in cooperation with the Federal Communications Bar Association.

The FCC-FCBA proposal envisages a \$25,000 contribution by the FCC for the program. And Mr. McCuller said he understands the funds would be available to aid "low-income" broadcasters affected by proposed rule changes in commission policies." Accordingly, the NBMC proposal calls for an FCC contribution of \$25,000 to pay the expenses and "reasonable legal fees" of attorneys representing citizen groups "in renewal and/or rulemaking proceedings."

However, the FCC-FCBA plan does not deal with rulemakings. FCC members familiar with the plan say it is designed primarily to aid those who are the object of commission investigations or license revocation or suspension orders who cannot afford legal assistance. For the most part, eligibility would be limited to those in the Safety and Special Radio Services, according to the FCC's Herbert E. Forrest, who played a major role in drafting the plan.

The NBMC proposal involves more than a proposed financial contribution. Under it, the commission would take affirmative action to inform citizen groups of commission proceedings, and commission staff members, when in the

field, would train citizen groups in the mechanics of rulemaking proceedings. The plan also calls for FCBA members to give voluntary assistance to citizen groups.

Mr. McCuller, in calling for an open proceeding in the event the commission moves toward adopting a new policy statement in the wake of Congress's failure to enact license-renewal legislation, noted that the U.S. Court of Appeals threw out a license-renewal policy statement in 1970 after the Citizens Communications Center and two challenging groups appealed.

Mr. McCuller, in yet another letter, provided Chairman Wiley with the names and addresses of 27 black groups that would be "likely" participants in FCC

proceedings. The list was offered in connection with Mr. McCuller's reminder that the U.S. Court of Appeals in New York had chided the commission for its failure to obtain participation of citizen groups, among others, in the rule-making proceeding leading to adoption last year of its revised prime-time access rule. Mr. McCuller noted that although the commission solicited the views of a number of groups in reviewing the prime-time access rule after it was remanded, the commission's procedures on rule-making "participation by minorities have not changed."

NBMC's complaint about the commission's plans for the Jan. 8-9 regional meeting involves the decision to choose speakers at the citizen phase of the meet-

1975 GAVEL AWARDS



18th Annual Awards for Excellence

American Bar Association awards in recognition of outstanding public service by newspapers, television, radio, magazines, motion picture and theatrical producers, wire services and news syndicates for "increasing public understanding of the American system of law and justice."

Two different awards are presented: The Gavel Award and the Certificate of Merit.

Gavel winners will be honored in August at a special awards luncheon in Montreal, attended by distinguished judges, lawyers, bar leaders and government officials.

Materials published, broadcast or presented during the period of January 1, 1974, to December 31, 1974, are eligible. Entries must be postmarked not later than March 1, 1975.

Entry form and complete information may be obtained by writing to: Gavel Awards, American Bar Association, 1155 East 60th Street, Chicago, Illinois 60637.

Gavel Awards Classifications

Newspapers

- I: 50,000 circulation or under
- II: 50,000 to 200,000
- III: 200,000 to 500,000
- IV: 500,000 or over

Newspaper Magazine Supplements

- I: 200,000 and under
- II: 200,000 to 500,000
- III: 500,000 and over

Television

- I: Network Produced Programs
 - a) Documentary/Educational
 - b) Dramatic
- II: Programs Produced by Network-Owned Stations/Group Produced Programs
- III: Programs Produced by Other Stations in Top 10 Markets
- IV: Programs Produced by Stations in Markets 11-50
- V: Programs Produced by Stations in Markets 51 and over
- VI: Educational/Public Broadcasting
- VII: Cable (local origination)

Radio

- I: Network Produced Programs
- II: Programs Produced by Network-Owned Stations/Group Produced Programs
- III: Programs Produced by Other Stations in Top 10 Metro Areas
- IV: Programs Produced by Stations in Metro Areas 11-50
- V: Programs Produced by Stations in Metro Areas 51 and over
- VI: Educational/Public Broadcasting

Magazines

- I: 200,000 Circulation or under
- II: 200,000 to 1,000,000
- III: 1,000,000 and over

Other Media

- Wire Services
- News Syndicates
- Motion Picture Producers
- Theatrical Producers or Groups
- Book Publishers

ing, on the night of Jan. 8, by picking names at random. Persons interested in speaking will be asked to write their names on cards to be dropped into a box.

Mr. McCuller, in a letter to FCC Broadcast Bureau Chief Wallace Johnson, said this is "totally unfair," since it gives the same chance to speak to all comers, "regardless of their interest in the proceedings, the depth of their remarks, or, most important, the distance they have traveled." Chairman Wiley had considerable difficulty running the regional meeting in Chicago in October. It was attended by some 1,000 persons, and eventually about 60 speakers reached microphones.

Mr. McCuller wrote Mr. Loomis as a result of the failure of the black-oriented *Soul!* to win funding under PTV's Station Program Cooperative. Mr. McCuller said of SPC funds, "only about 0.4% go to support black programming" and that, as a result, "black cultural programming needs strengthening. Accordingly, he suggested that CPB approach Ellis Hazlip, who produced *Soul!*, with a request that he present a new black cultural program that would use "the same expertise and talent which made *Soul!* so successful in the black community."

But CPB apparently was ahead of the NBMC. Along with PBS, it sponsored a conference in New York on Dec. 5 on the question of black cultural programming; the meeting's purpose—to stimulate ideas for a series to be funded by CPB (see story page 56).

Broadcast Advertising

States get ready for lottery ads

Thirteen states that would be affected by congressional OK plan campaigns

Broadcasters should be among the principal beneficiaries of the 93d Congress's 11th-hour action amending Title 18 of the United States Code, thus permitting for the first time the broadcasting of information and advertisements concerning state lotteries.

The amendment, as it applies to broadcast advertising, will permit lottery-related radio and television broadcasts in states that conduct lotteries, and will also allow a state to place advertisements and disseminate information on its lottery in adjacent states, provided those states have lotteries of their own. Some lottery officials feel the "adjacent" clause was added to the legislation for the benefit of the New Jersey and New Hampshire lotteries: both states are lacking in major television outlets, and placement of advertising in surrounding markets will likely be central to their strategies. The clause is by no means limited to those two states, however, and other states are seriously considering its possibilities.

Lottery officials have yet to allocate

funds for broadcast advertising, but all 13 states which will be entitled to use such advertising plan to do so. At present, those states are spending between 1½ and 2½% of gross revenues from their lotteries on advertising—amounts ranging from \$200,000 to \$2 million annually. Caution and experimentation will likely characterize early lottery ads, but officials speculating on amounts they will spend point to the experience of Canadian lotteries, which reportedly have spent up to 40% of their advertising budgets in electronic media.

The value of the legislation for lotteries is unquestioned. "It opens up a whole new group of avenues for lotteries," said Ray Grimes, deputy director of the Rhode Island lottery. Edward J. Powers, director of the New Hampshire Sweepstakes and president of the National Association of State Lotteries, has already requested an additional \$50,000 to supplement his advertising budget, believing that "we're probably going to have to realign our advertising." The improved reach of lottery information should benefit sales and help purchasers. "It will definitely eliminate, for example, unclaimed prizes," he asserted.

Michigan, the one state lottery with previous broadcast experience, is among the most optimistic. The state had been spending \$100,000 annually with CKLW-AM-TV Windsor, Ont., before an Ontario law barring foreign lottery advertising stopped the practice last summer. Dave Hanson, public relations director for the

NAB's pay priorities shift from the public to the regulators

PR effort will mainly turn into lobbying campaign

The antipay-television committee of the National Association of Broadcasters apparently decided to recommend a redirection of its activities at a meeting late last month. The thrust of the committee's efforts has been towards public information, but the feeling of the group is that future scenes of most action will be at the FCC, in the courts and on Capitol Hill, where the bulk of lobbying time and energy will now be expended. Advertising and information directed at the general public will be cut back, but not eliminated.

The committee will reportedly present such recommendations at NAB's Palm Springs, Calif., board meeting beginning Jan. 13, and approval is expected. The committee, begun as an ad hoc group, will likely receive permanent status, and the present committee chairman, Willard E. Walbridge, may hand over the reins in the near future.

The future of the committee's association with Hill & Knowlton Inc., New York public relations firm, is uncertain. The firm will no longer be contracted on a regular basis, though it may be used on spot projects throughout 1975.



Cheerleaders. All-out radio-station support for a campaign promoting radio as the advertising medium specially suited to the current economy was urged by this group of radio executives in a report taped for closed-circuit presentation by four radio networks to their affiliates last week ("Closed Circuit," Dec. 23, 1974). The campaign, led by the Radio Advertising Bureau under the title "Radio, Adflation Fighter," was due to kick off yesterday (Jan. 5) and continue through the first quarter of 1975. Radio itself will be the campaign's basic medium. Kits with how-to ideas and suggested announcements for local adaptation and use have been distributed to RAB's 2,000 member stations and will be made available, on request, to nonmembers. RAB is also offering a variety of promotional suggestions and materials. In addition, four pages in *Newsweek* were donated to the campaign by ABC Radio, and RAB hopes other broadcasters will also contribute schedules in newspapers, magazines and other media. "Radio will have a good year in 1975 if we all promote and sell, and take advantage of [the] opportunities that this economy presents," RAB President Miles David said in the closed-circuit report. Participants in the closed circuit, billed as first ever to be carried on several networks as expression of industry unity, included the presidents of four radio network organizations and two radio station rep firms. Shown above at the taping (l to r): Thomas C. Harrison, Blair Radio; Jack G. Thayer, NBC Radio; Frank L. Boyle Jr., Robert E. Eastman Co.; Sam Cook Digges, CBS Radio; Mr. David; Eugene Jackson, National Black Network, and Harold L. Neal Jr., ABC Radio. RAB nonmembers' requests for "Radio, Adflation Fighter" materials should be addressed to RAB, 555 Madison Ave., New York 10022, telephone (212) 688-4020.



THE SWEET SONG OF SUCCESS

NAME THAT TUNE

with

TOM KENNEDY

IN ITS VERY FIRST SWEEP:

- #1 In 18-49 Women of All New Fall '74 Access Shows! (Nov. '74 ARB)
- #1 In 18-49 Women in 29 out of 46 Sold Top 50 Markets! (Nov. '74 ARB)
- #2 In 18-49 Women Among All 25 Top Access Half-Hours! (Nov. '74 ARB)



A "HOTLINE" NOTE FROM SANDY FRANK:

"The first sweeps are in—and they say we'll have an even better number next Fall. Make your plans now. . . ."

STATION SYNDICATION INC. (A Sandy Frank Company)

635 MADISON AVENUE, NEW YORK, NEW YORK 10022 • (212) 628-2770

BAR reports television-network sales as of Dec. 15

ABC \$648,974,600 (30.0%); CBS \$777,129,300 (36.4%); NBC \$723,972,300 (33.6%)

Day parts	Total minutes week ended Dec. 15	Total dollars week ended Dec. 15	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	95	\$ 589,500	3,734	\$ 24,482,100	\$ 27,742,700
Monday-Friday					
10 a.m.-6 p.m.	1,004	10,362,200	49,521	450,169,700	388,197,800
Saturday-Sunday					
Sign-on-6 p.m.	325	6,875,500	14,239	225,941,500	221,735,400
Monday-Saturday					
6 p.m.-7:30 p.m.	99	2,808,100	4,923	111,035,600	99,219,900
Sunday					
6 p.m.-7:30 p.m.	14	395,500	669	16,452,500	16,735,500
Monday-Sunday					
7:30 p.m.-11 p.m.	399	29,174,600	19,676	1,169,009,400	1,075,737,200
Monday-Sunday					
11 p.m.-Sign-off	181	4,631,200	8,729	152,985,400	129,031,100
Total	2,117	\$54,836,600	101,491	\$2,150,076,200	\$1,955,399,600

Source: Broadcast Advertisers Reports

lottery, feels that dissemination of winning numbers will be broadcast advertising's most useful function, and expects the cooperative agreements with newspapers (whereby coverage of drawings is roughly compensated by purchased advertisements) to extend to radio and television. Mr. Hanson cautions that the clarity of information required to avoid misleading the public on lottery matters may be difficult to put across in a 60-

second spot, which may keep the bulk of Michigan's budget in print advertising.

The New England states may be the scenes of most action on adjacent-state advertising. New Hampshire is already investigating buys in Maine, Massachusetts and Connecticut, and the potential competitive situation may lead other states to follow suit.

One last obstacle may still remain to limit broadcast lottery ads, though if the new legislation is signed into law it will probably be removed soon. The codes of the National Association of Broadcasters still prohibit lottery broadcasting of any kind, but NAB is acting to modify the codes somewhat. The new rules have no final form as yet, but NAB sources indicate that the standards that now apply to broadcast advertising of pari-mutuel racetrack betting may be extended to lotteries. Under the present regulations, advertisements may present information on racetracks and betting, but may not exhort audiences to bet. A decision on modifying the codes is expected at the NAB board meetings the week of Jan. 12, when such a no-hype clause will likely be enacted.

Business Briefs

New represented network. PRO Time Sales Inc., New York, has formed The Rep Network, non-interconnected radio representative network to include stations of other reps as well as those normally sold by PRO.

Golden opportunities. Council of Better Business Bureaus, Washington, anticipating "unscrupulous promoters who will be quick to take advantage" of public's new right to buy and sell gold, issued guidelines on advertising gold investments. Media bulletin sent to 4,000 advertising directors of newspapers, magazines, radio and TV stations, networks and national advertising groups, recommends advance substantiation of ad claims and terminology.

need cable tv personnel?**meet Fred Harms****CONSULTANT TO MANAGEMENT ON RECRUITMENT PROBLEMS**

A confidential "Head-Hunt" plus background reference checks saves you time, protects your identity, and assures you of the best qualified individual to fill an important position.

We have 10 years of experience in helping cable television operators and manufacturers locate outstanding management, engineering, marketing, sales, financial and programming personnel.

Ron Curtis & Company

OHARE PLAZA, 5725 EAST RIVER ROAD
CHICAGO, ILLINOIS 60631
(312) 693-6171

FCC shies from question of state cable tax

Commission feels it's not on firm jurisdictional ground on issue, but does urge operators to take their case to courts

Cable television systems looking for relief from state user or excise taxes will have to look to the courts or to state legislatures for help. The FCC sees a constitutional thicket standing in the way of any assistance it might attempt to provide. But it clearly feels such taxes also raise constitutional questions where cable television is concerned.

The commission indicated its views in an order in which it rejected requests by Big Valley Cablevision Inc., operator of a cable system in Stockton, Calif., and the Florida Cable Television Association for declaratory rulings that a user or excise tax on cable subscribers violates commission rules.

The section of the rules at issue limits franchise fees to from 3% to 5% of the cable system's gross subscriber revenues. Big Valley and the Florida association contended that the respective excise taxes to which they were objecting permit a levy on cable revenues that is in excess of that limitation.

The commission, in an answer that was expected ("Closed Circuit," Dec. 2), said that its rules limiting franchise fees are designed to protect cable systems against fees that would be so high as to make it difficult for them to carry out their part "in our national communications policy."

But, it added, the rule was aimed only at franchise fees, and its terms, the commission said, could not be stretched to cover the user taxes under consideration.

That did not end FCC concern. The commission noted that the taxes involved could have the same damaging effect as the kind of excessive franchise fee that concerned the commission—that is, result in fewer subscribers and adversely affect the economic viability of a cable system. It also suggested that taxes interfering with interstate commerce—including cable television—may violate the interstate commerce clause of the Constitution.

But the commission then pointed up the dilemma it faced. The issue of the appropriate relationship between state and local taxation, on the one hand, and the free flow of interstate commerce, on the other, was "among the most delicate arising out of a federal system."

One problem the commission saw in the Florida law which permits local jurisdictions to impose excise taxes on cable systems is that the law does not reach television and radio stations. The commission said it was not suggesting such an extension. But it noted that, with a 4% state sales tax and a 3%-5% franchise fee, the municipal excise tax could boost the total tax on cable revenues to 19%.

None of these taxes is imposed on

No show. Money is apparently in such short supply in the cable industry that operators can't even get together to commiserate with one another, at least not at the Michigan Cable Conference, which was canceled last week. Set for Jan. 16-17, conference needed 400 participants and 50 exhibitors to pay expenses, but as of late December only 100 participants had signed up, forcing Elliott Smith, conference coordinator, to announce its cancellation.

broadcasters, the commission noted, adding that it seemed, therefore, that the Florida tax scheme tends to discriminate against cable television.

How best to resolve the constitutional questions involved?

The commission said it would look favorably upon immediate efforts by those directly affected to seek judicial review. The commission also said it would even consider intervening in the "appropriate" case. If no cable system does appeal, the commission said, it would consider bringing suit itself, or attempting to resolve the problem through rulemaking. But, it said, judicial determination or state reconsideration of the taxes involved would effectively resolve the problem.

Nathanson quits as head of Optical

Founder of pay cable firm quits, citing personal reasons

Geoffrey M. Nathanson, the man who founded Optical Systems Corp., the Los Angeles-based pay cable firm, and who is considered one of the pioneers of pay cable, has resigned as president of that company. He is being succeeded by Alan Greenstadt, now a vice president.

Mr. Nathanson remains as a stockholder and adviser. He owns 10% of the firm that was founded in 1970; Pioneer Systems Inc., New York-based manufacturer of airplane subassemblies and parts, owns 81%. Optical Systems owns and operates eight leased pay cable systems serving over 50,000 subscribers.

Officially, Mr. Nathanson resigned for personal reasons. There is some belief that he will announce a new enterprise soon and that his resignation stemmed from his inability to convince his board to move along the lines he planned. There is speculation that the tight economy caused some of Mr. Nathanson's financial associates to minimize expansion at the present time. Although Miles L. Rubin, chairman of Optical Systems (and president of Pioneer), declined to amplify Mr. Nathanson's explanation for resigning, he did say that finances had nothing to do with it. "We've just become cash-flow positive," he said. Mr. Greenstadt, said he had no radical changes in mind for the pay cable company. "We have proved pay TV is profitable," he said, "now we'll move ahead."

One plan already reported is Optical's plan to link a number of its pay systems via microwave to create more of a mass market.

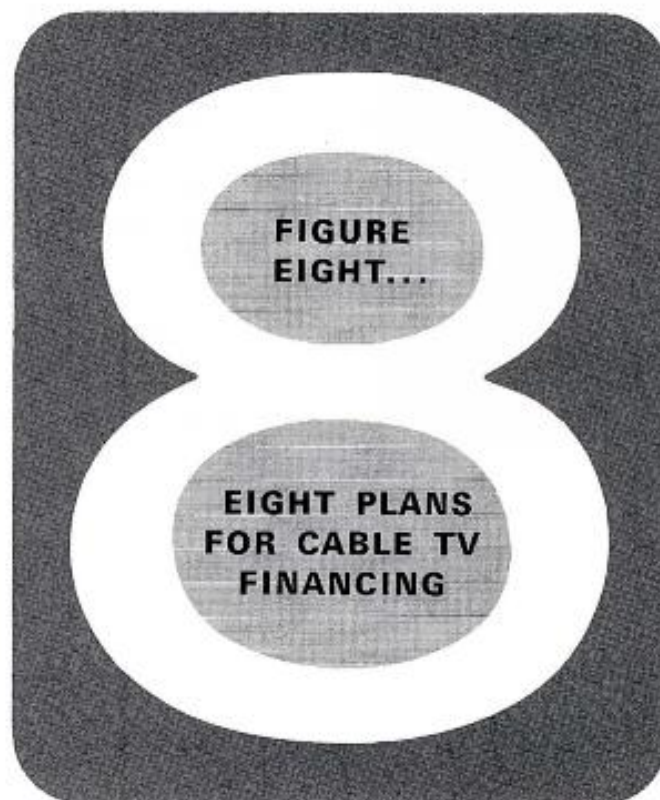
Cable Briefs

Come again. Reuters Ltd., British news agency, announced last week introduction of high-speed information retrieval system for use on cable television or leased lines. Featuring "endless loop" of information containing about 300,000 words of news, market data, weather information, racing data and other services, system can produce requested information in two-and-half seconds on average. Called IDR for information dissemination and retrieval, system is already operating on Time Inc.'s Manhattan Cable Television and is expected to be in operation in other cities in about six months. It will have

basic price of about \$500 per month per terminal.

Truth or Consequences transferred. Heritage Communications Inc. of Des Moines has sold its Andrews, Tex., and Truth or Consequences, Williamsburg and Playas, all New Mexico, cable television systems to Communications Systems Inc. of Irving, Tex., for undisclosed amount.

Georgia expansion. Northeast Georgia Broadcasting Co. has formed new company, Hall Cable TV, to serve area surrounding Gainesville and has announced \$1.5-million expansion program to begin late this year.



YOU CHOOSE from 8 new and different finance plans. At Firstmark Financial we can figure 8 ways to help you get the financing that's right for you.

Firstmark Financial is your "department store" of cable financing. We have the plan to help you get your cable system built, expanded or refinanced.

We'll share more than fifteen years experience in the communications finance field with you. Firstmark Financial Corporation has provided:

- Cable financing since 1959
- The First 2-year moratorium on principal payments
- The First 12-year term financing

If you need \$100,000 or more for construction acquisition or expansion... phone Firstmark Financial. Ask for Bill Van Huss. He'll give you a confidential analysis of your financing needs. Call 317/638-1331 collect.

One of our 8 plans should fit your needs. If not, we'll figure a new one!

Firstmark Financial

Firstmark Financial Corporation
Communications Finance Div.
110 E. Washington
Indianapolis, In. 46204
317/638-1331

The Broadcasting Playlist Jan 6

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

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Kung Fu Fighting (3:18) Carl Douglas—20th Century	2	1	1	1
2	2	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	1	3	2	3
3	3	Cats in the Cradle (3:29) Harry Chapin—Elektra	3	2	3	2
5	4	You're the First, the Last, My Everything (3:25) Barry White—20th Century	4	4	4	4
6	5	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	6	6	5	5
11	6	Laughter in the Rain (2:50) Neil Sedaka—Rocket	7	5	8	7
4	7	I Can Help (2:57) Billy Swan—Monument	5	7	7	9
7	8	Angie Baby (3:29) Helen Reddy—Capitol	9	8	6	6
12	9	Please Mr. Postman (2:48) Carpenters—A&M	10	9	11	8
10	10	Junior's Farm (4:20) Paul McCartney & Wings—Apple	14	10	9	10
9	11	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	8	15	10	17
20	12	Mandy (3:15) Barry Manilow—Bell	15	13	12	13
8	13	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	16	11	13	15
17	14	Boogie On Reggae Woman (4:05) Stevie Wonder—Taml	11	16	15	14
19	15	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	13	14	16	12
18	16	Only You (3:16) Ringo Starr—Apple	12	12	17	16
23	17	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	20	20	14	11
24	18	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	17	19	19	19
22	19	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	18	17	18	21
25	20	Doctor's Orders (2:58) Carol Douglas—RCA	19	21	21	20
13	21	You Got the Love (2:54) Rufus—ABC/Dunhill	24	18	20	18
31	22	I Feel a Song (in My Heart) (2:48) Gladys Knight & the Pips—Buddah	22	23	22	22
21	23	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	21	22	24	23
30	24	Get Dancin' (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	25	28	23	24
40	25	Morning Side of the Mountain (2:55) Donny & Marie Osmond—MGM	29	27	25	25
29	26	Best of My Love (3:25) Eagles—Asylum	23	24	26	30
37	27	You're No Good (3:35) Linda Ronstadt—Capitol	28	25	27	27
32	28	Some King of Wonderful (3:16) Grand Funk—Capitol	32	29	28	26
14	29	Tin Man (3:25) America—Warner Brothers	27	26	29	31
15	30	Longfellow Serenade (3:30) Neil Diamond—Columbia	30	30	32	34
26	31	Wishing You Were Here (2:54) Chicago—Columbia	26	31	37	33
38	32	Must of Got Lost (2:53) J. Geils Band—Atlantic	40	38	30	28
46	33	Rock & Roll (I Gave You the Best Years of My Life) (3:25) Mac Davis—Columbia	34	36	33	42
36	34	Lady (2:58) Styx—Wooden Nickel	61	43	31	29
16	35	Everlasting Love (2:20) Carl Carlton—Back Beat	33	32	49	32
51	36	Pick Up the Pieces (3:00) Average White Band—Atlantic	35	37	36	40
75	37	Lonely People (2:27) America—Warner Brothers	38	39	38	37
53	38	Ride'em Cowboy (3:52) Paul Davis—Bang	31	50	41	41
28	39	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	43	34	48	35
59	40	When a Child Is Born (3:29) Michael Holm—Mercury	37	40	40	44
35	41	Back Home Again (4:42) John Denver—RCA	42	35	43	43

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
34	42	Jazzman (3:43) Carole King—Ode	51	33	50	36
39	43	Ain't Too Proud to Beg (3:29) Rolling Stones—Rolling Stones	52	55	34	39
—	44	Struttin' (2:38) Billy Preston—A&M	45	41	47	45
27	45	I've Got the Music in Me (3:40) Kiki Dee—MCA	46	44	42	50
43	46	Dark Horse (3:52) George Harrison—Apple	41	45	51	46
48	47	Whatever Gets You Thru the Night (3:20) John Lennon—Apple	36	61	39	60
50	48	Promised Land (2:50) Elvis Presley—RCA	50	47	44	52
33	49	Love Me for a Reason (3:45) Osmonds—MGM	58	68	35	38
41	50	Free Bird (4:41) Lynyrd Skynyrd—MCA	49	48	46	47
42	51	Fairy Tale (3:11) Pointer Sisters—Blue Thumb	41	53	45	54
56	52	Sally G (3:25) Paul McCartney & Wings—Apple	48	49	53	51
47	53	Dream On (2:58) Righteous Brothers—Haven	39	46	57	58
—	54	Look in My Eyes Pretty Woman (3:04) Tony Orlando & Dawn—Bell	47	52	52	57
—	55	Fire (3:12) Ohio Players—Mercury	60	51	56	48
52	56	Black Water (3:53) Doobie Brothers—Warner Brothers	54	57	55	53
49	57	I Honestly Love You (3:35) Olivia Newton-John—MCA	64	42	68	49
44	58	Dancin' Fool (3:15) Guess Who—RCA	57	54	61	56
—	59	#9 Dream (2:58) John Lennon—Apple	62	62	59	55
71	60	Sweet Surrender (2:50) John Denver—RCA	55	59	62	61
69	61	Ready (3:14) Cat Stevens—A&M	67	64	58	63
58	62	The Entertainer (3:05) Billy Joel—Columbia	56	65	63	65
57	63	Changes (2:32) David Bowie—RCA	66	67	60	59
63	64	Sugar Pie Guy (3:36) Joneses—Mercury	69	56	70	62
55	65	The Bitch Is Back (3:50) Elton John—MCA	53	*	54	*
65	66	I Belong to You (3:12) Love Unlimited—20th Century	71	58	72	64
67	67	Ruby Baby (2:37) Billy "Crash" Craddock—ABC/Dunhill	63	63	69	68
—	68	Heavy Fallin' Out (3:28) Stylists—Avco	72	60	73	66
61	69	My Eyes Adored You (3:28) Frankie Valli—Private Stock	68	66	64	67
64	70	Woman to Woman (3:54) Shirley Brown—Truth	59	73	67	76
45	71	Can't Get Enough (3:20) Bad Company—Swan Song	65	72	66	70
70	72	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	*	75	65	69
—	73	You Are So Beautiful (2:39) Joe Cocker—A&M	75	69	74	71
—	74	Your Bulldog Drinks Champagne (3:29) Jim Stafford—MGM	*	70	71	*
—	75	Part of the Plan (3:18) Dan Fogelberg—Epic	74	71	*	72

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

Variety shows stage modest TV comeback

Back in September, it looked as if they were on the way out as a television format; now, in January, they return in numbers

Next week a couple of brothers who haven't been seen regularly on TV since 1968 return to the air. They're the Smothers Brothers, and the interesting thing about their return (on NBC) is that this is the fourth new regularly scheduled prime-time variety show that has opened on the TV networks during the second season beginning.

And there's talk that CBS has commissioned a daily, daytime variety show.

Interestingly enough, NBC had no regularly-scheduled prime-time variety show when the 1974-75 season began last September; this first month of the new year, it will have two. ABC had one variety show when the season started; it will have none at this beginning of the mid-season. And CBS, which started out in September with one variety show, will have three at this mid-season start.

There's something about variety shows and TV. Ed Sullivan proved that many years ago. But that was early TV, say some observers; a simpler audience was happy with a simpler format. That's not true any more for the more sophisticated audiences today, they say.

Don't you believe it, say those who make their living planning TV programs for network offering. There's something about variety shows that has an affinity for audiences. Which make a lot of sense in light of some of the fiascos on TV at the beginning of the year. And there is an economic facet to what may be a growing return of variety to TV—they're less expensive to make than a dramatic or comedy series.

NBC's John McMahon insists that variety shows are being added because they belong on TV. CBS's Fred Silverman says that CBS had three variety shows in pilot stages before the season began in September, but none jelled properly; he says he feels there will be four hours of variety on CBS in the next season. Mike Eisner of ABC feels that although his network has no regularly scheduled variety show, there will be plenty in the form of specials; he mentions Lily Tomlin, Barbra Streisand, John Denver.

It was ABC that picked up the male half of the late *Sonny and Cher* show on CBS. But that show failed to attract a sizable audience; its ratings stayed low. For example, in the week of Dec. 9-15, it had a rating of 10.4 and a share of 16. And so it was canceled, leaving ABC with no regularly scheduled variety program. But Mr. Eisner emphasizes that there will be regularly scheduled variety shows on his network, if not this season at least next.

CBS, on the other hand, started out with the old reliable *Carol Burnett Show* and added *Tony Orlando and Dawn* to replace *Sons and Daughters* to lead off in prime time on Wednesdays. *Tony Orlando & Dawn* already shows a 26 rating and 32 share. Mr. Silverman notes that it had an average of 38 during the run it had on the network last summer. And, coming to CBS on Feb. 16 is the distaff half of the former *Sonny and Cher* show, *Cher*, which CBS hopes will make it big.

"After all," Mr. Silverman says, "the hallmark of CBS television always has been comedy and variety." Had CBS the option, Mr. Silverman commented the other day, it would have put on more variety this fall.

Mr. Silverman takes vigorous exception, however, to the idea that variety is staging a comeback on TV because it's cheaper to produce than dramatic and/or comedy series. That might be true in initial production costs, he agrees, but it is not so in the long run.

NBC's Mr. McMahon is another to tut-tut the financial significance of variety shows, although he suggests that "if variety shows can draw an audience, and generally they do, and impose less of a financial load on the network, all the better." Programs, Mr. McMahon emphasizes, are put on the schedule for creative reasons, not just because they're cheaper.

NBC, which had no variety when the season began four months ago, has two at mid-season: *Smothers Brothers*, returning to regular TV after a six-year absence following a dustup with CBS, and *Mac Davis*, which, Mr. McMahon noted, did well as a summer replacement this past year, holding an average 30 share of audience against such competition as *The Waltons*. Mr. McMahon also noted that next fall, NBC would have McLean Stevenson (Colonel Blake of *M*A*S*H*) on the network in a variety show.

NBC, Mr. McMahon stressed, had three variety shows in development prior to the start of the current TV season (*Hamburgers*, *American Bag* and *Hollywood Palladium*) but none worked out. Mr. McMahon noted that his network too would have a number of variety specials on in the remainder of the year: shows like *Flip Wilson*, *Bob Hope*, and of course the *Dean Martin* roasts.

Perhaps the most significant movement indicating that variety is on the way back is the attraction of independents to the form. Metromedia, for example, has put its name and \$250,000 behind an hour-long series of 13 under the title "Vaudeville"—starring such old-time, familiar toddlers-of-the-boards as Milton Berle, Gordon McRay, Steve Allen, Mini Hines, Red Buttons, Jack Carter, Eddie Foy Jr., Nick Lucas, the Hoosier Hotshots. Producing - directing - writing this extravaganza is Mort Green, a Hollywood and Broadway broadcast talent, who says the idea is to bring back the great acts of the 1920's, 30's and 40's and also to nurture new, young, fresh talent.

All of the MM shows are taped, with

no editing; performances are with a live audience. Two shows were performed daily. The 13 performances were brought in in 20 days of shooting, which is an indication that variety shows can be pretty modest on the exchequer. MM intends to show them on its owned TV stations first, then to syndicate them.

Program Briefs

'Streets' keeps going. Quinn Martin Productions, Los Angeles, announces that its *Streets of San Francisco* has been renewed by ABC-TV for the 1975-76 season, marking fourth year for police show.

Night at the Opry. ABC-TV has announced plans for 90-minute special honoring 50th anniversary of the Grand Ole Opry. Program, to be aired sometime during 1975-76 season, will draw on Opry's "extensive library of records, tapes and films."

Resurrected. Tomorrow Entertainment Inc., Los Angeles production studio owned by General Electric, which was folded Dec. 31, blossomed next day as Tomorrow Enterprises Inc., with Roger Gimbel, who was production chief under the GE-owned TEI, president. New TEI now includes from old TEI Marion Rees, director of development, and Paul Cameron, VP for production services.

Boots and saddles. National Telefilm Associates, Los Angeles, announces *The*



Studio Lighting Problems?

CONTACT THE PROBLEM SOLVERS!

1. Design Staff
2. System Layout
3. Itemized Equipment Listing
4. System Review
5. Equipment Procurement - Installation - Checkout
6. "Hands On" Workshop

REFERENCES AVAILABLE

Walter S. Brewer & Associates

LIGHTING CONSULTANTS and SALES

6809 East 40th Street

Tulsa, Oklahoma 74145

(918) 663-9262

PRODUCT CATALOGUE ON REQUEST

Great Movie Cowboys, new film series of 26 one-hour classics that will be hosted by Roy Rogers, and that stars such legendary chaps-and-spurs heroes as Mr. Rogers, Eddie Dean, Tex Ritter, Johnny Mack Brown, John Wayne.

'Moments' to TV. Mort Crim, veteran news correspondent for ABC Radio and now anchorman for KYW-TV Philadelphia evening news, is expanding his *One Moment Please* syndicated radio commentary series into television. Television "moments," like their radio predecessors, will run approximately one minute, and will be marked by "positivism" which is essence of Mr. Crim's approach to his commentaries. Topics for series range from consumerism and environment to war and religion, with chroma-key and other visual interpretations added for television. *Alcare Communications, Box 72, Philadelphia, 19105; (215) 687-5767.*

Search is on for black PTV program

The Corporation for Public Broadcasting is soliciting ideas for a new black cultural series for public television. The series, to be selected from proposals submitted during the next six weeks, will be directly funded by CPB.

CPB guidelines for such proposals call for a 12-month framework that would begin May 1, 1975, for planning, development and production of a series to be broadcast during the 1975-76 season. Proposals should also consider extension of the series into a second season.

One of the chief contenders for the series should be Ellis Haizlip, whose production group developed the *Soul!* series for public television. The National Black Media Coalition has already requested that CPB approach Mr. Haizlip for such a series (see page 49).

Deadline for receiving the proposals is Feb. 15, with notification of selection to be given by April 14. Stations or individuals interested in submitting a proposal should request guidelines and forms from Tom Slevin, senior program officer, CPB (888 16th St., N.W., Washington 20006); or Dave Lacy, director of production liaison, PBS (475 L'Enfant Plaza West S.W., Washington 20024).

Equipment & Engineering

Land mobile wants more

NABER asks FCC for space now set aside for remote broadcast pickups; NAB, CBS and AMST oppose move

The frequency-space war between land mobile and broadcast services, never really over, is flaring anew, this time over space in the 450 and 455 mhz bands that is now used for remote pickup broadcast service.

The National Association of Business and Educational Radio has petitioned the FCC to institute a rulemaking action looking to a reduction in the bandwidth of those frequencies, from 100 to 25 khz, and the reallocation of the 78 frequencies that would be made available between the broadcast pickup and business radio service. NABER based its proposal on what it said was a need to ease congestion in the frequencies set aside for land-mobile radio.

But the National Association of Broadcasters, CBS and the Association of Maximum Service Telecasters have countered with petitions urging rejection of the NABER petition.

NAB said the petition reflects a "total lack of understanding as to the intended purpose" of remote pickup service. It asserted that the frequencies involved "are dedicated to provide the listener with remote program materials of the highest possible technical quality consistent with the state of the art," and are a "programming tool, not a business convenience"—they must be available on a demand basis.

CBS, too, opposed the proposal on technical grounds. It said that 25 khz channels cannot accommodate high-quality program material using conventional FM transmission techniques. CBS also said the need for spectrum space for remote pickup service is increasing—it noted that in recent years FCC authorizations for such service have been growing three times as fast as have authorizations for broadcast facilities.

AMST argued that the commission had

already declared that, following its action permitting land-mobile radio to share UHF frequencies (channels 14-20) in the top major markets, future growth needs on the part of land mobile would be met in the upper UHF portion of the spectrum set aside for that purpose. AMST also suggested there was no need for additional spectrum. It noted that Commissioner Robert E. Lee, in dissenting to the earlier sharing proposal, said there was no such need and that Stanford Research Institute had submitted a report to the commission indicating that there is actually an excess of spectrum capacity for land mobile in the heavily urbanized Chicago area.

The 'T' in SMPTE

Twenty-five papers, many of them on television news and digital television, will be presented at the ninth annual Winter Television Conference of the Society of Motion Picture & Television Engineers at the St. Francis hotel in San Francisco on Jan. 24 and 25.

Topics to be covered on the first day of the conference include "The All Electronic News Gathering Station," "Application of Charge-Coupled Devices in Television Systems," and "Video Tape Preparation and Exhibition of Feature Films for CATV and Hotel/Motel Pay TV."

The second day's topics range from "A TV Man's Approach to Digital Control," and "Digital Video Made Easy" to "Extended-Bandwidth NTSC Recording for Tape-to-Film Transfer."

In addition to the technical sessions, a small equipment exhibit is planned in conjunction with the papers, and equipment described in the sessions will be demonstrated.

Technical Briefs

Discrete tests. National Quadraphonic Radio Committee has completed tests on five discrete quadraphonic systems over KIOI(FM) San Francisco and report is being prepared for submission to FCC in March. James Gabbert, chairman of NQRC and president of National Association of FM Broadcasters, is chairman of subcommittee writing report. Five discrete systems tested: Quadracast Systems Inc., Zenith, RCA, General Electric and Nippon Columbia.

Another four makes five. Last of fourth-generation Intelsat communications satellites, placed into orbit over Pacific in November, has begun commercial service as part of international organization's five-satellite network linking 81 earth stations in 59 countries. Three Intelsat IV's are used for trans-Atlantic traffic and one is used for relays across Indian Ocean.

South of the border. Jerrold Electronics Corp., subsidiary of General Instruments, is moving its Chicopee, Mass., operations to Nogales, Mexico, to take advantage of lower labor costs there. Company, largest cable hardware manufacturer, says move will idle 300 workers by next September.

Broadcasting Basics* Special Broadcasting Industry Report**

**For Institutional Investors & Broadcasting Managements Who Want
Perspective and Continuing Coverage of Broadcasting Industry**

*Series of 40 Tables of Pertinent Trends in Broadcasting since 1955 and beyond.

**Analysis of last 10 years and 5-year forecast of profits for total industry and by components (i.e., networks, O&Os and other TV stations).

Contact William P. Suter, Executive Vice President

SHAW & CO.

Members New York Stock Exchange, Inc. • American Stock Exchange, Inc. (Assoc.)

120 BROADWAY, NEW YORK, N.Y. 10005 • 212-227-0800

Broadcasting's index of 136 stocks allied with electronic media

	Stock symbol	Exch.	Closing Tues. Dec. 31	Closing Wed. Dec. 18	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	13 1/4	12 3/8	+	7/8	+	7.07	28 3/8	12 3/8	4	17,186	227,714
CAPITAL CITIES	CCB	N	22 1/2	22 3/4	-	1/4	-	1.09	39 1/4	19 1/2	8	7,164	161,190
CBS	CBS	N	30 5/8	28 3/4	+	1 7/8	+	6.52	40	25	9	28,092	860,317
CONCERT NETWORK**	O		1/8	1/4	-	1/8	-	50.00	7/8	1/8		2,200	275
COX	COX	N	10 3/8	10 3/8				.00	19 3/8	9 3/8	5	5,831	60,496
GROSS TELECASTING	GGG	A	6 3/8	6 5/8	-	1/4	-	3.77	13 5/8	6 3/8	4	800	5,100
LIN	LINB	O	2 1/2	2 5/8	-	1/8	-	4.76	6 3/4	2	3	2,297	5,742
MOONEY*	MDON	O	1 1/4	1 1/4				.00	3 5/8	1	3	385	481
RAHALL	RAHL	O	2 1/2	2 7/8	-	3/8	-	13.04	6	1 3/4	5	1,297	3,242
SCRIPPS-HOWARD	SCRIP	O	14 1/4	14	+	1/4	+	1.78	17 1/2	13 1/2	6	2,589	36,893
STARR	SAB	M	3 1/2	3 1/2				.00	9	3 1/4	3	1,096	3,836
STORER	SBK	N	12 1/4	10 7/8	+	1 3/8	+	12.64	17 3/8	10 7/8	4	4,725	57,881
TAF	TFR	N	11 5/8	10 3/4	+	7/8	+	8.13	23 3/8	10 3/4	4	4,011	46,627
WOODS COMM.*	O		3/4	3/4				.00	1	1/4	6	292	219
TOTAL										77,965	1,470,013		

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3/4	7/8	-	1/8	-	14.28	2 1/2	3/4	3	1,259	944
AVCO	AV	N	2 3/8	2 1/8	+	1/4	+	11.76	8 7/8	2 1/8	7	11,481	27,267
BARTLETT MEDIA	BMC	A	1 1/4	1	+	1/4	+	25.00	2 3/8	5/8	2	2,257	2,821
JOHN BLAIR	BJ	N	3 7/8	3 1/2	+	3/8	+	10.71	7 1/2	3 1/2	4	2,403	9,311
CAMPTOWN INDUSTRIES*	O		1/8	1/8				.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	2 1/2	1 7/8	+	5/8	+	33.33	4 1/4	1 1/2	6	4,162	10,405
COMBINED COMM.	CCA	A	5 1/8	5 1/8				.00	13	5 1/8	3	4,603	23,590
COWLES	CWL	N	4	3 7/8	+	1/8	+	3.22	7 1/8	3 7/8	5	3,969	15,876
DUN & BRADSTREET	DNR	N	19 1/4	18	+	1 1/4	+	6.94	36	14 5/8	13	26,555	511,183
FAIRCHILD IND.	FEN	N	4 3/8	3 3/4	+	5/8	+	16.66	6 3/4	3 3/4	6	4,550	19,906
FUDUA	FOA	N	3 1/4	3 1/8	+	1/8	+	4.00	10 3/4	3 1/8	3	7,273	23,637
GANNETT CO.	GCI	N	23 1/4	20 3/4	+	2 1/2	+	12.04	38 1/4	20 1/2	15	21,080	490,110
GENERAL TIRE	GY	N	10 5/8	10 1/4	+	3/8	+	3.65	18 1/4	10 1/4	3	21,515	228,596
GLOBETROTTER	GLBTA	O	1 3/8	7/8	+	1/2	+	57.14	4 3/4	7/8	3	2,731	3,755
GRAY COMMUN.*	O		6	6				.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N	6	6 3/4	-	3/4	-	11.11	14 1/4	6	4	4,340	26,040
JEFFERSON-PILOT	JP	N	29 1/8	29 1/4	-	1/8	-	.42	38 1/4	20 1/2	12	24,188	704,475
KAISER INDUSTRIES*	KI	A	4 5/8	4 1/4	+	3/8	+	8.82	8 1/2	4 1/4	2	27,487	127,127
KANSAS STATE NET.*	KSN	O	2 3/4	2 7/8	-	1/8	-	4.34	3 7/8	2 3/4	5	1,741	4,787
KINGSTIP	KTP	A	1 3/4	1 7/8	-	1/8	-	6.66	6 3/4	1 1/2	5	1,154	2,019
LAMB COMMUN.***	P		1 1/4	1 1/4				.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12 3/8	10 7/8	+	1 1/2	+	13.79	16 1/4	10 3/4	8	3,352	41,481
LIBERTY	LC	N	7 1/8	7 1/2	-	3/8	-	5.00	15 5/8	7 1/8	3	6,632	47,253
MCGRAW-HILL	MHP	N	6	5 1/2	+	1/2	+	9.09	9	5 1/2	5	23,291	139,746
MEDIA GENERAL	MEG	A	16 1/4	16 3/8	-	1/8	-	.76	26 1/2	15 1/2	7	3,552	57,720
MEREDITH	MDP	N	8 3/8	8	+	3/8	+	4.68	11 3/8	8	3	2,978	24,940
METROMEDIA	MET	N	5 3/8	5	+	3/8	+	7.50	10 5/8	4 1/2	5	6,447	34,652
MULTIMEDIA	MMED	O	8 3/4	9	-	1/4	-	2.77	14 1/4	8 3/4	6	4,388	38,395
NEW YORK TIMES CO.	NYKA	A	8	6 7/8	+	1 1/8	+	16.36	13 3/4	6 7/8	5	10,231	81,848
OUTLET CO.	OTU	N	7 3/4	7 1/8	+	5/8	+	8.77	9 3/4	7	3	1,379	10,687
POST CORP.	POST	O	5 1/4	5 1/2	-	1/4	-	4.54	16 1/2	4 3/4	4	882	4,630
PSA	PSA	N	3 3/4	4	-	1/4	-	6.25	10	3 3/4	4	3,181	11,928
REEVES TELECOM	RRT	A	3/4	5/8	+	1/8	+	20.00	1 3/4	5/8	13	2,376	1,782
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 7/8	10 1/2	+	3/8	+	3.57	19 3/4	6 1/2	9	13,341	145,083
RUST CRAFT	RUS	A	5 1/8	5 1/2	-	3/8	-	6.81	10 1/4	5 1/8	4	2,366	12,125
SAN JUAN RACING	SJR	N	5 1/2	5 3/4	-	1/4	-	4.34	13 3/8	5 1/2	4	2,410	13,255
SCHERING-PLOUGH	SGP	N	52 1/2	52 3/8	+	1/8	+	.23	74 3/8	44 3/4	24	53,823	2,825,707
SONDERLING	SDB	A	4	3 1/2	+	1/2	+	14.28	10	3 1/2	2	747	2,988
TECHNICAL OPERATIONS	TD	A	2 3/4	2 3/8	+	3/8	+	15.78	6 3/4	2 3/8	3	1,344	3,696
TIMES MIRROR CO.	TMC	N	10 3/8	10 1/8	+	1/4	+	2.46	17 5/8	9 1/4	6	31,385	325,619
TURNER COMM.***	O		3 3/8	3 3/8				.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	17 1/8	15 3/8	+	1 3/4	+	11.38	24 3/8	14 3/4	6	4,750	81,343
WOMETCO	WOM	N	6 1/2	6 3/8	+	1/8	+	1.96	10 1/4	6 1/4	5	5,985	38,902
TOTAL											369,354	6,271,049	

Cablecasting

AMECO**	ACO	O	1/4	1/4				.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	1/2	5/8	-	1/8	-	20.00	2 1/8	1/2	2	1,672	836
AMERICAN TV & COMM.	AMTV	O	6 1/4	5 1/2	+	3/4	+	13.63	19 1/4	5 1/2	13	3,292	20,575
ATHENA COMM.**	O		1/8	1/8				.00	1 1/4	1/8		2,374	296
BURNUP & SIMS	BSIM	O	3	2 1/2	+	1/2	+	20.00	24 1/8	2 1/2	4	7,933	23,799
CABLECOM-GENERAL	CCG	A	1 1/2	1 1/2				.00	4 1/2	1 1/2	5	2,560	3,840
CABLE FUNDING*	CFUN	O	4 1/4	4 1/2	-	1/4	-	5.55	7 3/8	3 7/8	106	1,121	4,764
CABLE INFO.**	O		1/4	1 1/4	-	1	-	80.00	1 1/4	1/4	1	663	165
CITIZENS FIN.**	CPN	A	7/8	7/8				.00	4 1/4	7/8		2,697	2,359
COMCAST*	O		1 1/4	3/4	+	1/2	+	66.66	2 1/2	3/4	5	1,705	2,131
COMMUNICATIONS PROP.	COMU	O	1 1/4	1 3/8	-	1/8	-	9.09	3 3/8	1	25	4,761	5,951
COX CABLE	CXC	A	5	4 1/4	+	3/4	+	17.64	15 1/4	3 3/4	9	3,560	17,800
ENTRON*	ENT	O	3/8	3/8				.00	7/8	3/8	3	1,358	509
GENERAL INSTRUMENT	GRI	N	5 1/8	4 5/8	+	1/2	+	10.81	17 1/8	4 5/8	3	7,060	36,182
GENERAL TV*	O		3/8	3/8				.00	1 1/2	3/8	19	1,000	375

	Stock symbol	Exch.	Closing Tues. Dec. 31	Closing Wed. Dec. 18	Net change in week	% change in week	1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capital- ization (000)		
SCIENTIFIC-ATLANTA	SFA	A	4 1/2	4	+	1/2	+	12.50	9 1/2	4	5	963	4,333
TELE-COMMUNICATION	TCOM	O	7/8	7/8				.00	5 3/4	7/8	1	5,181	4,533
TELEPROMPTER	TP	N	1 1/2	1 3/8	+	1/8	+	9.09	8 1/4	1 3/8	1	16,105	24,157
TIME INC.	TL	N	24 7/8	25 1/2	-	5/8	-	2.45	40 1/4	24 7/8	5	9,957	247,680
TOCOM*	TOCM	O	1 7/8	1 7/8				.00	4 7/8	1 7/8	4	634	1,188
UA-COLUMBIA CABLE	UACC	O	4 5/8	4 3/4	-	1/8	-	2.63	6	3 3/4	9	1,795	8,301
UNITED CABLE TV CORP	UCTV	O	1 1/4	1 1/2	-	1/4	-	16.66	4 5/8	1 1/4	10	1,879	2,348
VIACOM	VIA	N	2 3/4	3	-	1/4	-	8.33	7 1/2	2 5/8	4	3,850	10,587
VIKOA**	VIK	A	5/8	1/2	+	1/8	+	25.00	4	1/2	1	2,534	1,583
TOTAL										85,854	424,592		
Programming													
COLUMBIA PICTURES	CPS	N	2 3/8	2 1/4	+	1/8	+	5.55	4 3/4	1 5/8	10	6,748	16,026
DISNEY	DIS	N	21 3/8	18 3/4	+	2 5/8	+	14.00	54 1/2	18 3/4	13	29,738	635,649
FILMWAYS	FWY	A	2 7/8	2 1/8	+	3/4	+	35.29	6	2 1/8	4	1,795	5,160
FOUR STAR			1/8	1/8				.00	1 3/8	1/8		666	83
GULF + WESTERN	GW	N	25 1/2	22 1/2	+	3	+	13.33	29 1/8	18 3/8	4	15,553	396,601
MCA	MCA	N	28 3/8	28 7/8	-	1/2	-	1.73	28 7/8	19 1/4	5	8,465	240,194
MGM	MGM	N	17 3/8	17	+	3/8	+	2.20	17 5/8	9 1/4	5	5,918	102,825
TELE-TAPE****		O	1/8	1/8				.00	3/4	1/8		2,190	273
TELETRONICS INTL.*		O	1 5/8	1 1/4	+	3/8	+	30.00	4 1/8	1 1/4	3	943	1,532
TRANSAMERICA	TA	N	5 3/4	5 7/8	-	1/8	-	2.12	10 3/8	5 1/2	6	65,025	373,893
20TH CENTURY-FOX	TF	N	5 1/4	5 3/4	-	1/2	-	8.69	9 1/8	4 1/2	14	8,004	42,021
WALTER READE**	WALT	D	1/8	1/4	-	1/8	-	50.00	1/2	1/8		4,467	558
WARNER	WCI	N	8 3/4	7 5/8	+	1 1/8	+	14.75	18 1/2	6 7/8	3	16,317	142,773
WRATHER	WCO	A	1 3/8	1 1/4	+	1/8	+	10.00	8 1/8	1 1/4	17	2,229	3,064
TOTAL										168,058	1,960,652		
Service													
BBDI INC.		O	11 1/2	11 5/8	-	1/8	-	1.07	14 1/4	10	5	2,513	28,899
COMSAT	CO	N	28 3/8	28 1/8	+	1/4	+	.88	40 3/8	23 3/4	6	10,000	283,750
CREATIVE MANAGEMENT	CMA	A	5 7/8	5 1/2	+	3/8	+	6.81	7 1/4	3	6	1,016	5,969
DOYLE DANE BERNBACH	DDYL	O	5 3/4	5 5/8	+	1/8	+	2.22	11 1/2	5 5/8	4	1,796	10,327
ELKINS INSTITUTE**	ELKN	O	1/8	1/8				.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	5 3/8	6	-	5/8	-	10.41	11 1/4	5 3/8	7	2,061	11,077
GREY ADVERTISING	GREY	O	6	5 3/4	+	1/4	+	4.34	8 3/8	5 3/4	3	1,255	7,530
INTERPUBLIC GROUP	IPG	N	8 1/2	8 1/4	+	1/4	+	3.03	13	8 1/8	3	2,319	19,711
MARVIN JOSEPHSON*	MRVN	O	4 1/4	4	+	1/4	+	6.25	8 1/2	3 1/4	3	802	3,408
MCI COMMUNICATIONS	MCIC	O	1 7/8	1 3/4	+	1/8	+	7.14	6 1/2	1		13,309	24,954
MOVIELAR	MOV	A	1/2	1/2				.00	1 5/8	1/2	3	1,407	703
MPO VIDEOTRONICS	MPO	A	1 1/8	1 1/4	-	1/8	-	10.00	2 5/8	1 1/8		539	606
NEEDHAM, HARPER	NDHMA	O	3 7/8	3 5/8	+	1/4	+	6.89	7 1/2	3 5/8	3	918	3,557
A. C. NIELSEN	NIELS	O	10	8 7/8	+	1 1/8	+	12.67	28	7 3/8	10	10,598	105,980
OGILVY & MATHER	OGIL	O	11 3/4	11	+	3/4	+	6.81	17 1/4	10	4	1,807	21,232
PKL CO.***	PKL	O	1	1				.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	4 1/4	5	-	3/4	-	15.00	12	4 1/4	13	2,624	11,152
UNIVERSAL COMM.*		O	1/8	5/8	-	1/2	-	80.00	3/4	1/8		715	89
TOTAL										56,394	539,999		
Electronics													
AMPEX	APX	N	2 1/2	2 1/4	+	1/4	+	11.11	4 7/8	2 1/4	2	10,885	27,212
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 1/4	1 3/8	-	1/8	-	9.09	3 7/8	1 1/4	5	1,619	2,023
CONRAC	CAX	N	10 5/8	11 3/8	-	3/4	-	6.59	21	10	5	1,261	13,398
GENERAL ELECTRIC	GE	N	33 3/8	33 1/4	+	1/8	+	.37	65	30	10	181,988	6,073,849
HARRIS CORP.	HRS	N	14 7/8	13 1/2	+	1 3/8	+	10.18	33 1/2	13 1/8	5	6,204	92,284
INTERNATIONAL VIDEO	IVCP	O	1 1/4	1 3/8	-	1/8	-	9.09	7 1/2	1 1/4	16	2,730	3,412
MAGNAVOX	MAG	N	4	3 3/4	+	1/4	+	6.66	9 7/8	3 3/4	22	17,799	71,196
3M	MMM	N	46 1/8	51 1/2	-	5 3/8	-	10.43	80 1/2	46 1/8	17	113,729	5,245,750
MOTOROLA	MOT	N	34 1/8	34 7/8	-	3/4	-	2.15	61 7/8	34 1/8	11	28,053	957,308
OAK INDUSTRIES	OEN	N	5 1/4	5 5/8	-	3/8	-	6.66	12 7/8	5 1/4	2	1,639	8,604
RCA	RCA	N	10 3/4	9 7/8	+	7/8	+	8.86	21 1/2	9 7/8	5	74,661	802,605
ROCKWELL INTL.	RDK	N	19 3/8	19 1/4	+	1/8	+	.64	28 3/8	18 3/8	5	30,356	588,147
RSC INDUSTRIES	RSC	A	1 5/8	7/8	+	3/4	+	85.71	2 1/8	1/2	6	3,458	5,619
SONY CORP.	SNE	N	5 7/8	5 1/8	+	3/4	+	14.63	29 7/8	4 3/4	11	165,625	973,046
TEKTRONIX	TEK	N	19 1/2	19 1/4	+	1/4	+	1.29	47 3/4	19 1/4	8	8,651	168,694
TELEMETRON	TIET	O	1	1 1/4	-	1/4	-	20.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.*		O	6	5 1/2	+	1/2	+	9.09	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	6 5/8	6	+	5/8	+	10.41	13 1/4	6	6	6,617	43,837
WESTINGHOUSE	WX	N	10 1/8	8 1/2	+	1 5/8	+	19.11	26	8 1/2	7	87,876	889,744
ZENITH	ZE	N	11 1/2	10	+	1 1/2	+	15.00	31 5/8	10	9	18,797	216,165
TOTAL										766,678	16,189,227		
GRAND TOTAL										1,524,303	26,855,532		

Standard & Poor's Industrial Average 76.5 75.7 +0.8

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

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

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

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

Fates & Fortunes®

Media

Godfrey W. Kauffmann, VP-treasurer, Washington Star Communications Inc., parent company for Evening Star Newspaper Co. and Evening Star Stations (WMAL-AM-FM-TV Washington, WCIV-TV Charleston, S.C., and WLVA-AM-TV Lynchburg, Va.), elected president. He succeeds **John Kauffmann** who continues as director of corporation. **Willmott Lewis Jr.** succeeds Mr. Kauffmann as treasurer.

Peter J. Callahan, senior VP of Bartell Media Corp., New York, named president and chief operating officer, succeeding **Edward R. Downe Jr.**, who continues as chairman and chief executive officer as well as chairman of Downe Communications Inc., which owns 40% of Bartell. **A. Edward Miller**, president of Downe, and **George Wilson**, executive VP-administration, broadcast division of Bartell, named to Bartell's board of directors. Bartell Media owns and operates six radio stations and publishes 10 magazines. FCC has approved purchase of Mr. Downe's 27.5% interest in Downe Communications (see page 45).

R. Kent Replogle of Metromedia Television, New York, named to succeed **Albert P. Kriven**, also of Metromedia, on board of Association of Independent Television Stations (INTV). **Elmer F. Jaspan**, WDRB-TV Louisville, Ky., elected to INTV board succeeding **James R. Herd**, who resigned when he left KPLR-TV St. Louis to become executive VP of St. Louis Sports Arena. **Leavitt J. Pope**, WPIX-TV New York, named to succeed Mr. Herd as INTV treasurer.

Robert L. Gill, director of minority affairs and equal employment for group station owner Bonneville International Corp., Salt Lake City, elected VP. He will be based in Seattle.

Ann Maynard Gray, former officer, Chemical Bank of New York, named assistant treasurer, ABC Inc., New York.

Robert E. Lee, manager of station operations, WSVA-AM-FM-TV Harrisonburg, Va., named general manager, KODE-AM-TV Joplin, Mo., succeeding **D. T. Knight**, who retires after 15 years in post. All are Gilmore Broadcasting Group stations of which Mr. Lee is VP.

Carl Brazell, assistant station manager of WNEW(AM) New York, named VP and general manager, WOMC(FM) Detroit, succeeding **Richard J. Kelliher**, named to new post of senior VP-director of national sales, Metromedia Radio, New York (BROADCASTING, Dec. 23). Stations are owned by Metromedia.

Ron Sheets, sales manager, KROY(AM) Sacramento, Calif., named general manager, KXOA(FM) Sacramento.



Jack Benny, beloved comedian whose show-business career was inextricably tied with the fortunes of radio and television, died Dec. 26 of cancer at his home in Beverly Hills, Calif., at age 80. Mr. Benny began in show business in vaudeville after Navy service in World War I. The master of the pregnant pause and the throwaway line made his first radio appearance in 1932 as a guest of Ed Sullivan. Within a few weeks, and for the next 32 years, he was a weekly feature on radio and later television.

His *Jack Benny Show* was one of the first radio programs, after *Amos 'n' Andy*, that CBS lured away with capital-gains deals in the network's famous 1948-49 raids on NBC talent. CBS reportedly paid \$2.2 million for the assets of Mr. Benny's Amusement Enterprises Inc., agreed to pay a 10% agent's fee to Music Corp. of America and to spend

\$100,000 in promoting the Benny show—which moved to CBS on Jan. 2, 1949, in the same Sunday 7-7:30 p.m. slot and with the same sponsor (Lucky Strike) that it had on NBC. Ironically, Mr. Benny was unable subsequently to establish that the deal was a capital gain rather than, income and accordingly the make-believe miser had to pay an estimated \$1 million in income taxes on it.

His radio show moved to TV in 1951 and it stayed there for 14 years, receiving an Emmy in 1959 as best comedy series. He quit doing the regular series in 1959, but continued to appear on one or two specials each year, as well as doing guest spots. He had been scheduled to tape an NBC special on Jan. 11 and 12. Mr. Benny is survived by his wife, Mary Livingston, who appeared with him for many years on his radio show; a daughter, Joan, and four grandchildren.

Charles T. Morey, general manager, WBES(FM) Charleston, W. Va., named to same post, WNDE(AM)-WFBQ(FM) Indianapolis.

William R. Reier, general manager, KOOK(AM) Billings, Mont., elected VP of operations, director of Mattco Inc., licensee.

Kenneth E. Peterson, general manager, WDUZ-AM-FM Green Bay, Wis., elected to board of directors and VP, Green Bay Broadcasting Co., licensee of stations.

Robert (Dan) Vaughn, sales manager, KGBX(AM) Springfield, Mo., named general manager.

Morgan Stinemetz, VP of WIBB(AM) Macon, Ga., and WTRL(AM) Bradenton, Fla., elected president, WBIA Radio Inc., licensee of WBIA(AM) Augusta, Ga. **J. R.**

Owens Jr., station manager, WBIA, named to board of directors and elected VP, WBIA Radio.

Robert D. Willis, promotion manager, WHIC-TV Pittsburgh, Pa., named to same post, WHTN(TV) Huntington, W. Va.

Broadcast Advertising

Named VP's of Blair Television: **Patrick J. Devlin**, sales manager of New York CBS team; **Brian P. Hogan**, general sales manager in Chicago; **W. Ralph Abell**, manager of San Francisco sales office, and **Robert S. Billingsley**, manager of Los Angeles sales office. Named VP's of Blair Radio: Regional Managers **Daniel Follis**, Detroit; **Robert Pates**, Chicago, and **George Wilson**, Los Angeles.

Howard C. (Skip) Vose, general sales

A Confidential Service to Owners and Qualified Buyers

Negotiations - Appraisals
RADIO — TV — NEWSPAPERS

CECIL L. RICHARDS, INC.

Media Brokers

Call "Lud" Richards (202) 296-2310

or write: Suite 817, 1625 Eye St., N.W., Washington, D.C. 20006

manager, KFOG(FM) San Francisco, named to same post at KIOI(FM), same city.

James D. Mulla, on staff, WOMC(FM) Detroit, named general sales manager.

Julian Brownstein, former general manager, WORC(AM) Worcester, Mass., named general sales manager, WCDQ(AM) Hamden, Conn.

Tom Winner, manager, daytime sales, NBC-TV New York, named to newly created post, manager of children's program sales, NBC-TV.

Richard F. Newman, former manager, KSPO(AM) Spokane, Wash., joins KJRB(AM) Spokane as sales manager.

Bob Harris, general sales manager, KMBC-TV Kansas City, Mo., and **Arthur Parks**, director of advertising and promotion, KMBC-TV, elected VP's.

Lolita Shalleck, research specialist, CBS Television Stations National Sales, New York, named manager, research and promotion, CBS/FM Sales, New York.

Irving Dickman and **Fred Greenspan**, account executives, WSNL-TV Patchogue, N.Y., named regional sales managers.

Lowell Thompson, art director, Needham, Harper & Steers, Chicago, joins J. Walter Thompson Co., Chicago, in same capacity.

George M. McCoy, formerly with N.W. Ayer, New York, named assistant manager, Jim Harron Advertising, St. Petersburg, Fla., ad agency.

Vivian Barr, associate research director, **Margaret Lacey**, head of casting, and **Ivan Glick**, print production-traffic manager, all with Compton Advertising, New York, elected VP's.

Programing



Stulberg



Stanfill

Gordon Stulberg, president, 20th Century-Fox Film Corp., has resigned and **Dennis C. Stanfill**, chairman, has taken over Mr. Stulberg's duties. Exact date of Mr. Stulberg's leaving as well as terms for settling his contract are being negotiated. Mr. Stulberg became Fox president in 1971. There is speculation that new president of Fox will be **Frank Yablans**, who officially left presidency of Paramount Pictures yesterday (Jan. 5) but who announced his resignation early last month.

Jere C. Henshaw, VP, worldwide production of Twentieth Century Fox, Los Angeles, rejoins MCA-Universal, Universal City, Calif., as VP of Universal Pictures.

Polomac picks. Washington Area Broadcasters Association elected following general managers to board of directors: **Tom Paro**, WRC-TV, representing metropolitan TV stations; **Jim Kelsey**, WOL(AM), metropolitan AM stations; **William Dalton**, WASH-(FM) metropolitan FM stations; **Harold Green**, WRC-AM and WKYS-(FM), D.C. stations; **Sydney Abel**, WJMD(AM) Bethesda, Md., Maryland stations; **Jim Arthur**, WPIK(AM) Alexandria and WXXA(FM) Woodbridge, Va., Virginia stations. Elected directors-at-large: **Thomas Cookerly**, WMAL-TV Washington; **Ginny Ellis**, WEEL(AM) Fairfax, Va., and **Ted Dorf**, WGAY(AM) Silver Spring, Md., and WGAY-FM Washington.

Frederick E. Witt, treasurer, MCA Inc., Universal City, Calif., elected director of finance, succeeded by **Harold M. Haas**, controller. **Richard E. Baker**, controller of filmed entertainment divisions, succeeds Mr. Haas. **Eugene L. Froelich**, controller, MCA Records division, named assistant treasurer.

Jordan M. Schwartz assistant news director and executive producer, KYW-TV Philadelphia, named general manager, Alcare Communications, Wayne, Pa., producer of Mort Grim's radio-TV series, *One Moment Please*.

George Blaug, European sales manager, Columbia Pictures Television International, based in London, elected VP-European sales.

Tay Voyer, production manager, WTVJ-(TV) Miami, named director of program operations, succeeded by **Bob Stone**, producer-director, WTVJ.

Bill Lawrence, assistant program director-production manager, WMEX(AM) Boston, named program director. **Gary DeGraide**, announcer, WMEX, succeeds Mr. Lawrence.

Jan Jeffries, program director, WCRT-(AM)-WQEZ(FM) Birmingham, Ala., joins WSGN(AM) Birmingham in same capacity.

Gene Cless, program director, KMBC-TV Kansas City, Mo., elected VP-program director.

Art Young, talk show host, KRMH(FM) San Marcos, Tex., named program director.

Matt Brenner, sports reporter, WFIL(AM) Philadelphia, and former pitcher with New York Mets and Philadelphia Phillies, joins WHTN-TV Huntington, W. Va., as sports director.

Robert M. Patterson, formerly manager, traffic operations, Hughes Television Network, named VP-sales and operations, telecommunications division, Robert Wold Co., radio network facilities firm, Los Angeles.

Bill Smith, talk show host, VP-director of programs, WKAT(AM) Miami, retires after 25 years in broadcasting, 16 years with WKAT.

Broadcast Journalism

Lew Wood, freelance actor-announcer in TV and radio commercials, appointed newsmen for *The Today Show*, NBC-TV New York, replacing **Frank Blair**, whose resignation will take effect on March 15.

Thomas Phillips, news editor, *The 11 O'Clock Report*, WCBS-TV New York, appointed news editor, *The CBS Evening News With Walter Cronkite*.

Cliff Kappler, assignment editor, NBC News network news desk, New York, named field producer, NBC News London bureau.

Tim O'Brien, anchorman-reporter, WDSU-TV New Orleans, named reporter-weekend anchorman, WVUE(TV) New Orleans.

Jack Cafferty, anchorman and talk show host, WDAF-TV Kansas City, Mo., named co-anchorman, WHO-TV Des Moines, Iowa.

Rick Little, on news staff, WLAC-TV Nashville, named to news staff, KSD-TV St. Louis.

Johnathan A. Rodgers, producer, WNBC-TV New York, named reporter, WKYC-TV Cleveland and NBC News bureau there.

Tom Adams, assistant news director, KLAQ(AM) Denver, named to news staff, WXYZ(AM) Detroit.

Cable

Hy Triller, Western regional manager, American TV and Communications Corp., Denver, named general manager, Community Television of Utah, Salt Lake City, subsidiary of Tele-Communications Inc. of Denver.

David S. Hanson, head of market development for Tele-Vue Systems Inc., named VP-marketing for Television Signal Corp., San Francisco. Both firms are Viacom subsidiaries.

Robert G. Keller, general manager, Quint-Cities Cablevision (subsidiary of Cox Cable Communications), Moline, Ill., elected VP.

Equipment & Engineering



Olsen

Alf W. Olsen, retired founder of Gunnar A. Olsen Corp., Port Washington, N.Y., frame and tower construction firm completing numerous projects for communications industry, returns to serve as president.

Patterson N. Hyndman, president and founder of PHd Leasing Corp., San Diego, elected board chairman of Cohu Inc., there.

Edward H. Huber, with Broadcast Equipment Division, Harris Corp., Quincy, Ill., named district manager-radio sales, that division.

Allied Fields



Kassens

Harold L. Kassens, assistant chief, FCC's Broadcast Bureau, retires after 33 years of service. He plans to continue broadcast activity in Washington as consulting engineer ("Closed Circuit," Dec. 23).

Herbert Sharfman, on FCC staff for 28 years and administrative law judge (formerly called hearing examiner) for 22 years, is also among some 30 persons who retired from commission at end of year. Mr. Sharfman joined government in 1944 as Office of Price Administration attorney. Other FCC retirees announced last week included: **Edward H. Hackman**, electronics engineer, specializing in FM, aural new and changed facilities branch; **Bruce Longfellow**, electronics engineer, Rules and Standards Division (he is to be rehired as annuitant for one year); **John Cheeks**, electronics engineer, Hearing Division; **John Foret**, supervisory accountant, renewal branch; **Robert Koteen**, attorney, Certificates of Compliance Division, Cable Television Bureau; **Lilly M. Marshall**, public information office; **E. Merle Glunt**, chief, Frequency Allocation and Treaty Division of Chief Engineer's Office, and **J. Russell Smith**, chief, Legal and Advisory Division of Safety and Special Radio Services Bureau.

Lawrence H. Rogers II, president and director, Taft Broadcasting Co., Cincinnati, named to three-year term on Cincinnati branch board of Federal Reserve Bank of Cleveland.

Joseph Volpe, of FCC's general counsel's office, has joined Washington law firm of Covington & Burling.

Deaths



Dixon

Paul Dixon, 56, host of daily variety show on four Avco Broadcasting TV stations in Ohio, died Dec. 28 in Cincinnati of ruptured aneurysm, 10 days after undergoing surgery to correct condition. **Paul Dixon Show** originated in WLWT Cincinnati, would have marked 20th anniversary in April. Survivors include his wife, Marge, and one daughter.

Richard Long, 47, TV and film actor (*Maverick*, *77 Sunset Strip* and *Big Valley*), died Dec. 21 at Tarzana hospital, Los Angeles, after month-long hospitalization for heart condition. He is survived by his wife, Mara Corday, two sons and one daughter.

Bob Sorensen, 51, morning newscaster, WKZO(AM) Kalamazoo, Mich., died of heart attack Dec. 18 at his home in Kalamazoo. He is survived by his wife, Christine, and one son.

radio • television • catv • public relations/ contacts

Public Relations/Contacts is a regular feature of BROADCASTING, the newswweekly of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

free film

PICTURE THIS

Free Prime-time Caliber Films
Many Award-winners
All Lengths All Subjects Free Catalog
ASSOCIATION-STERLING FILMS
866 Third Avenue, N.Y. 10022
(212) 752-4431

FREE FILMS?

Modern has the most. Many subjects.
Series programming. Call or write
Modern TV, 2323 New Hyde Park Road,
New Hyde Park,
N.Y. 11040:
(516) 437-6300.

**Ask
Modern**

jingles

CONTEMPORARY
ID's & Commercial Jingles
Demo Available

continental RECORDING, INC.

TWELVE IRVING SQUARE
FRAMINGHAM, MASS. 01701
(617) 879-2430 / 237-0568

legal

BROADCASTING AND THE LAW

A publication for the entire station staff. Keeps you advised of FCC rule changes, court decisions, and Congressional actions affecting you... in a unique way. For further information and a sample copy write:

BROADCASTING AND THE LAW
Box 8357A
Knoxville, Tennessee 37916

production

Write for
**FREE
Catalog**

CUSTOM RADIO PRODUCTION
Contemporary ID's - Logo's - Intros.
All Formats - Lowest Prices.

**ALSO - Aircheck Tapes, Production Aids,
Wild Tracks, DJ Comedy, Books, FCC Tests,
Feature Programs, DJ Promos, and MORE!**

COMMAND PRODUCTIONS BOX 26348
(415) 332-3161 SAN FRANCISCO, CALIF. 94126

programming



CUSTOM TAPES FOR AUTOMATION

THE CnB STUDIOS

3415 BERESFORD AVENUE
BELMONT, CALIFORNIA 94002
415 / 592-6149

programming (cont'd)

BONNEVILLE
Adult-oriented programming
for live or automated stations.
Complete music library service
at affordable prices.
CALL NOW.
201-567-8800
274 County Road
Tendoff, N.J. 07670

**BONNEVILLE
BROADCAST
CONSULTANTS**

Fun Music
RADIO
is automated rock
• CURRENT HITS • ALBUM CUTS • OLDIES
\$ 275 mo.
P.O. Box 2049, Scottsdale, AZ, 85252 (602) 946-2093

radio drama



The LONE RANGER

Radio Adventure Series

IS BACK ON THE AIR!

Now available for local purchase.

CHARLES MICHELSON, INC.
45 West 45th St., New York 36
PLaza 7-0695



LUM and ABNER

5 - 15 MINUTE

PROGRAMS WEEKLY

Lum & Abner Distributors

1001 SPRING
LITTLE ROCK, ARK. 72202
Phone (501) 376-9292

services

BOOKKEEPING SERVICE

By mail. Especially designed for radio stations by a CPA with over 30 years auditing and ownership experience. Monthly financial statements and records by data processing.

BROADCASTERS' AID, INC.

400 N. Michigan Ave.
Chicago, Ill. 60611 312-467-6226

For the Record®

As compiled by BROADCASTING, Dec. 16 through Dec. 26 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aerial. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV start

■ WOPC Altoona, Pa.—Authorized program operation on UHF ch. 38 (614-620 mhz); ERP 17.8 kw vis, 3.55 kw aur. HAAT 940 ft. Action Nov. 26.

TV licenses

Broadcast Bureau granted following licenses covering new stations:

- KOCE-TV Huntington Beach, Calif., Board of Trustees, Coast Community College District (BLET-337). Action Dec. 11.
- WSWB-TV Orlando, Fla., Sun World Broadcasters (BLCT-2353). Action Dec. 13.
- KIVI Nampa, Idaho, Idaho Television Corp. (BLCT 2336). Action Dec. 11.
- KPVI Pocatello, Idaho, Eastern Idaho Television Corp. (BLCT-2335). Action Dec. 11.
- WMAE Booneville, Miss., Mississippi Authority for Educational Television (BLET-362). Action Dec. 13.
- KENW Portales, N.M., Regents of Eastern New Mexico University (BLET-365). Action Dec. 11.
- KGFE Grand Forks, N.D., North Central Educational Television (BLET-367). Action Dec. 11.

AM applications

- Calhoun, Ga.—Barry Wesley Wright and Daryl Leon Smallwood seek 900 khz, 250 w-D. P.O. address: 119 Erwin St., Calhoun 30701. Estimated construction cost \$1,130; first-year operating cost \$3,165; revenue \$30,000. Format: contemp. Principals: Messrs. Wright and Smallwood (50% each) are employed by board of education in Calhoun. Ann. Dec. 18.
- White Castle, La.—Lafourche Valley Enterprises seeks 1590 khz, 1 kw-D. P.O. address: Box 797, Donaldsonville, La. 70346. Estimated construction cost \$23,160; first-year operating cost \$1,400; revenue not given. Format: contemp popular. Principals: Michael P., Percy H. and M. Paul LeBlanc (25% each), Joseph M. Costello III (24%), et al., own KSMI(FM) Donaldsonville, La. They request deleted facilities of KLSU(AM) White Castle. Ann. Dec. 18.

AM action

Broadcast Bureau granted following CP modification to extend completion time to date shown: WRRR Frederiksted, St. Croix, V.I.—To May 1, 1975 (BMP-13849).

AM starts

- KINC Independence, Calif.—Authorized program operation on 600 khz, 500 w-D. Action Nov. 29.
- WJEB Gladwin, Mich.—Authorized program operation on 1350 khz, 1 kw, DA-D. Action Dec. 6.
- WNRE Circleville, Ohio—Authorized program operation on 1540 khz, 1 kw, DA-D. Action Dec. 9.
- KEYH Houston—Authorized program operation on 850 khz, 10 kw, DA-D. Action Dec. 11.

FM applications

- Eutaw, Ala.—Green County Broadcasting Center seeks 91.3 mhz, 100 kw, HAAT 358 ft. P.O. address: Box 531, Eutaw 35462. Estimated construction cost \$84,235; first-year operating cost \$52,300. Principal: Louis Barnett Jr., director. Ann. Dec. 23.
- Barstow, Calif.—Mojave Valley Broadcasting seeks 94.3 mhz, 3 kw, HAAT—192.6 ft. P.O. address: 29000 Radio Rd., Barstow 92311. Estimated construction cost \$19,697; first-year operating cost not given; revenue none. Format: standard pops. Principals: W. T. Brown (81.8%), Helen V. Long (10.6%) and Harry S. White (7.6%) own KWTC(AM) Barstow. Ann. Dec. 23.
- Vero Beach, Fla.—Atlantic Broadcasting Associates seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Condominio Jardines de Francia, Apt. 1404, Calle Francia, Hato Rey, Puerto Rico 00917. Estimated construction cost \$38,550; first-year operating cost \$30,800; revenue \$75,000. Format: standard pops. Principals: Ramiro Agosto (51%), George M. Arroyo (19%) and Steven H. Pauli (30%). Mr. Arroyo is communications specialist and Mr. Pauli is project engineer, both for All America Cables and Radio Inc. Ann. Dec. 23.
- Honolulu—Cyril C. Larsen seeks 93.9 mhz, 100 kw, HAAT—481 ft. P.O. address: 45-114 Awele Place, Kaneohe, Hawaii 96744. Estimated construction cost \$25,800; first-year operating cost \$35,000; revenue \$70,000. Format: contemp. Principal: Mr. Larsen is 23% stockholder and general manager of KIKI(AM) Honolulu. Ann. Dec. 23.
- Chicago—Illinois Institute of Technology seeks 88.9 mhz, 10 w, HAAT 90 ft. P.O. address: 3300 S. Federal St., Chicago 60616. Estimated construction cost \$3,850; first-year operating cost \$3,500. Principal: Dr. Robert J. Bonthron, dean of students. Ann. Dec. 16.
- Bedford, Ind.—Bedford Broadcasting Corp. seeks 105.5 mhz, 3 kw, HAAT 243 ft. P.O. address: Box 657, Bedford 47421. Estimated construction cost \$38,200; first-year operating cost \$8,971; revenue \$36,000. Format: talk/popular/old standard. Principals: Paul R. Quigg (8.5%), Allan B. McCrea (5%), Lester G. Spencer (8%), et al., own Central Broadcasting Corp., sole stockholder of Bedford. Central owns WKBV-AM-FM Richmond, Ind.; KTRM-AM-FM Beaumont, Tex.; WBAT(AM) Marion, Ind. and WBIW(AM) Bedford. Ann. Dec. 23.
- Fairmont, Minn.—Kurth-Bush Broadcasting Co.

seeks 106.5 mhz, 30 kw, HAAT 101 ft. P.O. address: Box 46, Albert Lea, Minn. 56007. Estimated construction cost \$8,350; first-year operating cost \$22,010; revenue \$22,000. Format: talk/standard pops. Principals: Miles C. Bush, engineer at KFWB(AM) Los Angeles, and Steven L. Kurth, co-owner of auto repair shop (50% each). Ann. Dec. 23.

■ Coldwater, Miss.—Tate and DeSoto County Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 23, Lake Cormorant, Miss. 38641. Estimated construction cost \$32,725; first-year operating cost \$19,114; revenue \$42,000. Format: gosp./C&W. Principals: T. H. Lane, drug education specialist in DeSoto, Miss. county schools; and Henry V. Rider, owner of Memphis plumbing company (50% each). Ann. Dec. 16.

FM actions

- Demopolis, Ala.—Demopolis Broadcasting Co. Broadcast Bureau granted 106.3 mhz, 3 kw, HAAT 200 ft. P.O. address: Drawer X, Demopolis 36732. Estimated construction cost \$66,676; first-year operating cost \$10,825; revenue \$30,800. Format: easy lsg. Principals: Mr. and Mrs. William M. Jordan (100%) own WXAL(AM) Demopolis (BPH-9192). Action Dec. 16.
- Hanford, Calif.—Kings Broadcasters, Limited Partnership, Broadcast Bureau granted 107.5 mhz, 50 kw, HAAT 275 ft. P.O. address: 1615 E. Lacey Blvd., Hanford 93230. Estimated construction cost \$2,000; first-year operating cost \$22,948; revenue \$60,000. Format: contemp. Principals: Leroy C. Smith (30%), Glenn L. Prickett (10%), Nick Cornacchia (6%), et al. Mr. Smith, former sales manager for KJEO-TV Fresno, Calif., is general partner of Kings. Mr. Prickett has interest in trucking and construction companies. Mr. Cornacchia has interest in finance company and furniture store. Kings owns KNGS(AM) Hanford (BPH-9178). Action Dec. 11.
- St. Helena, Calif.—Young Radio, Broadcast Bureau granted 101.7 mhz, 3 kw, HAAT—520 ft. P.O. address: 1124 Foster Rd., Napa, Calif. 94558. Estimated construction cost \$37,050; first-year operating cost \$26,400; revenue \$39,000. Format: standard pops. Principals: Thomas L. Young (52%), William T. Telfer, Samuel O. Christiansen, Bruce Carlson (12% each), et al., own KVON(AM) Napa (BPH-9146). Action Dec. 10.
- San Luis Obispo, Calif.—Community Broadcasting Inc. Broadcast Bureau granted 90.1 mhz, 76 w, HAAT 1,440 ft. P.O. address: Box 95, San Luis Obispo 93401. Estimated construction cost \$4,500; first-year operating cost \$10,000; revenue none. Principals: Stephen Earl Urbani is president of nonprofit Community Broadcasting Inc. (BPED-1771). Action Dec. 16.
- West Sacramento, Calif.—Washington Unified School District, Broadcast Bureau granted 91.7 mhz, 10 kw. P.O. address: 930 W. Acres Rd., West Sacramento 95691. Estimated construction cost \$9,380; first-year operating cost \$10,000. Principal: Guillermo Lopez, superintendent (BPED-1914). Action Dec. 10.
- Lehigh Acres, Fla.—Lee County FM, Broadcast Bureau granted 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 835, Lehigh Acres 33936. Estimated construction cost \$55,158; first-year operating cost \$60,160; revenue \$100,000. Format: beautiful music. Principals: Broadcast Management (80%) and Louie L. Garris Jr. (20%). Roger W. Clipp is principal stockholder of Broadcast Management which owns WAYK(AM) Lehigh Acres. Mr. Garris is general manager of WAYK (BPH-9145). Action Dec. 18.
- Clinton, Ill.—Cornbelt Broadcasting Co. Broadcast Bureau granted 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 160, Clinton 61727. Estimated construction cost \$23,700; first-year operating cost \$12,000; revenue \$18,000. Format: MOR/C&W. Principals: Mr. and Mrs. J. R. Livesay, daughter and son (100%). Cornbelt owns WHOW(AM) Clinton (BPH-9104). Action Dec. 10.
- Hardin, Mont.—Alfred E. and Melodie Sargent, Broadcast Bureau granted 95.3 mhz, 1 kw, HAAT—12 ft. P.O. address: 617 North Crawford, Hardin 59034. Estimated construction cost \$1,250; first-year operating cost \$11,327; revenue \$24,000. Principals: Mr. Sargent is sales manager and 20% owner of KHDN Hardin; Mrs. Sargent works for Crow Indian tribe (BPH-8985). Action Dec. 6.
- Edenton, N.C.—Chowan Broadcasters, Broadcast Bureau granted 100.1 mhz, 3 kw, HAAT 195 ft. P.O. address: Box 21874, Greensboro, N.C. 27420. Estimated construction cost \$33,300; first-year operating cost \$28,600; revenue \$54,000. Principals: Carmen Sarai Barry (80%), student, and Roy E. Godwin (20%), salesman at WKBQ(AM) Garner, N.C. (BPH-9043). Action Dec. 16.
- Aguada, Puerto Rico—Aurio Matos, Broadcast

NOTE
NEW
ADDRESS

**EDWIN TORNBURG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164

Bureau granted 105.5 mhz, 190 w, HAAT 980 ft. P.O. address: 846, Bo. Piedras, Blancos, Aguada 00602. Estimated construction cost \$20,350; first-year operating cost \$22,500; revenue \$48,921. Format: classical. Principal: Mr. Matos owns gas station in Aguada (BPH-9187). Action Dec. 11.

■ *Memphis—Southwestern Inc. Broadcast Bureau granted 91.7 mhz, 10 w. P.O. address: 2000 N. Parkway, Memphis 38112. Estimated construction cost \$95; first-year operating cost \$200. Format: ed. Principal: James H. Daughdrill Jr., president. Southwestern plans to use facilities of its WLYX (FM), on 89.3 mhz (BPED-1881). Action Dec. 6.

■ *Memphis—Southern Communication Volunteers. Broadcast Bureau granted 90.3 mhz, 10 w. P.O. address: 1369 Court St., Memphis 38104. Estimated construction cost \$3,510; first-year operating cost \$8,100. Format: ed. Principal: Dennis M. Batson, director of runaway house (BPED-1880). Action Dec. 11.

■ *Plainview, Tex.—Wayland Baptist College. Broadcast Bureau granted 91.5 mhz, 370 w, HAAT 120 ft. P.O. address: 1900 W. 7th St., Plainview 79072. Estimated construction cost \$16,505; first-year operating cost \$9,000. Principal: Roy C. McClung, president (BPED-1896). Action Dec. 16.

■ *Eau Claire, Wis.—Board of Regents of University of Wisconsin System. Broadcast Bureau granted 89.7 mhz, 10 w, HAAT 132 ft. P.O. address: 1866 Van Hise Hall, Madison, Wis. 53706. Estimated construction cost \$10,125; first-year operating cost \$6,400. Principal: Dr. Robert L. Bailey, associate professor of speech (BPED-1913). Action Dec. 6.

■ *Kenosha, Wis.—Gateway Vocational, Technical and Adult Education District. Broadcast Bureau granted 91.1 mhz, 800 w, HAAT 145 ft. P.O. address: 3520 30th Ave., Kenosha 53140. Estimated construction cost \$36,759; first-year operating cost \$45,000. Principal: Keith W. Stoehr, district director (BPED-1900). Action Dec. 10.

FM starts

■ WKMZ Enterprise, Ala.—Authorized program operation on 106.7 mhz, ERP 100 kw, HAAT 390 ft. Action Nov. 27.

■ KZZZ Kingman, Ariz.—Authorized program operation on 92.7 mhz, ERP 29 kw, HAAT -81 ft. Action Dec. 6.

■ KPGA Pismo Beach, Calif.—Authorized program operation on 93.5 mhz, ERP 1.7 w, HAAT 390 ft. Action Dec. 6.

■ WKCB-FM Hindman, Ky.—Authorized program operation on 107.1 mhz, ERP 500 w, HAAT 650 ft. Action Dec. 13.

■ WHJT Clinton, Miss.—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 2.

■ KAAM Kennett, Mo.—Authorized program operation on 107.1 mhz, ERP 1 kw, HAAT 450 ft. Action Dec. 13.

■ *WBGD Brick Town, N.J.—Authorized program operation on 91.9 mhz, TPO 10 w. Action Dec. 5.

■ KPAR-FM Albuquerque, N.M.—Authorized program operation on 100.3 mhz, ERP 9 kw, HAAT 4,110 ft. Action Dec. 16.

■ KASK Las Cruces, N.M.—Authorized program operation on 103.1 mhz, ERP 780 w, HAAT -110 ft. Action Dec. 11.

■ *WXXI-FM Rochester, N.Y.—Authorized program operation on 91.5 mhz, ERP 9.2 kw, HAAT 255 ft. Action Dec. 13.

■ KXIQ Bend, Ore.—Authorized program operation on 94.1 mhz, ERP 50 kw, HAAT 1,910 ft. Action Dec. 10.

■ WPUB-FM Camden, S.C.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 180 ft. Action Dec. 13.

■ WTHJ Lobelville, Tenn.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 13.

■ KSTA-FM Coleman, Tex.—Authorized program operation on 107.1 mhz, ERP 3 kw, HAAT 195 ft. Action Dec. 2.

■ KBAT Midland, Tex.—Authorized program operation on 93.3 mhz, ERP 100 kw, HAAT 215 ft. Action Nov. 27.

■ *KGRG Auburn, Wash.—Authorized program operation on 89.9 mhz, TPO 10 w. Action Dec. 6.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ *KOHL Fremont, Calif.—Fremont-Newark Community College District (BLED-1228). Action Dec. 9.

■ KUUL Madera, Calif.—KHOT Inc. (BLH-6407). Action Dec. 9.

■ KDAR Oxnard, Calif.—Edward G. Atsinger III (BLH-6436). Action Dec. 9.

■ KQLH San Bernardino, Calif.—Channel Two Thirty Six Inc. (BLH-6362). Action Dec. 9.

■ *KAUG Salinas, Calif.—Salinas Union High School District (BLED-1270). Action Dec. 9.

■ KKTU Ukiah, Calif.—Concerned Communications

Corp. (BLH-6416). Action Dec. 13.

■ WPDQ-FM Jacksonville, Fla.—Belk Broadcasting Co. of Florida Inc. (BLH-4448). Action Dec. 13.

■ WLYD-FM Palatka, Fla.—Hall Broadcasting Co. (BLH-6157). Action Dec. 13.

■ KVDB-FM Sioux Center, Iowa—Tri-State Broadcasters (BLH-6117). Action Dec. 16.

■ WCLD-FM Cleveland, Miss.—Radio Cleveland Inc. (BLH-5801). Action Dec. 9.

■ KWHW-FM Altus, Okla.—KWHW Radio Inc. (BLH-6168). Action Dec. 17.

■ *WVMW-FM Scranton, Pa.—Marywood College (BLED-1309). Action Dec. 11.

Ownership changes

Applications

■ WBIL (AM) Tuskegee, Ala. (580 khz, 500 w-D)—Seeks transfer of control of All Channel TV Service from Frank E. and Ann S. Holladay and Joseph W. and Jane B. Carson (100% before, none after) to George H. Clay (none before, 100% after). Consideration: \$70,000 and payment of \$36,000 debt. Principal: Mr. Clay, Tuskegee insurance agency owner, plans to sell 45% interest in station to Cornelius L. Hopper, vice president of Tuskegee Institute, and Ellis Hall, veterinary director of Tuskegee Institute and member of local school board. Ann. Dec. 18.

■ KBBQ (AM)-KBBY (FM) Ventura, Calif. (AM: 1590 khz, 5 kw, DA-2; FM: 95.1 mhz, 28 kw horiz., 6.9 kw vert.)—Seeks transfer of control of Tri-Counties Public Service Inc. from Russell L. Furse (50% before, none after), Jean Grettenberg (15% before, none after) and Robert Grettenberg (15% before, none after) to Annabelle Rea (none before, 50% after), Marjorie Rea (none before, 15% after) and Michael R. Thomas (none before, 15% after). Consideration: \$2,000 and payment of debts. Principals: Marjorie and Annabelle Rea are wife and daughter of William Rea Jr., 20% stockholder in Tri-Counties. Mr. Thomas is general manager of KBBQ-KBBY. Ann. Dec. 18.

■ KFML (AM) Denver (1390 khz, 5 kw-D)—Seeks assignment of license from KFML Broadcasting Inc. to Radio Denver Corp. for \$150,000. Seller: Joseph R. McGee, president, owns KAPI (AM) Pueblo, Colo. Buyer: Bruce H. Lien (100%) has interest in construction, mining and real estate companies in South Dakota. Ann. Dec. 18.

■ WGSP-TV (ch. 50) Washington—Seeks assignment of CP from Lee W. Cowan, trustee in bankruptcy to Channel 50 Inc. for \$75,000. Buyers: Theodore S. Ledbetter Jr. (50.08%), Modedco Investment Co. (49.92%). Mr. Ledbetter has interest in WBNS-TV St. Thomas, Virgin Islands, owns communications consulting group and is vice president of Atlanta CATV franchise. Modedco (Thomas H. Countee Jr., president) is minority enterprise investment company wholly owned by Model Cities Economic Development Corp. Channel 50 Inc. requests authority to install subscription equipment contingent on grant of assignment of license. Ann. Dec. 17.

■ WGKA (AM) Atlanta (1190 khz, 1 kw-D)—Seeks assignment of license from 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 WIFB (FM) Philadelphia, KRBE (FM) Houston, WGCL (FM) Cleveland, WEFM (FM) Chicago and WGZC (FM) Atlanta. General Cinema also has 85% interest in WCIX-TV Miami. Buyer: Ethel Holley (100%) owns WNEA (AM) Newnan, Ga. Ann. Dec. 18.

■ WWIT (AM) Canton, N.C. (970 khz, 1 kw-D)—Seeks assignment of license from Western North Carolina Broadcasters Inc. to WWIT Inc. for \$180,367. Sellers: Dalton R. Paxton, vice president, et al. Buyers: Daniel Greene Jr. (70%), wife Gail (20%) and father Daniel (5%). Mr. Greene Jr. is sports director at WTVM-TV Columbus, Ga. Ann. Dec. 18.

■ KPRB (AM) Redmond, Ore. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Richard Ernest Combs to Big Sky Broadcasters Inc. for \$125,000. Seller: Mr. Combs is selling station because of health reasons. Buyers: Ron Post (80%), evangelist, and Harry Gift, announcer-salesman at KPRB. Ann. Dec. 18.

■ KRLY (FM) Houston (93.7 mhz, 97 kw)—Seeks transfer of control of Zantanon Communications Corp. from Zantanon Ltd. (100% before, none after) to Starr Broadcasting Group Inc. (none before, 100% after). Consideration: \$1,500,000. Principals: Robert S. Anderson Sr. is general partner of Zantanon Ltd. Principals in Starr are Peter H. Starr (10%), president; William F. Buckley Jr. (6.4%), chairman of board; Michael F. Starr (6.5%), executive vice president and treasurer, et al. Starr owns several stations, including WOIV (FM) New York, WBOK (AM) New Orleans, KITV-TV Honolulu and KYOK (AM) Houston. Ann. Dec. 18.

■ WKOY (AM) Bluefield, W. Va. (1240 khz, 1 kw-D)—Seeks assignment of license from WKOY Inc. to Fincastle Communications Co. Inc. for \$350,000. Seller: WKOY Inc. (N. L. Ninninger, vice president and treasurer), wholly owned subsidiary of Bristol Broadcasting Co. Inc., licensee of several stations

in Virginia, West Virginia and Kentucky. Buyers: O. C. Young, salesman-announcer at WHIS (AM) Bluefield; William T. Deskins, stockholder in several Bluefield businesses; George W. Hendrick, sales manager at WHIS; and John F. Wilkinson, stockholder in construction, coal and land development companies (25% each). Ann. Dec. 18.

■ WHBY (AM) Appleton, Wis. (1230 khz, 1 kw-D)—Seeks assignment of license from Norbertine Fathers to Telegraph-Herald Inc. for \$655,000. Seller: Norbertine Fathers, religious community, is in process of selling WBAY-AM-FM-TV Green Bay, Wis. Buyers: F. W. Woodward, individually and in trusts (58.4% common stock), et al., own KDTH (AM)-KFMD (FM) Dubuque, Iowa; WGEZ (AM) Beloit, Wis., and KLMS (AM) Lincoln, Neb. Ann. Dec. 18.

Actions

■ KPCO (AM) Quincy, Calif. (1370 khz, 500 w-D)—Broadcast Bureau granted assignment of license from William E. Stamps to Ralph Wittick and Dan DeMiglio for \$31,500. Seller: Mr. Stamps owns KPOD (AM) Crescent City, Calif. Buyers: Mr. Wittick (66.7%), Quincy liquor store partner, and Mr. DeMiglio (33.3%), announcer at KPCO (BAL-8283). Action Dec. 12.

■ KCBQ (1170 khz) San Diego, WMYQ (96.3 mhz) Miami, WDRQ (93.1 mhz) Detroit, KSLQ (98.1 mhz) St. Louis, WADO (1280 khz) New York and WOKY (920 khz) Milwaukee—FCC granted transfer of de facto control of Downe Communications, 40% owner with de facto control of licensee Bartell Media Corp., from Edward R. Downe Jr. (27.5% before, none after) to The Charter Co. (12.1% before, 39.6% after). Consideration: \$8,675,000. Principals: Mr. Downe organized Downe Communications in 1968 and in 1969 assumed personal responsibility for all six broadcasting subsidiaries. Charter Co. has oil, finance, shipping and real estate interests; Raymond K. Mason (12.6%), president. Action Dec. 18.

■ WQXM (FM) Clearwater, Fla. (97.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from FM Enterprises to Plough Broadcasting Co. for \$1,250,000. Sellers: John T. Rutledge, Joseph S. Field, et al. Mr. Rutledge owns WQHI (FM) Jeffersonville, Ind. Mr. Field owns WIRK-AM-FM West Palm Beach, Fla. Buyer: Plough is subsidiary of Schering-Plough Corp., Bluefield, N.J. It owns WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, WPLO-AM-FM Atlanta, WJJD-AM-FM Chicago, WMTS-AM-FM Memphis and WSUN (AM) St. Petersburg, Fla. (BALH-2043). Action Dec. 19.

■ KGMB (AM) Honolulu—Assignment application

QUALITY TALKS FOR WBAP

Fort Worth, Texas



Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.

Continental Electronics

CONTINENTAL ELECTRONICS MFG. CO.
BOX 17040 DALLAS, TEXAS 75217

from Hefel Broadcasting Corp. to Hefel Broadcasting Radio granted Nov. 29, not consummated. Ann. Dec. 26.

■ **KBLI(AM)** Blackfoot, Idaho (690 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Standard Broadcasting Corp. to Western Communications for \$153,750. Sellers: Howard D. Johnson, president, et al. Mr. Johnson has interest in KNAK(AM) Salt Lake City, KVEL(AM) Vernal and KSUB(AM) Cedar City, all Utah. Buyers: Marvin K. and Patricia A. Frandsen (85%) et al. Mr. Frandsen is general manager and his wife is director and secretary at KSKI(AM) Hailey, Idaho (BAL-8261). Action Dec. 19.

■ **KBOI-AM-FM** Boise, Idaho (AM: 670 khz, 50 kw-D, 25 kw-N; FM: 97.9 mhz, 17.5 kw)—Broadcast Bureau granted assignment of license from Boise Valley Broadcasters Inc. to KBOI Inc. for \$850,000. Sellers: Robert W. Howell (10.9%), H. Westerman, Whillock (5.3%), Mrs. Stanley King (9.9%), et al. will retain KBOI-TV Boise. Buyers: J. Hobart Wilson (50%), his son Charles H. Wilson (24.3%), et al. Buyer also owns KPNW-AM-FM Eugene, Ore., and 86% interest in KPAY-AM-FM Chico, Calif. J. Hobart Wilson has 5.9% interest in KEZI-TV Eugene and KVDO-TV Salem, both Oregon, along with interests in several CATV systems (BAPL-452). Action Dec. 12.

■ **KJOE(AM)** Shreveport, La. (1480 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Dynamic Broadcasting Corp. to Coastal Broadcasting Corp. for \$185,000. Sellers: C. Ronald Rogers, Neal Space, R. Miller Hicks and J. Sam Winters own KTRM Beaumont, Tex. Buyers: John Mitchell (40%), Interstate Venture Capital Corp. (35%) and O. L. Kimbrough (25%). Mr. Mitchell is general manager at KTEO(AM) San Angelo, Tex. Mr. Kimbrough owns KES(AM) Gladewater, Tex. Lamar E. Ozley Jr. is chairman of board of Interstate Venture (BAL-8237). Action Dec. 12.

■ ***WGTG-FM** Takoma Park, Md.—Broadcast Bureau granted assignment of license from Columbia Union College Inc. to Columbia Union College Broadcasting Inc. (BALED-31). Action Dec. 12.

■ **KPWD(FM)** Plentywood, Mont. (100.1 mhz, 880 w)—Broadcast Bureau granted assignment of license from Empire Broadcasting Co. to B.C.T. Broadcasting Co. Consideration: \$40,000. Sellers: Eldon Mengel (12.9%), Gary Peterson (11%), et al. own KBRV(AM) Soda Springs, Idaho; KFLN(AM) Baker, KXXL(AM) Bozeman and KWYS(AM) West Yellowstone, all Montana. Buyer: Harold L. Stallard family (100%). Mr. Stallard is Kansas farmer (BALH-2061). Action Dec. 12.

■ **WIBX(AM)-WBIO(FM)** Utica, N.Y. (AM: 95.0 khz, 5 kw, DA-1; FM: 98.7 mhz, 25 kw)—Broadcast Bureau granted transfer of control of WIBX Inc. from Margaret Bowen Shepard (88% before, none after) to Frederic C. Bowen (10.5% before, 98.5% after). Consideration: \$12,000 per year for life. Principals: Mrs. Bowen is step-mother of Mr. Bowen, general manager of WIBX (BTC-7492). Action Dec. 12.

■ **KBYG(AM)** Big Spring, Tex. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Howard County Broadcasting Inc. to Tentex Broadcasting Inc. for \$270,000. Sellers: John H. and Madelyn O. Hicks (46.6% each) own KLVJ(AM) and KBPO(FM) Beaumont, Tex., and have interests in KLUF(AM) Lufkin, KRRV(AM) Sherman and KLAR(AM) Laredo, all Texas. Buyers: Hugh D. Frizzell, president (33.3%), Robert Williams Jr., treasurer (33.3%), et al. Tentex owns KTFS(AM) Texarkana, Tex. (BAL-8256). Action Dec. 12.

■ **KTEO(AM)** San Angelo, Tex. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Western Radio Corp. to Angelo Broadcasting Inc. for \$350,000. Sellers: Delwin W. Morton (33.3%), et al. Mr. Morton has interest in KCAD(AM) Abilene, Tex. and KRGO(AM) Salt Lake City. Buyers: Oscar Price Bobbitt and Arthur R. Ruple Jr. (50% each). Mr. Bobbitt has interest in CATV concern in Austin, Tex. and is senior vice-president of KTBC-AM-FM-TV Austin. Mr. Ruple is real estate owner and developer (BAL-8218). Action Dec. 19.

■ **KMOR(AM)** Murray, Utah (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Oral J. Wilkinson to Seagull Enterprises Inc. for \$500,000. Seller: Mr. Wilkinson (100%) plans to retire. Buyers: Charles R. Sadler (77.1%), professional boxing trainer; Jay Gardner (20%), general manager at KMOR, et al. (BAL-8234). Action Dec. 12.

■ **KBES-AM-FM** Bellevue, Wash.—Assignment of license from Bellevue/Eastman Radio Ltd., A. S. Ballinger, general partner, to Mr. Ballinger, James C. Nelly and C. Spencer Clark, general partners, granted Oct. 17, 1974, not consummated. Ann. Dec. 23.

■ **KODI(AM)** Cody, Wyo. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Wycom Corp. to Shoshone Communications Corp. Consideration: \$250,000. Sellers: William R. Sims, president (44%), Thomas F. Stroock, vice president (23%). Seller owns KOJO(AM) Laramie, Wyo., and has applied for new AM in Green River, Wyo. Buyer: James F. and Ann Coe Hayes (80% together) and Robert D. Coe II (20%). Mr. and Mrs. Hayes and her brother, Mr. Coe, have interests in resort at Pahasha, Wyo. (BAL-8272). Action Dec. 19.

Call letters

Applications

Call	Sought by
New TV's	
KDTV	Bahal de San Francisco Television Co., San Francisco
WPCB-TV	Western Pa. Christian Broadcasting Co., Pittsburgh
New AM	
WYOK	Center Broadcasting Co., Soperlon, Ga.
WBFC	Rev. Forest Drake, Stanton, Ky.
New FM's	
KTGA	Gospel Radio, Fort Dodge, Iowa
WZLE	Lake Erie Broadcasting Co., Lorain, Ohio
WTSA-FM	Southern Vermont Broadcasters, Brattleboro, Vt.
*WELL	Grace Baptist Schools, Decatur, Ala.
KBEV	Brewer Communications, Okmulgee, Okla.
*WJEL	Metropolitan School District of Washington township, Marion county, Indianapolis
WABJ-FM	Gerity Broadcasting Co., Adrian, Mich.
WBOZ-FM	Southwestern Broadcasting Corp., Hormigueros, P.R.
*WORT	Back Porch Radio Broadcasting, Inc., Madison, Wis.
*KQAL	Winona State College, Winona, Minn.
WWLM	Les Communications Inc., Canton, Miss.
*WSYC-FM	Shippensburg State College, Shippensburg, Pa.
*WFBH	Forest View High School, Arlington Heights, Ill.
Existing TV	
KBCI-TV	KBOI-TV Boise, Idaho
Existing FM's	
WIOB	WNRZ Ann Arbor, Mich.
KBEZ	KSBW-FM Salinas, Calif.
KZOO	KSBY-FM San Luis Obispo, Calif.
WTLB-FM	WZOW Utica, N.Y.

Grants

Call	Assigned to
New FM's	
KTEZ	Troy Raymond Moran, Lubbock, Tex.
*WKNH	Keene State College, Keene, N.H.
KBAR-FM	Mini-Cassia Broadcasting, Inc., Burley, Idaho
KVMT	Radio Vail Inc., Vail, Colo.
WVHF-FM	Harrison Corp., Clarksburg, W.Va.
KBBB-FM	Orville M. Rippey, Borger, Tex.
WKRA-FM	WKRA Inc., Holly Springs, Miss.
KIOQ-FM	Inyo-Mono Broadcasting Co., Bishop, Calif.
WVST	Bolivar Broadcasting Service, Bolivar, Tenn.
KVIP-FM	Northern Calif. Communications Corp., Redding, Calif.
Existing TV's	
*KHIN	*KJAA Red Oak, Iowa
WREG-TV	WREC-TV Memphis
Existing FM's	
WKQQ	WLXJ Lexington, Ky.
WRGI-FM	WLEJ Naples, Fla.
KRLN-FM	KSTX Canon City, Colo.
KZAM	KBES-FM Bellevue, Wash.

ERP to vis. 1474.83 kw, aur. 294.966 kw; change trans. location; change type trans. and ant., and HAAT 429 ft. Ann Dec. 16.

TV actions

■ **KGO-TV** San Francisco—Broadcast Bureau granted authority to operate trans. by remote control from 277 Golden Gate Ave., San Francisco (BRCTV-217). Action Dec. 11.

■ ***KSIN** Sioux City, Iowa — Broadcast Bureau granted mod. of CP for changes; ERP 2040 kw (vis.), 204 kw (aur.); change type ant.; ant. height 1,070 ft. (BMPET-823). Action Dec. 13.

■ **KLOE-TV** Goodland, Kan. — Broadcast Bureau granted CP to change type trans. (BPCT-4805). Action Dec. 13.

■ **KPLC-TV** Lake Charles, La.—Broadcast Bureau granted mod. of CP to change type trans. (BMPCT-7568). Action Dec. 13.

■ **WBKB-TV** Alpena, Mich. — Broadcast Bureau granted mod. of CP to change studio location to 2577 U.S. 23 South, 0.5 mile south of city limits of Alpena (BMPCT-7567). Action Dec. 13.

■ **WJTV** Jackson, Miss.—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4797). Action Dec. 13.

■ **WNYX-TV** Syracuse, N.Y. — Broadcast Bureau granted CP to install aux. trans. at main trans. location (BPCT-4798). Action Dec. 13.

■ **KDIX-TV** Dickinson, N.D. — Broadcast Bureau granted CP to change type trans. (BPCT-4785). Action Dec. 18.

■ **WICU-TV** Erie, Pa.—Broadcast Bureau granted CP to change type trans. (BPCT-4806); and granted request for authority to operate trans. by remote control from 3514 State St., Erie (BRCTV-223). Action Dec. 13.

■ **WFBC-TV** Greenville, S.C. — Broadcast Bureau granted request for authority to operate trans. by remote control from 505 Rutherford St., Greenville (BRCTV-198). Action Dec. 13.

AM applications

■ **WHYT** Noblesville, Ind.—Seeks mod. of CP to make changes in radiation pattern. Ann. Dec. 16.

■ **WTCR** Ashland, Ky.—Seeks CP to change ant., trans. and studio location to 28th St. and Reservoir Hill, Catlettsburg, Ky. Ann. Dec. 18.

■ **KBDF** Eugene, Ore. — Seeks CP to change MEOV's on night pattern, Ann. Dec. 26.

■ **WNAC** Nanticoke, Pa.—Seeks CP to change ant. trans. location to southeast side of U.S. Route 11, Plymouth township, approximately 1.5 miles northwest of Nanticoke. Ann. Dec. 16.

■ **KERV** Kerrville, Tex.—Seeks CP to change ant., trans. and studio location to 0.75 mile northwest of Goat Creek Rd. and State Hwy. 27 intersection, Kerrville. Ann. Dec. 23.

■ **KIKN** Sinton, Tex.—Seeks CP to make changes in D-DA system. Ann. Dec. 26.

■ **WRAR** Tappahannock, Va.—Seeks CP to increase ant. height to accommodate FM ant. Ann. Dec. 18.

■ **KBBS** Buffalo, Wyo.—Seeks CP to increase daytime power to 1 kw and install new type trans. Ann. Dec. 26.

AM actions

■ **WGTO** Cypress Gardens, Fla.—Broadcast Bureau granted mod. of license covering change of main studio location to East Lake Summit, Cypress Gardens; and operate trans. by remote control from main studio location (BRC-3743). Action Dec. 13.

■ **WWCM** Brazil, Ind.—Broadcast Bureau granted CP to increase radiation efficiency (BP-19838). Action Dec. 13.

■ **WTLC** Indianapolis—Broadcast Bureau granted mod. of license to operate trans. by remote control from main studio at 2126 N. Meridian St., Indianapolis (BRCH-1234). Action Dec. 10.

■ **KWOC** Poplar Bluff, Mo. — Broadcast Bureau granted mod. of license covering operation of trans. by remote control from Valley Plaza Shopping Center, Highway 67 N. at Maud St., Poplar Bluff (BRC-3729). Action Dec. 13.

■ **WHKP** Hendersonville, N.C.—Broadcast Bureau granted CP to change ant.-trans. location to Linda Vista Dr., Hendersonville, and operate trans. by remote control from main studio location; conditions (BP-19841). Action Dec. 13.

■ **WRXO** Roxboro, N.C.—Broadcast Bureau granted mod. of CP to change radiator height; condition (BMP-13893). Action Dec. 13.

■ **WEKO** Cabo Rojo, Puerto Rico—Broadcast Bureau granted mod. of CP to make changes in nighttime DA pattern (BMP-13894). Action Dec. 13.

■ **WCSV** Crossville, Tenn.—Broadcast Bureau granted CP to change frequency to 1490 khz and change hours of operation to unlimited with 250 w-N and increase daytime power to 1 kw; conditions (BP-19722). Action Dec. 13.

■ **Presunrise** service authority. Broadcast Bureau granted following station on indicated date PSA for operation between 6:00 a.m. and sunrise times: WRPL Charlotte, N.C. (Dec. 10).

Facilities changes

TV application

■ ***KAVT-TV** Austin, Minn.—Seeks CP to change

Summary of broadcasting

FCC tabulations as of Nov. 30, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,404	2	21	4,427	49	4,476
Commercial FM	2,566	0	53	2,619	162	2,781
Educational FM	684	0	27	711	96	807
Total radio	7,654	2	101	7,757	307	8,064
Commercial TV	700	1	12	713	32	757
VHF	507	1	6	514	5	521
UHF	193	0	6	199	27	236
Educational TV	221	0	17	238	10	252
VHF	87	0	7	94	3	98
UHF	134	0	10	144	7	154
Total TV	921	1	29	951	42	1,009

* Special temporary authorization

** Includes off-air licenses

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KAAV Little Rock, Ark. (BP-19,390), Dec. 16; KLTZ Glasgow, Mont. (BP-19,537), Dec. 13; WGMF Watkins Glen, N.Y. (BP-19,529), Dec. 13.

FM application

■ KIKS-FM Lake Charles, La.—Seeks to change trans. location to High Hope Rd., 6 miles northeast of Sulphur, La.; specify studio location as 320 Parish Rd., Sulphur; operate by remote control from proposed studio site; change trans. and ant.; increase ant. height; change TPO; ERP 100 kw, and HAAT 427.5 ft. Ann. Dec. 26.

FM actions

■ KSPN Aspen, Colo.—Broadcast Bureau granted CP to change trans. location to atop Red Mountain, 2.5 miles from KSPN-FM studio, Aspen; install new trans. and ant.; decrease ant. height; change TPO; ERP 3 kw; ant. height -84 ft. (BPH-9112).

■ KCOL-FM Fort Collins, Colo.—Broadcast Bureau granted mod. of CP to change trans. location to 3.5 miles southeast of Wellington, Colo.; change trans. and ant.; increase ant. height; and change ant. height; ERP 100 kw; ant. height 470 ft.; remote control from main studio at 1612 LaPorte Ave., Fort Collins (BMPH-14341). Action Dec. 10.

■ *WYXI Danbury, Conn.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 1.20 kw; ant. height -77 ft.; remote control permitted (BPED-1906). Action Dec. 18.

■ *WSLX New Canaan, Conn.—Broadcast Bureau granted mod. of CP to change frequency to 91.9 mhz (BMPED-1183). Action Dec. 9.

■ WFBQ Indianapolis—Broadcast Bureau granted CP to make changes in transmitting equipment (BPH-9249). Action Dec. 13.

■ KLFM Ames, Iowa—Broadcast Bureau granted mod. of CP to change ant.; ant. height 460 ft. (BMPH-14337). Action Dec. 13.

■ WMSK-FM Morganfield, Ky.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 3 kw; ant. height 180 ft. (BPH-9247). Action Dec. 13.

■ WQRB Pittsfield, Mass.—Broadcast Bureau granted CP to change trans. location to Bousquet sq. area 0.4 mile south of Tamarack Rd., Pittsfield; install new trans. and ant.; make change in ant. system; change transmission line; ERP 630 w; ant. height 590 ft.; remote control permitted; condition (BPH-9163). Action Dec. 18.

■ *WTCC Springfield, Mass.—Broadcast Bureau granted CP to change frequency to 90.7 mhz; install new trans. and ant.; make change in ant. system; ERP 3.3 kw; ant. height 115 ft.; conditions (BPED-1745). Action Dec. 17.

■ WGRD-FM Grand Rapids, Mich.—Broadcast Bureau granted CP to change trans. location to 1300 Plymouth, N.E., Grand Rapids; install new trans. and ant.; change ant.; increase ant. height; change TPO; ERP 50 kw; ant. height 390 ft.; remote control from main studio at 122 Lyon, N.W., Grand Rapids; condition (BPH-8618). Action Dec. 11.

■ KRGN Las Vegas—Broadcast Bureau granted mod. of license to operate trans. by remote control from 1555 Flamingo Rd., Las Vegas (BRCH-1236). Action Dec. 10.

■ WSLU Canton, N.Y.—Broadcast Bureau granted CP to install new ant. (BPH-9248). Action Dec. 13.

■ WSRW-FM Hillsboro, Ohio—Broadcast Bureau granted CP to change trans. and studio location to 1.5 miles south of Hillsboro on State Route 247, Hillsboro; install new ant.; make change in ant. system; ERP 45 kw; ant. height 160 ft. (BPH-9291). Action Dec. 13.

■ KXXX Chickasha, Okla.—Broadcast Bureau granted CP to change trans. and studio location to 500 Country Club Rd., Chickasha; install new ant.; ERP 3 kw; ant. height 195 ft. (BPH-9231). Action Dec. 13.

■ KGLC-FM Miami, Okla.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant.

height 265 ft. (BMPH-14339). Action Dec. 13.

■ KXIQ Bend, Ore.—Broadcast Bureau granted mod. of CP to change trans. location to 18.9 miles northeast of Courthouse in Bend; increase ant. height; and change transmission line (BMPH-14340). Action Dec. 10.

■ WESC-FM Greenville, S.C.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 630 ft.; remote control permitted (BPH-9224). Action Dec. 18.

■ *KESD Brookings, S.D.—Broadcast Bureau granted mod. of license to operate trans. by remote control from main studio at South Dakota State University, ground floor, Solberg Hall, Brookings, S.D. (BRCE-141). Action Dec. 10.

■ KOYE Laredo, Tex.—Broadcast Bureau granted mod. of CP to change trans. location to Camp and Poggenpohl, Laredo; change studio location to Zapata Hwy. at Wooster St., Laredo; operate by remote control from proposed studio site; change trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 770 ft. (BMPH-14285). Action Dec. 16.

■ *WUVT-FM Blacksburg, Va.—Broadcast Bureau granted mod. of CP to make changes in ant. system; change ant.; ERP 770 w; ant. height 150 ft.; remote control permitted (BMPED-1193). Action Dec. 13.

■ *KGTS College Place, Wash.—Broadcast Bureau granted CP to install new trans. and ant.; change TPO; ERP 1.00 kw; ant. height -63 ft. (BPED-1873). Action Dec. 11.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KNFM-FM Midland, Tex. (BPH-8778), Dec. 6; KPDO-FM Portland, Ore. (BPH-9072), Dec. 6; KTSM-FM El Paso, Tex. (BPH-8530), Dec. 6; WBCH-FM Hastings, Mich. (BPH-8647), Nov. 26; WEDR Miami Beach, Fla. (BPH-7587), Dec. 3; WJSK Lumberton, N.C. (BPH-9141), Dec. 6; WKIT Hendersonville, N.C. (BPH-9074), Dec. 5; WRAY-FM Princeton, Ind. (BPH-8932), Nov. 26; WXBW-FM Milton, Fla. (Doc. #20,002), Dec. 2; *WSAE Spring Arbor, Mich. (BPED-1876), Nov. 29; *WSMC-FM Collegedale, Tenn. (BPED-1856), Dec. 11; KDEA New Iberia, La. (BPH-9122), Dec. 13; KKNV Fresno, Calif. (BPH-8975), Dec. 12; KYMS Santa Ana, Calif. (BPH-8780), Dec. 13; WHFI Jackson, Mich. (BPH-8955), Dec. 13; WHLS-FM Port Huron, Mich. (BPH-8706), Dec. 10; WISM-FM Madison, Wisc. (BPH-9161), Dec. 16.

In contest

Designated for hearing

■ Hanford, Conn., FM proceeding: Kennebec Western Broadcasting Co. and Wilson Broadcasting Co., competing for new FM (Docs. 20266-7)—Designated ALJ Chester F. Naumowicz Jr. to serve as presiding judge, and scheduled hearing for March 3, 1975. Action Dec. 16.

■ Jacksonville, Fla., TV proceeding: Post-Newsweek Stations of Florida (WJXT-TV Jacksonville), Trans-Florida Television, Florida Television Broadcasting Co. and St. Johns Television Co., competing for ch. 4 (Docs. 20305-8)—FCC designated applications for hearing. Issues include financial qualifications of Trans-Florida and St. Johns, and facts surrounding acquisition by Florida Television of WJXT-TV program logs. Action Dec. 18.

■ Pella, Iowa, FM proceeding: Pella Communications and Tulip City Broadcasting Co., competing for 103.3 mhz (Docs. 20283-4)—Broadcast Bureau designated applications for hearing. Issues include Tulip's financial qualifications and Pella's ascertainment efforts. Action Dec. 13.

Case assignments

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

■ KCTY(FM) Salinas and KTRB(FM) Modesto,

both California, facility changes proceeding: JECO Inc. and Big Valley Broadcasting (Docs. 20275-6)—Designated ALJ Walter C. Miller to serve as presiding judge; scheduled hearing for March 3, 1975. Action Dec. 18.

■ St. George, Utah, AM proceeding: Julie P. Miner and Albert L. Crain, competing for 890 khz (Docs. 20252-3)—Designated ALJ James F. Tierney to serve as presiding judge; scheduled hearing for Feb. 26, 1975. Action Dec. 16.

Procedural rulings

■ Banning and Yucaipa, Calif., AM proceeding: Bud's Broadcasting Co. (Banning), Frederick R. Cote (Banning) and H & B Broadcasting Co. (Yucaipa), competing for 1490 khz (Docs. 19778, 801)—Review board scheduled oral argument for Jan. 14, 1975, on exceptions and briefs to initial decision which granted application of Bud's Broadcasting and denied applications of Frederick R. Cote and H & B Broadcasting. Action Dec. 18.

■ Breckenridge, Colo., FM proceeding: Zap Communications and Breckenridge Broadcasting Co., competing for 102.3 mhz at Breckenridge (Docs. 20047-8)—ALJ Thomas B. Fitzpatrick canceled presently scheduled procedural dates. Action Dec. 13.

■ Stamford, Conn., AM proceeding: Western Connecticut Broadcasting Co. (WSTC[AM] Stamford) and Radio Stamford Inc., competing for 1400 khz (Docs. 19872-3)—FCC denied application by Radio Stamford for review of ruling by Chief ALJ Arthur Gladstone to hold portions of hearings in Stamford. Action Dec. 10.

■ Avon Park, Fla., FM proceeding: Tri-County Stereo and Morison Enterprises of Polk County, competing for 106.3 mhz (Docs. 20179-80)—Review board, in response to petition by Tri-County, added site availability and incomplete public inspection file issues against Morison Enterprises. Action Dec. 16.

■ Miami, TV proceeding: Post-Newsweek Stations, Florida (WPLG-TV Miami) and Tropical Florida Broadcasting Co., competing for ch. 10 (Docs. 20008-9)—Review board dismissed petition by Broadcast Bureau to enlarge issues and delete condition in proceeding. Bureau requested addition of issues to consider effect of criminal conviction of Sanford K. Bronstein, one of Tropical Florida's principals, on Tropical Florida's qualifications, and deletion of condition that grant to Tropical Florida would be subject to outcome of criminal proceedings against Bronstein. Action Dec. 16.

■ Fort Valley, Ga., FM proceeding: Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—ALJ Walter C. Miller ordered hearing to commence on March 3, 1975. Action Dec. 13.

■ WTIX(AM) New Orleans, renewal proceeding: Storz Broadcasting Co. (Doc. 20200)—Chief ALJ Arthur A. Gladstone ordered hearing to commence in New Orleans on March 26, 1975. Action Dec. 13.

■ Midland, Mich., FM proceeding: Patten Corp. and Wolverine Radio Co., competing for 93.5 mhz (Doc. 19925-6)—Review board dismissed as moot petition by Patten Corp. to amend its application, having dismissed Patten's application Dec. 4. Action Dec. 16.

■ Fulton, Miss., FM proceeding: Itawamba County Broadcasting Co. and Tombigbee Broadcasting Co., competing for 101.7 mhz (Docs. 19838-9)—ALJ James F. Tierney scheduled hearing for Feb. 10, 1975. Action Dec. 17.

■ KBEK(FM) Lexington, Mo., license modification proceeding: KLEX Inc. (Docs. 19828, 19823)—Broadcast Bureau ordered KLEX Inc. to show cause why its license should not be modified to specify operation on ch. 297 instead of ch. 292A. Action Dec. 5.

■ Albuquerque, N.M., FM proceeding: Zia Telecommunications and Alvin L. Korngold, competing for 107.9 mhz (Docs. 179178-9)—Review board granted application by Zia Telecommunications to amend its application, to show its filing of application for new AM on 1240 khz at Carlsbad, N.M., and for interim operation of KAVE, which formerly operated on that frequency. Action Dec. 16.

■ Philadelphia, TV proceeding: CBS Inc. (WCAU-TV Philadelphia) and First Delaware Valley Citizens Television, competing for ch. 10 (Docs. 20010-11)—Review board enlarged issues against First Delaware Valley Citizens Television to determine availability of trans. site, but denied additional issues against CBS Inc. Action Dec. 11.

■ WKYZ(AM) Madisonville, Tenn., renewal proceeding: Monroe Broadcasters (Doc. 19829)—ALJ Reuben Lönzer, upon request by Broadcast Bureau for postponement, canceled hearing scheduled for Jan. 29, and scheduled hearing for Feb. 19, 1975. Action Dec. 23.

■ Edna, Tex., AM proceeding: International Broadcasting Corp. (KWKH[AM] Shreveport, La.) petition to deny Cosmopolitan Enterprises (KWBY[AM] Edna) CP for 5 kw (Doc. 20075)—FCC dismissed petition by Cosmopolitan Enterprises for reconsideration seeking deletion of all designated issues. Action Dec. 10.

■ KUPY(AM) Puyallup, Wash., renewal proceeding: KAYE Broadcasters (Doc. 20293)—FCC ordered hearing into charges of disruptive, disobedient, disrespectful and offensive conduct which

it initially brought last March against Washington communications attorney, Benedict P. Cottone. Action Dec. 12.

Dismissed

■ St. Charles and Florissant, Mo., FM proceeding: Contemporary Media, St. Charles Broadcasting Co., Changing Waves, all for St. Charles; and Florissant Broadcasting Co., Florissant, competing for 97.1 mhz (Docs. 20226-9)—ALJ David I. Kraushaar granted petition of Contemporary Media, and dismissed its application with prejudice; action on Florissant Broadcasting application to be held in abeyance. Action Dec. 20.

Joint agreement

■ Amsterdam, N.Y., FM proceeding: Community Service Broadcasting Corp. of Amsterdam, seeking 97.7 mhz (Docs. 20105-6)—ALJ Byron E. Harrison approved joint agreement and dismissed WKOL Inc.'s application. Action Dec. 16. In summary initial decision Judge Harrison granted application of Community Service. Judge Harrison said Community Service satisfactorily resolved ascertainment issue, and granted it 97.7 mhz, 3 kw. HAAT 135 ft. P.O. address Midline Rd., Amsterdam 12010. Estimated construction cost \$18,500; first-year operating cost \$10,000; revenue \$2,000. Principals: Philip Spencer (30.52%), et al. Community Service owns WALY-AM Herkimer, N.Y. Ann. Dec. 20.

Initial decision

■ New York, TV proceeding: RKO General (WOR-TV) and Multi-State Communications, competing for ch. 9 (Docs. 19991-2)—ALJ Chester F. Naumowicz Jr., in initial decision, denied application of Multi-State Communications. Ann. Dec. 18.

Review board decision

■ Centerville, Va., AM proceeding: Centerville Broadcasting Co., seeking 1000 khz (Doc. 18888)—Review board denied application of Centerville Broadcasting Co. for new AM. Review board agreed with Judge Nash that Centerville Broadcasting failed to meet ascertainment issue and to demonstrate that its proposal would realistically be local broadcast outlet for Centerville. Action Dec. 5.

Complaint

■ KGO-TV San Francisco—FCC denied request by Community Coalition for Media Change for review of March 22 Broadcast Bureau ruling on its personal attack complaint against KGO-TV. FCC concluded that in absence of any extrinsic evidence indicating deliberate anti-black slanting of KGO-TV's news programming, no further action is warranted. Action Dec. 4.

■ FCC denied request of Patrick J. Hanley for review of Oct. 21 ruling by Broadcast Bureau that no further action was warranted on Hanley's complaint against CBS, Democratic National Committee, Ohio Democratic Party and Senator Hubert H. Humphrey. Bureau concluded that thrust of Hanley's complaint required that FCC ascertain "truth" of assertions contained in political broadcast, action inappropriate to government licensing agency. Action Dec. 18.

Fines

■ KOFY(AM) Burlingame, Calif.—Broadcast Bureau notified Spanish Broadcasting System that it incurred apparent liability for forfeiture of \$1,000 for maintaining station's operating power beyond 105% of authorized power and failing to calibrate remote meters within 2% of regular ant. meters. Action Dec. 12.

■ WLBZ(AM) Bangor, Me.—Broadcast Bureau notified Maine Broadcasting Co. that it incurred apparent liability for forfeiture of \$500 for operating at modulation in excess of 100% on negative peaks. Action Dec. 19.

■ WXON-TV Allen Park, Mich.—FCC reduced from \$3,000 to \$500 forfeiture liability incurred by WXON-TV Inc., licensee of WXON-TV. Notice of apparent liability for \$3,000 was issued Aug. 16, 1973, for WXON-TV's repeated violation of rules by failing to enter program sponsor in program logs. Fine was reduced because licensee had logged entire duration of program correctly as commercial. Ann. Dec. 18.

■ WGPR(FM) Detroit—Broadcast Bureau ordered WGPR Inc. to forfeit \$500 for having two operators in charge of transmitters whose permits were not endorsed for broadcast station operation. Action Dec. 9.

■ WVCB(AM) Charlotte, N.C.—Broadcast Bureau ordered Charlotte Broadcasting Co. to forfeit \$500 for having operator whose license had expired in charge of transmitting system. Action Dec. 9.

■ KZOL(AM) Farwell, Tex.—Broadcast Bureau ordered Best Broadcasting Co. to forfeit \$1,000 for failing to maintain operating frequency within 20 hz of its assigned frequency. Action Dec. 19.

■ WBUC(AM) Buckhannon, W. Va.—Broadcast Bureau notified Radio Station WBUC Inc. of apparent liability for forfeiture of \$500 for operating log and maintenance log violations. Action Dec. 9.

Other actions

■ WHCR(FM) Montgomery, Ala.—License forfeited and call letters deleted at request of licensee. Ann. Dec. 26.

■ San Diego, Calif.—FCC dismissed petition for reconsideration and request for stay of Aug. 9 order to show cause why Time Sales Inc. should not be ordered to cease and desist from further violation of Communications Act. FCC said it believed Time Sales produced program material in its San Diego studio and delivered it to XHIS and XHERS Tijuana, Mexico, for broadcast to U.S. without obtaining prior permission from FCC. Action Dec. 11.

■ WGGT Guilford, Conn.—CP forfeited and call letters deleted. Ann. Dec. 20.

■ WVCB(AM) Windermere, Fla.—FCC affirmed Sept. 4 Broadcast Bureau grant of CP to American Homes Stations, to relocate trans. site of WVCB. Application of Alton Rainbow Corp. for review of ruling was denied. American Homes plans to relocate WVCB facilities to site 2.7 miles north, and to change city of license to Ocoee, Fla., in attempt to improve WVCB's transmitting facilities. Action Dec. 17.

■ KEEA(FM) Arkansas City, Kan.—CP forfeited and call letters deleted at request of permittee. Ann. Dec. 26.

■ WLVI-TV Cambridge, Mass.—Broadcast Bureau granted waiver of rules to identify station as Cambridge-Boston, Mass. Action Dec. 11.

■ WCBN-FM Ann Arbor, Mich.—FCC extended to Jan. 12, 1975, time for WCBN-FM to begin 60-day special temporary authority to operate on 88.3 mhz. Action Dec. 13.

■ WBAD(FM) Leland, Miss.—FCC denied request by Interchange Communications Inc., licensee of WBAD, for waiver of rules requiring payment of filing and grant fees. FCC said WBAD's mod. of CP provided station with substantial benefit by increasing its service area. Action Dec. 17.

■ KMSI-FM Spokane, Wash.—CP forfeited and call letters deleted. Ann. Dec. 20.

Allocations

Petitions

FCC received following petition to amend AM table of assignments (ann. Dec. 18):

■ WDEA(AM) Ellsworth, Me.—Seeks to assign 820 khz to State of Maine for purpose of establishing one, unlimited time Class II-A station to operate on 820 khz, to be assigned to, and located in, State of Maine (RM-1483).

FCC received following petition to amend FM table of assignments (ann. Dec. 18):

■ Richard C. Dorf and Bruce Horrigan, Davis, Calif.—Seek to assign ch. 288A to Davis (RM-2492).

Actions

FCC took following actions on FM allocations:

■ Northport, Ala.—Broadcast Bureau proposed amending table of assignments by assigning ch. 269A to Northport. Action was based on representations by Radio South Inc., licensee of WARF(AM) Jasper, Ala. (Doc. 20302). Action Dec. 17.

■ Gilroy, Calif.—FCC amended table of assignments by substituting ch. 233 for ch. 232A at Gilroy. Amendment was proposed in response to petition by Entertainment Radio Inc., licensee of KSND(FM), ch. 232A, Gilroy. In requesting change, Entertainment alleged that KSND provided inadequate service to Gilroy, city of assignment, and portions of Santa Clara county. Action Dec. 10.

■ Naples, Fla.—FCC amended its table of assignments by assigning third FM channel, ch. 221A, to Naples. Action was in response to petition by Frank A. Franco and Anthony B. Battaglieri requesting assignment of Channel 221A to Naples. Petition was opposed on economic grounds by Naples Image, licensee of WALJ(FM) Naples (Doc. 19945). Action Dec. 10.

■ Kentucky, Illinois and Missouri—Broadcast Bureau proposed amending table of assignments with regard to Paducah, Ky., Vienna, Ill., and Farmington, Mo. Joe W. Hebel petitioned for assignment of ch. 252A to Paducah. James S. Fritch, Curtis E. Miller and Roy E. Delancy asked that ch. 252A be assigned to Vienna. KBOA Inc., licensee of KREI Farmington, requested assignment of ch. 253 to that community. Bureau proposed assigning ch. 253 to Farmington and ch. 252A to Paducah; or alternatively, ch. 252A to Vienna; or alternatively, ch. 252A to Vienna and ch. 224A to Farmington; or alternatively, ch. 252A to Paducah and ch. 224A to Farmington (Doc. 20292). Action Dec. 11.

■ Sharpville, Pa.—Broadcast Bureau proposed amending table of assignments by assigning ch. 240A to Sharpville. Action was in response to

petition by Sanford A. Schafitz, licensee of WFAR-AM) Farrell, Pa. (Doc. 20291). Action Dec. 11.

■ FCC amended its table of assignments with allocation of first FM channels to 11 communities. Amendments were made as result of rulemaking petitions by Carousel Broadcasting Co. for ch. 240A at Fairfield, Iowa; KMAV Inc. for ch. 269A at Mayville, N.D.; Dalton C. Wright for ch. 224A at Eldon, Mo.; Airwaves Broadcast Services for ch. 290A at Crete, Neb.; Putnam Broadcasting Co. for ch. 292A at Hurricane, W. Va.; Carmel Broadcasting Inc. for ch. 288A at Patterson, N.Y.; Dairyland Broadcasters for ch. 232A at Sauk Centre, Minn.; Theodore J. Gray Jr. for ch. 296A at Appomattox, Va.; Pines Broadcasting Co. for ch. 288A at Warren, Ark.; George W. McClarin for ch. 252A at Gatesville, Tex.; and Robert V. and Dorothy K. Doll for ch. 265A at Otsego, Mich. (Doc. 20121). Action Dec. 17.

Rulemaking

Petitions

■ Jeremy D. Lansman, Lorenzo W. Milam, Los Gatos, Calif.—Request amendment of rules to delete exemption of noncommercial licensees from duopoly rules; "freeze" all applications by government owned and controlled groups for reserved educational FM and TV channels; and "freeze" all applications by religious "bible," "christian," and other sectarian schools, colleges and institutes for reserved educational FM and TV channels (RM-2493). Ann. Dec. 18.

■ Joint Re-Regulation Committee of Federal Bar Association and Communications Committee, American Bar Association, Washington—Requests to amend procedures for amendment of FM table of assignments (RM-2393). Ann. Dec. 18.

Action

■ FCC amended its rules of practice and procedure and placed a time limit of at least seven days prior to filing date for requesting extensions of time to file comments in notice and rulemaking proceedings. Action was in response to request by Thomas J. O'Reilly, member of communications bar. Action Dec. 3.

Translators

Applications

■ Georgia State Department of Education, Drakestown, Ga.—Seeks ch. 27, rebroadcasting WCLP-TV Chatsworth, Ga. (BPTT-2749). Ann. Dec. 18.

■ North Central Educational Television Inc., Lisbon, N.D.—Seeks ch. 7, rebroadcasting KFME Fargo, N.D. (BPTTV-5194). Ann. Dec. 16.

■ Shenandoah Valley Educational Television Corp., Ruckersville, Madison and Culpeper, Va.—Seeks ch. 41, rebroadcasting WVPT Staunton, Va. (BPTT-2748). Ann. Dec. 16.

■ Jeffrey City Community TV Association, Rural Cottonwood campground, Crooks Gap mining and oil camps, Wyo.—Seeks ch. 6, rebroadcasting KDUH-TV Haysprings, Neb. (BPTTV-5200). Ann. Dec. 19.

Actions

■ K67AM La Jolla, Calif.—Broadcast Bureau granted CP for new translator on ch. 67, rebroadcasting KPBS-TV San Diego, Calif.; conditions (BPTT-2606). Action Dec. 12.

■ K62AK La Jolla, Calif.—Broadcast Bureau granted CP for new translator on ch. 62, rebroadcasting KCST San Diego, Calif.; conditions (BPTT-2532). Action Dec. 12.

■ K06FY Litchfield, Calif.—License authorization canceled and call letters deleted at request of licensee. Ann. Dec. 16.

■ K06II Susanville and Litchfield, Calif.—Broadcast Bureau granted CP for new translator on ch. 6, rebroadcasting KIXE-TV Redding, Calif. (BPTTV-5085). Action Dec. 12.

■ K59AL University of California and University City, Torrey Pines unincorporated area, Calif.—Broadcast Bureau granted CP for new translator on ch. 59, rebroadcasting KPBS-TV San Diego, Calif.; conditions (BPTT-2605). Action Dec. 12.

■ K04HU Circle and Brockway, Mont.—Broadcast Bureau granted CP for new translator on ch. 4, rebroadcasting KXMD-TV Williston, N.D. (BPTTV-5103). Action Dec. 12.

■ K02CW and K13EY Creighton, Neb.—License authorization canceled and call letters deleted at request of licensee. Ann. Dec. 16.

■ K06HJ Zephyr Cove, Nev.—CP canceled and call letters deleted at request of permittee. Ann. Dec. 16.

■ K02HF, K11LK and K13LT Big Bend Basin, Tex.—CP authorization canceled and call letters deleted. Ann. Dec. 18.

■ K05FA, K08HK and K10ID Big Bend National Park Headquarters, Tex.—CP authorization canceled and call letters deleted. Ann. Dec. 18.

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
5390 Cherokee Ave.
Alexandria, Va. 22314
(703) 354-2400
Member *AFCCE*

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member *AFCCE*

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member *AFCCE*

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member *AFCCE*

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member *AFCCE*

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member *AFCCE*

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member *AFCCE*

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member *AFCCE*

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member *AFCCE*

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 770-7470
(202) 223-4664
Member *AFCCE*

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member *AFCCE*

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Niland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W. 639-3707
Washington, D. C. 20036
Member *AFCCE*

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member *AFCCE*

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-3562
DENVER, COLORADO
Member *AFCCE*

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301 - 299-3900
Member *AFCCE*

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member *AFCCE*

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

RALPH E. EVANS ASSOCS.
Consulting Telecommunications
Engineers
AM-FM-TV-CATV-ITFS
3500 North Sherman Blvd.
MILWAUKEE, WISCONSIN 53216
Phone: (414) 442-4210
Member *AFCCE*

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
906 - 36th Ave.
Seattle, Washington 98122
(206) 324-7860

**Midwest Engineering
Associates**
Consulting Engineers
F. W. Hannel, P.E.
BSEE; MSEE
7304 N. Oxford, Peoria, Ill. 61614
(309) 691-3426

**JOHN F. X. BROWNE
& ASSOCIATES, INC.**
TELECOMMUNICATIONS
CONSULTANTS/ENGINEERS
25 West Long Lake Road
BLOOMFIELD HILLS, MICH. 48013
Tel (313) 642-6226 TWX (810) 232-1663
Member *AFCCE*

Cable

Applications

Following operators of cable TV systems requested certificates of compliance. FCC announced Dec. 18 (stations listed are TV signals proposed for carriage):

■ Decatur Telecable Corp., Box 720, Norfolk, Va. 23501, for Morgan county, Ala. (CAC-4570): Add WTCC, WHAE-TV Atlanta.

■ North Bay Cable Television, Box 5914, Vallejo, Calif. 94590, for Vallejo (CAC-4586): Add KVOF San Francisco; KMUV-TV Sacramento, Calif. and delete K1TV Los Angeles; and for Solano county, Calif. (CAC-4587): Add KVOF-TV San Francisco; KMUV-TV Sacramento, Calif.

■ Connecticut River Cable TV Co., Box 5019, Westport, Conn. 06880, for Old Saybrook (CAC-4574), Westbrook (CAC-4575), Clinton (CAC-4576), Deep River (CAC-4577), Chester (CAC-4579), Killingworth (CAC-4580), Haddam (CAC-4581) and Durham (CAC-4582), all Connecticut; WFSB-TV, WHCT-TV Hartford, Conn.; WTNH New Haven, Conn.; WHNB-TV New Britain, Conn.; WATR-TV Waterbury, Conn.; WEDN Norwich, Conn.; WNEW-TV, WOR-TV, WPIX-TV New York; WNET Newark, N.J.

■ Rollins Cablevision, Box 647, Atlanta 30301, for Wilmington, Del. (CAC-4568): Requests certification of existing CATV operations.

■ Cable TV of Constantine, White Pigeon and Mattawan Co., 108 E. Washington St., Indianapolis 46204, for Fish Lake, Ind. (CAC-4565): WKZO-TV Kalamazoo, Mich.; WKAR-TV E. Lansing, Mich.; WSVT Elkhart, Ind.; WOTV Grand Rapids, Mich.; WUHQ-TV Battle Creek, Mich.; WGN-TV, WTTW Chicago; WNDU-TV, WSBT-TV, WNIT-TV, WMSH-TV South Bend, Ind.

■ St. Landry Cable TV, Box 1907, Alexandria, La. 71301, for St. Landry parish, La. (CAC-4589): KATC, KLFY-TV, KLN1-TV Lafayette, La.; WLPB-TV, WBRZ, WAFB-TV Baton Rouge; KALB-TV Alexandria, La.; WGN0-TV, WYES New Orleans.

■ Iron River Co-Operative TV Antenna Corp., 105 W. Genesee St., Iron River, Mich. 49935, for Iron River Mich. (CAC-4585): Add WSAU-TV, WAOW-TV Wausau, Wis.; WGN-TV Chicago; WTCN-TV Minneapolis; WKBD-TV Detroit; CKPR-TV Thunder Bay, Ontario.

■ Long Island Cablevision Corp. of Greenport, for Greenport, N.Y. (CAC-4571): Add WSNL-TV Patchogue, N.Y.

■ Mount Kisco Communications, for Mount Kisco (CAC-4583) and Bedford (CAC-4584), both New York: Add WBTB-TV Newark, N.J.

■ Tele-Media Co. of Addil, 40 N. Park Ave., Lisbon, Ohio 44432, for Calcutta, Ohio (CAC-4566): WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAE-TV, WITC-TV, WPGH-TV, WQED Pittsburgh; WKBN-TV, WFMJ-TV, WYTV Youngstown, Ohio; WEWS-TV, WKYC-TV, WKBF-TV Cleveland; WNEO-TV Alliance, Ohio; WJAN Canton, Ohio; and for Wheeling township, Ohio (CAC-4567): WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAE-TV, WQED, WPGH-TV Pittsburgh; WOUC-TV Cambridge, Ohio; WKBF-TV Cleveland.

■ Continental Cablevision of Ohio, 211 S. Main St., Findlay, Ohio 45840, for Findlay (CAC-4590): Requests certification of existing CATV operations.

■ Tower Communications, 640 Walnut St., Coshoc-ton, Ohio 43812, for Ironton (CAC-4572) and Coal Grove (CAC-4573), both Ohio: Add WXIX-TV Cincinnati.

■ Blue Ridge Cable Television, 471 Delaware Ave., Palmerton, Pa. 18071, for Meshoppen township, Pa. (CAC-4569): WNEP-TV, WDAU-TV, WVIA-TV Scranton; WBRE-TV Wilkes-Barre; WOR-TV, WPIX-TV New York; WPHL-TV Philadelphia; WBNG-TV, WBJA-TV, WICZ-TV Binghamton, N.Y.

■ Warner-CCC Inc., 75 Rockefeller Plaza, New York 10019, for Stephenville (CAC-4588): Requests certification of existing CATV operations.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Valley All-Channel Cablevision of Moorhead, Moorhead, Minn. (CAC-388); Beaver Cable Com of Gravette, Gravette, Ark. (CAC-1205); Storer Cable TV, Frazier Park, Calif. (CAC-1694); Cable TV Co. of York, Hallam borough (CAC-3228) and Hallam township (CAC-3229), both Pennsylvania; Jackpot Antenna-Vision, Jackpot, Nev. (CAC-3485); Baue Cable Associates, New Market, Va. (CAC-3521); Berks TV Cable Co., Lower Heidelberg township (CAC-3592) and South Heidelberg township (CAC-3593), both Pennsylvania; Petit Jean CTV Co., Danville, Ark. (CAC-3695); North-eastern Pennsylvania TV Cable Co., Yatesville borough, Pa. (CAC-3793); MBS Cable TV, Beloit, Ohio (CAC-3988); Nation Wide Cablevision, Skagit county, Wash. (CAC-4053); Shelby County Cable (CAC-4198); Charlotte County Cable Communications, unincorporated areas of Charlotte County, Fla.

(CAC-4216); Pine Strawberry Cable Co., Pine (CAC-4254) and Strawberry (CAC-4255), both Arizona; Warner Cable of Fort Walton Beach, Crestview (CAC-4310) and Elgin AFB (CAC-4311), both Florida; Clear Vision Cable Co., Decatur, Miss. (CAC-4313); Six Star Cablevision, Brighton, Mich. (CAC-4421); Punxsutawney TV Cable Co., borough of Punxsutawney, Pa. (CAC-8); Village Communications, Romeoville, Ill. (CAC-2608); American Cablevision Co., Clarkston (CAC-2696) and unincorporated areas of Asotin county (CAC-2697), both Washington; Marcus CA Corp., Menasha (CAC-3129) and Neenah (CAC-3130), both Wisconsin; CATV Sussex Limited Partnership, unincorporated areas of Sussex county, Del. (CAC-3272); Santa Anna Cable TV, Santa Anna, Tex. (CAC-3562); Cable Communications Systems, Madison, Minn. (CAC-3615); Televents of San Joaquin Valley, Gustin, Calif. (CAC-3629); Cable Communications Systems, Dawson, Minn. (CAC-3638); Village Communications, Bolingbrook, Ill. (CAC-3754); Richland Cable Corp., Richland borough, Pa. (CAC-3839); Flower Mound Community Cable, Flower Mound, Tex. (CAC-3863); RVS Cablevision Corp., Wauwatosa, Wis. (CAC-3927); UNIV AMP, Dandridge (CAC-4020); Jefferson City (CAC-4021), White Pine (CAC-4022) and unincorporated areas of Jefferson county (CAC-4023), all Tennessee; Karlen Communications, LaCrosse, Kan. (CAC-4060); Tehachapi TV Cable Co., Tehachapi, Calif. (CAC-4085); Texas Cablevision, Tom Green county, Tex. (CAC-4250); Vumore Co. of Laredo, Webb county, Tex. (CAC-4253); Clearview Cable Corp., Mt. Ephraim, N.J. (CAC-4312); Armstrong Utilities, Grove City, Pa. (CAC-4316); Laurens County Cablevision, Clinton, S.C. (CAC-4323); Minneapolis Cable, Minneapolis, Kan. (CAC-4340); Midwest Metro, Julesburg, Colo. (CAC-4345); Master Telecable, Peterstown, W. Va. (CAC-1881); LVO Cable of Northern Illinois, unincorporated areas of Burton township, Ill. (CAC-2171); Metro Cable of North Park, Ill. (CAC-2524); Metro Cable Co., unincorporated areas of Winnebago county, Ill. (CAC-2525); Vista Grande Cablevision, Daly City (CAC-3718) and Broadmoor (CAC-3719), both California; Brisbane Cable TV, Brisbane, Calif. (CAC-3720); WGN Electronic Systems Co., Edwards AFB, Calif. (CAC-3752); Sabine Cable TV Co., Pineland, Tex. (CAC-3816); Red Wing Cable TV, Red Wing, Minn. (CAC-3845); Peters Cable TV, Peters township, Pa. (CAC-3899); Tele-media Co. of Mercer county, village of Montezuma, Ohio (CAC-3932); Timour Co., Ramona, Calif. (CAC-3964); Seymour cable Television Inc., Seymour, Tex. (CAC-3980); Television Cable Co. (portions surrounding Myrtle Beach) Harry county (CAC-3983) and (portions surrounding Conway) Horry county (CAC-3984), both South Carolina; Idaho Video, Wendell, Idaho (CAC-3996); Great Plains Cable, Oakley, Kan. (CAC-4004); Sunflower Cablevision, Lawrence, Kan. (CAC-4041); Coastal Cable Co., specified unincorporated areas of Horry county, S.C. (CAC-4103); Dilley Cable TV, Dilley, Tex. (CAC-4252); Country Cable, New Straitsville (CAC-4285) and Shawnee (CAC-4286), both Ohio; Omega of Comstock & Galesburg Co., Comstock (CAC-4296) and Galesburg (CAC-4297), both Michigan; Warner Cable Albia, Albia, Iowa (CAC-4298); CSH Inc., Hammond (CAC-4300) and Tangipah parish (CAC-4301), both Louisiana; Owensboro Cablevision Co., Owensboro, Ky. (CAC-4302); Cablecom-General of Modesto, Calif. (CAC-4336).

■ Clovis, Calif.—FCC granted Spanish International Communications Corp., licensee of KFTV Hanford, Calif., partial reconsideration of July 31 action, and will permit carriage of KFTV by Clovis cable system (CAC-432-3). Action Dec. 17.

■ Idaho—FCC granted applications by Bannock TV Co., wholly-owned subsidiary of Teleprompter Corp., for certificates of compliance to add KPTO Pocatello, Idaho and KWGN-TV Denver to its existing cable systems at Chubbuck, Inkom, Pocatello and Bannock county (CAC-1329). Action Dec. 10.

■ Auburn, Ind.—FCC granted application of Auburn Cable Co. for certificate of compliance for new cable system at Auburn, located in Fort Wayne-Roanoke, Ind., major TV market. Auburn Cable will provide WANE-TV, WPTA, WKJG-TV Fort Wayne; *WIPB Muncie, Ind., and *WBGU-TV Lima, Ohio. FCC denied Auburn Cable carriage of distant independent stations WSNB-TV and WGN-TV Chicago (CAC-3903). Action Dec. 10.

■ Elko, Nev.—FCC granted application of TV Pix Inc. for certificate of compliance to add KTVU Oakland, Calif., to its cable system at Elko, and directed system to carry authorized signal of KOLO-TV Reno. Action Dec. 11.

■ Borough of Hopatcong, N.J.—FCC granted Telecommunications Inc. certificate of compliance for existing cable system at borough of Hopatcong and for addition of WBTB-TV Newark, to that system. Telecommunications carries WCBSTV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, and *WNYC-TV New York; *WNET Newark; WJNU-TV Linden; WXTV Paterson, *WNJT Trenton, and WKBS-TV Burlington, N.J.; WPMV-TV, WPHL-TV and WTAFTV Philadelphia (CAC-3333). Action Dec. 11.

■ Playas, N.M.—FCC granted application of Leacom Inc. for certificate of compliance to begin cable service at Playas. Playas is town privately owned by Phelps-Dodge Corp., in unincorporated area of Hidalgo county, located outside all television markets. Leacom proposes to carry KGUN-TV, KOLD-TV, KVOA-TV and *KUAT-TV Tucson,

Ariz.; KGGM-TV Albuquerque, N.M.; KERP-TV, KROD-TV and KTSM-TV El Paso, Tex. Action Dec. 10.

■ Portales and Roosevelt county, N.M.—FCC granted applications by Teleprompter of Portales for certificates of compliance to add *KENW Portales, N.M., *KXTX-TV Lubbock, Tex., and KOAT-TV Albuquerque, N.M., to its cable systems serving Portales and unincorporated areas of Roosevelt county, N.M. (CAC-2433-4). Action Dec. 18.

■ New Oxford and East Berlin, Pa.—FCC granted certificates of compliance to New Oxford Cablevision Corp., East Berlin Cablevision Corp. and Regional Cable TV for certificates of compliance for new cable systems at New Oxford and East Berlin. Both communities are located in Harrisburg-Lancaster-York, Pa., major TV market. New Oxford Cablevision and East Berlin Cablevision are commonly owned, and will provide subscribers in New Oxford and East Berlin with WGLA-TV Lancaster; WHP-TV and WTPA Harrisburg; *WTFE-TV Hershey; and WSBA-TV York, Pa.; WMAR-TV, WBAL-TV, WJZ-TV, *WMPB and WBFF Baltimore; and WTTG and WDCA-TV Washington. Regional's systems will provide subscribers at New Oxford and East Berlin with same signals as Cablevision, plus signal of WLYH-TV Lancaster (CAC-3106). Action Dec. 17.

■ West Point, Va.—FCC granted application of West Point Cable TV for certificate of compliance to operate new cable television system at West Point. West Point is located in Richmond-Petersburg, Va., major TV market. West Point Cable proposed to carry WTVR-TV, WXEX-TV, WWBT, WCVE-TV and *WCWV Richmond; *WNVT Goldvein; *WHRO-TV Hampton; WYAH-TV Portsmouth, Va.; and WDCA-TV Washington. Action Dec. 3.

Other actions

■ McKinleyville, Calif.—FCC denied request of H B Cable TV of Eureka, Calif., for reconsideration and stay of August 23 grant of certificate of compliance to Garberville Cable TV. Garberville Cable was authorized to begin cable service at McKinleyville, unincorporated community in Humboldt county. H B Cable is operator of existing cable system in Humboldt county and holds nonexclusive license from Humboldt county board of supervisors to operate in entire county. Action Dec. 4.

■ California—FCC authorized Davis Communications, operator of cable systems at Oxnard, Port Hueneme and Ventura county to continue carriage of certain TV signals for which it failed to give notice of intended carriage. Action Dec. 11.

■ Johnson City, Tenn.—FCC denied TV Cable Co., Division of Sammons Communications, certificate of compliance and directed to comply with its cable rules on franchise fees. FCC said TV Cable's five percent fee is unreasonable for system in operation since 1952. Action Dec. 10.

■ Breckenridge, Tex.—FCC directed Breckenridge TV Distributing Co., operator of cable system at Breckenridge, to comply with network program exclusivity rules. Breckenridge TV's petition for waiver of rules was denied. FCC indicated claim that exclusivity protection would cause serious viewer disruption must furnish evidence to show that, without requested waiver, subscribers would no longer receive programming vital to health, welfare or safety. Action Dec. 11.

In contest

■ California, Pa.—FCC denied petition by Southwest Pennsylvania Cable TV, operator of cable system at California, for extension of time to comply with FCC cease and desist order. FCC found inexcusable failure to provide nonduplication protection as required by rules and by cease and desist order and that such failure should not be rewarded by authorization of further delay (Doc. 19464). Action Dec. 17.

Rulemaking

■ FCC amended its rules to require that all cable franchises adopt local complaint procedures, identify official or office responsible for implementing procedures and inform cable subscribers of both (Doc. 20024). Action Dec. 11.

■ FCC amended its rules to stress importance of local decisions being made on question of cable service to franchise area and to require that before any restrictive policy to extend lines in cable TV franchise is established, full public proceeding must be held (Doc. 20020). Action Dec. 17.

■ FCC denied requests by Big Valley Cablevision, operator of cable system at Stockton, Calif., and Florida Cable Television Association for declaratory rulings that user or excise tax on cable users violates FCC rules. FCC said that it believed judicial determination or state reconsideration of these types of taxes would effectively resolve problem. Action Dec. 17.

■ FCC requested additional comments on proposed rule that would prohibit cable systems, under certain circumstances, from carrying live sports events on distant TV signal. Comments must be filed by Jan. 31, 1975, and reply comments by Feb. 10, 1975 (Doc. 19417). Action Dec. 18.

Classified Advertising

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

RADIO

Help Wanted Management

Upper Midwest 500 watt daytimer has an opening for sales manager who is manager material and wants a chance to buy into the action. Highly competitive market of 100,000 requiring a seasoned wide-awake idea person. Should be prepared to start modestly for excellent future earnings. Repeat, a piece of the business available to the right person. Box A-9, BROADCASTING.

General Manager. Midwest AM-FM separate programmed. Sales and sales management must be important part of responsibility. Write, state experience, salary requirements. Box A-29, BROADCASTING.

West! Management opportunity for a great local salesperson with proven management or sales management experience. Successful fulltimer in beautiful medium growth market. Must possess faculty to motivate personnel, execute company policies and produce the bottom line figure. Must have solid, stable, successful record in small-to-medium markets with excellent verifiable references. EOE M/F. Reply Box A-45, BROADCASTING.

Outstanding Spanish language rocker needs bilingual general manager. Exceptional talent required in both sales and programming. \$35-\$40K. Call Rick Davenport 312-693-6171.

Help Wanted Sales

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.

Medium market station needs person to fill a position in advertising sales. Experience preferred, but not necessary. An equal opportunity employer. Box A-37, BROADCASTING.

Can you cut it? Quite a few have failed. Those who made it are enjoying a great degree of personal success and incomes of \$25,000+ a year. If you know you've got what it takes, if you're a winner consistently, if you just want a better situation, a greater personal opportunity, call us at KEZY Radio Sales 714-776-1191. Daniel P. Mitchell or Barry B. Shainman. If you're just an order taker, forget it.

Excellent opportunity for aggressive salesperson on Florida's Gulf Coast. Sales management should be your goal. Good account list. Guarantee plus commission. Call/write Barry Rimler, WBRD, Box 1038, Bradenton, FL 33505 813-746-2183. EOE.

WDNC is now accepting applications for one RAB trained salesperson. Send resume and tape to Mr. Vester, WDNC, Box 2126, Durham, NC 27702.

Florida Coastal Station has opening in sales department for person with proven track record. Delightful living by the sea. Big growth area with strong local economy. Salary, commission and car expense. Send resume Randolph Miller, WIRA, Ft. Pierce, FL 33450. Equal Opportunity Employer.

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

Morning personality sought for number one midwest station in 200,000 metro. Must be dependable, creative, aware, no beginners. Send resume, salary requirements to Box A-1, BROADCASTING.

Help Wanted Announcers Continued

Medium market station needs part-time announcer with some experience in music and news. Please send resume. An equal opportunity employer. Box A-12, BROADCASTING.

Midwestern contemporary requires first phone person for all night shift. Will consider beginner. Salary in accordance with experience. Box A-16, 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.

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.

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.

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.

Radio personality for group operation. Grow with the Great Scott stations. Apply WPAZ, P.O. Box 638, Pottstown, PA 19464.

Gain experience. Take sabbatical from radio school. Join 5,000 watt Spanish-black cooker. Little, little pay but benefit from working with top professional in tight top 40 soul format. Some two to three hours daily air shifts open. Must be honest. Must have auto or cycle. Receive auto expense account. Also combination salesperson discjockey and salesmanager positions open. If you qualify rush resume tape to program director, WUNR, 419 Boylston Street, Boston, MA 02116.

Chance of a lifetime! Make one of the best moves of your career, replace Gene Pope, top rated Morning Man on WVOJ. Great voice, production and first ticket, a must. We're talking good bread and a top station, so rush tapes and resumes to John Harmon, WVOJ, 1435 Ellis Road South, Jacksonville, FL 32205. E.O.E.

Immediate opening. Some experience. Salary open. WVOS, Liberty, NY 914-292-5333. Equal Opportunity Employer.

New AM station on Colorado River, looking for young, aggressive broadcaster for air shift, production, news and more. First phone preferred, but not a must. Send tape and resume to Kazual Radio, Box B.N., Parker, AZ 85344.

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.

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.

Experienced chief engineer for AM and FM radio group in Midwest. Excellent equipment, good benefits including profit-sharing. Will have full engineering responsibilities for group including hiring and training of an assistant. Strong preventive maintenance philosophy and directional experience highly desirable. Send resume and salary requirements to Box A-5, BROADCASTING.

Medium market station needs part-time engineer to work 15 to 20 hours per week. An equal opportunity employer. Box A-13, BROADCASTING.

Chief engineer. AM/FM Stereo operation. Strong on maintenance and equipment design. Small, but well-paying market. Needed yesterday. Box A-46, BROADCASTING.

Help Wanted Technical Continued

KINT AM/FM needs super chief for transmitters and studio. Air-work optional. Good salary for right person. Call Rich Wood 915-779-6454.

Help Wanted News

News Director to lead three person staff. AM/FM operation. Emphasis on local/regional reporting, investigative and in depth reports, editorials. Experience and on-air delivery important. Send resume to Box A-26, BROADCASTING.

Morning news shift. Midwest community of 30,000. Prefer two to three years experience. Send tape, resume and salary requirements to John Reardon, KBIZ 211 E. 2nd St., Ottumwa, IA 52501.

Professional newperson wanted for news-oriented operation. Gathering, writing and editing. Must have good voice and strong delivery. Good salary, top benefits. Texas background desirable. KEBE/KOOI, Jacksonville, TX. Phone Dudley Waller, AC 214-566-2211.

News and Operations Director. Busy MOR-CW. Salary open. Pbp fees. Fulltime. 5 kw. 1st preferred. Send resume, tape w/sel. requirements. Jerry Black, KSEN, Shelby, MT 59474.

News Director or newperson, Experience, professional delivery, must have hustle and able to follow direction. Top quality contemporary news. Send resume, tape, and picture to general manager, WGOM, Box 538, Marion, IN 46952.

Newperson, 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.

Only black programmed radio station in Connecticut enlarging news team. Experience a necessity. Salary negotiable. Liberal benefits. Send tape and resume to Hank Williams, P.O. Box 1480, Windsor, CT 06095.

Help Wanted Programming, Production, Others

Major market black rocker seeks PD, air talent, copy writer. Immediate and future needs. Resume, references, picture. No poets please. Box K-202, BROADCASTING.

Professional production person wanted. Must have heavy production experience in the latest techniques. Good salary, top benefits. Send tape, resume and salary requirements to KEBE/KOOI, Jacksonville, TX.

WGSO, New Orleans, needs a big-voiced creative producer to handle production and air shift. Call Dan Milham, 504-581-1280.

Situations Wanted Management

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.

23 years experience, including managership. Excellent references. 42, married, stable. Call 816-258-2634 from 1 to 5 p.m. C.S.T.

Unique program/promotion concept now available to medium and large markets. Contact James Walsh and Associates, 1463 Shannon Avenue, Indianapolis 46201.

Situations Wanted Sales

Family man. Excellent record sales, announcing, programming, sports. Wants West Virginia. Box A-30, BROADCASTING.

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.

Top-ten major-market Rock Jock available. Write Box N-149, BROADCASTING.

Situations Wanted Announcers Continued

Personality, PD and MD experience for top-40 or contemp. MOR. Strong production, good pipes. Prefer New England medium. Will also consider week-ends. Box A-8, BROADCASTING.

Experienced country jock available for medium or major market. Box A-21, BROADCASTING.

Full time personality jock at 50,000 watt rocker wants good people listener pleaser with good production. plus first phone. Box A-25, BROADCASTING.

Christian available mid January. Excellent background in news and public affairs. First phone. Box A-27, BROADCASTING.

Jock: 6 months small market experience, can relate to your top 40 or contemp. audience. Tight board, production, news, 3rd endorsed. Box A-28, BROADCASTING.

First phone, medium market, 4 years experience, will relocate, play by play. Box A-32, BROADCASTING.

Experience, first phone. Seek small or medium market contemporary station in northeast. Also have sales experience. Leave message 413-967-6920, or Box A-44, BROADCASTING.

The captain of good time rock and roll. Experienced. Degree. Third. Married. 815-433-5195.

Present job good but want total airshift. Now employed 10K cont. automated, some live. Heavy production. Third, four yrs. exp. Black CSB grad, Isaiah 1-803-558-3558 Sun.

Double your morning drive billing. My first year goal is a thoroughly dedicated morning audience leader who combines PD savvy and previous sales experience worth 20K? My client presentation tape, avail. sheet, air check and resume is yours: 1-614-773-1586, after 5 p.m.

Available immediately, first phone, 3 years experience, top 40, modern country. Top ratings afternoon drive, 200,000 market. Call Steve 515-738-2612.

Experienced adult personality, warm, topical, intelligent, wishes to advance to West Coast major. Jay Trachman, 460 E. Barstow #203, Fresno, CA 93710. Tel.: 209-439-9074.

Young announcer, deejay, news, good voice, third. Michael Destefano, 2888 Iris, No. 45, San Diego 92154, 714-423-5753.

Bright, experienced, third-phone DJ, tight board, production, immediately, anywhere. Randall Neubauer, Box 247, Tigerton, WI 54486 715-535-2594.

Great versatility. 8 yrs. experience in sales & mgm in auto field. 4 years active. 3rd class w/endorsement, can do it all. Gary Isaacson, 350 Campes View Dr., Riverside, CA 714-683-8124.

Ratings. Nationwide publicity for promotional ideas. I've got both. Talented personality will get listeners involved and participating. Experienced MOR and CW major and medium market PB and morning man. Will consider all replies. Johnny Kaye, 603-532-6401.

Announcer, 3rd phone, good production, news, 1 1/2 years experience, currently working medium market in Rapid City. Will relocate, 18, hard working, D.G., P.O. Box 242, Deadwood, SD 57732.

Situations Wanted Technical

Engineer/Announcer with first, maintenance experience in CATV, needs break. CATV being sold! Box N-125, BROADCASTING.

20 years first phone, mature, reliable, married, youngster in college. Wide experience RF, audio, maintenance, repair, etc. 6 1/2 years present job in Missouri. Prefer: Plains, Far South, small to medium, no board, but will consider all. Box A-38, BROADCASTING.

Young aggressive chief looking for a home. Experience includes high power AM directional, FM stereo, S.C.A., Remote control and construction. Audio is my specialty. I am looking to be chief of a great station or group of stations. If you want your station to be the best sounding in your market, write to Box A-41, BROADCASTING.

17 years experience. Major market chief: Seeking engineering challenge. James Somich, P.O. Box 9018, Maple Hts., OH 44137 216-663-8833.

Situations Wanted News

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.

Situations Wanted News Continued

News director in small midwestern market of 10,000 desires to move back to the big city. Former 0+0 talk producer, aggressive street and telephone reporter, good desk man and writer. Six years total experience, four in top ten market. Box A-4, BROADCASTING.

Experienced female newperson. Solid skills, reading, writing. Adaptable. Degree. Looking for the right move. Interested? Contact Box A-24, BROADCASTING.

Sports-newsman combo. 2 yrs. football, basketball play-by-play during college. 1 yr. commercial exp. (news). Degree and AFN. Box A-43, BROADCASTING.

7 year pro, radio news. Available now. N.Y.-New England. Call 607-432-7030.

Newsman, announcer or DJ position wanted. Midwest middle or small market. Career Academy grad, 3rd phone, AFRTS exp. George R. Muzyska, 3825 N. New-castle Ave., Chicago, IL 60634, or call 312-685-7984.

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.

News Director/Newsman. Good writer. Good street. Know sports. North, East, South, West or points in between. Douglas Nagy, 1-313-534-0251.

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.

Situations Wanted Programing, Production, Others

Country P.D. looking for medium market, South or West, needing take-charge worker. Box N-137, BROADCASTING.

Looking for the unique station that needs uncommon qualifications. Experience as jock, newsman and engineer. Air traffic reports/pilots license. Last 2 1/2 years in management. 27 year old family man. Box A-19, BROADCASTING.

Production whiz with 4 yrs. commercial experience seeks to relocate. Extensive background producing and moderating news/PA programs. Good references. Currently employed. Box A-23, BROADCASTING.

WMEX Boston, KROQ Los Angeles. Top my resume! With over ten years experience, including national agency-production and top ratings, this mature deep voiced, creative jock, is available for the right program directorship at a plant requiring the "tight drake" approach to top-40 or R&B. I'm expensive, but aren't you worth it? L.D. P.O. Box 9642, North Hollywood, CA 91609.

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.

TELEVISION

Help Wanted Management

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. Loti, Director of Learning Resources, Northern Michigan University, Marquette, MI 49855. An Equal Opportunity Employer.

Help Wanted Sales

Excellent opportunity for an aggressive individual with unusually dynamic sales drive and imagination, who can show immediate sales growth from an established list. Excellent income. TV station offices are located in New York. Write Box A-18, BROADCASTING.

Help Wanted Technical

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

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.

Chief engineer. Major market in northeastern United States U.H.F. applicant must have strong transmitter knowledge, besides studio, salary commensurate with ability. Box A-15, BROADCASTING.

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.

Television Instructor/Technician. Full-time renewable appointment available July 1, 1975, teaching fundamental techniques of television production and as resource for students and faculty in variety of academic fields. Responsibilities include supervision and maintenance of fixed studio (one-inch and half-inch equipment) and portable equipment. Candidate should possess significant professional television production experience and teaching experience to be immediately competent in studio/classroom situation. Advanced degree in media-related discipline required. Salary \$10,500-\$12,500. Send detailed resume and names of professional references before February 28, 1975, to Albert Schwartz, Dean of Faculty, Pitzer College, Claremont, CA 91711. An Affirmative Action Employer.

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.

Public Affairs Director. Midwest TV-radio station needs triple threat, news oriented individual to write and present editorials, produce TV and radio public affairs programs, and host TV and radio talk and interview programs. Send resume and salary requirements to Box A-6, 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, ND.

Help Wanted Programing, Production, Others

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.

Help Wanted Programing, Production, Others Continued

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.

TV Producer/Coordinator for Black programming. Female or male with 2 years experience; writing skills; proficient with 16mm equipment. West coast location. Salary: \$11,440 to \$14,040 per year. Box N-138, BROADCASTING.

Experienced, professional producer/director. Must have qualified video tape and film production experience. Knowledge of program packaging desired. Interest in governmental process helpful. Southeastern location. Salary open. Send resume Box A-33, BROADCASTING.

Producer for morning show in southern major market. Applicant must have track record in creative talk shows. EOE. Box A-36, BROADCASTING.

Situations Wanted Management

Production operations manager. 20 years broadcasting and films. Just finished staffing and equipping new network affiliate. A 16-hour-a-day pro for those tough jobs most avoid. Box A-34, BROADCASTING.

General sales manager in one of the top 4 markets seeks new challenge. Sales results turned unprofitable UHF-TV to profitable operation. Local plus national radio sales-management. 39, degree, top references. Box A-35, BROADCASTING.

Situations Wanted Announcers

Versatile, experienced TV announcer. Great voice. Excellent on-camera appearance. Married. Let me "freshen your air." Box N-28, BROADCASTING.

Situations Wanted Technical

Director of engineering, small group. Degree, 25 years experience, network and stations. Looking for improvement. Box A-14, BROADCASTING.

Studio maintenance, first class license, 6 years experience in VTR, cameras, audio, switchers, AM, FM and STL. Box A-17, BROADCASTING.

1st Phone License holder wishes to relocate to Alaska or New England. TV station. 212-772-7406.

Situations Wanted News

Producer, Reporter, Director. Black, experienced TV-radio. Box N-36, BROADCASTING.

Joe Harris is available to head your newsroom up! If you don't know who he is, don't you think it's about time you found out? Box A-3, BROADCASTING.

Please don't waste my time. Have know how. Want good opportunity with future. Northeast. Box A-11, BROADCASTING.

Sports anchor in Top 50 with all the tools and credentials seeking solid opportunity. Box A-40, BROADCASTING.

Experienced, young professional news director/anchor seeks position in stable major-medium market operation. Excellent credentials, reputation, references. Box A-42, BROADCASTING.

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

Young woman, career-oriented, energetic, completed internship with major market station. Seeking entry-level position. Box N-128, BROADCASTING.

If you're number one you don't need me. If not, maybe we ought to talk. Contemporary program director seeking medium or major market challenge. I have credentials and references. Box A-39, BROADCASTING.

Administrative/Production Assistant. Female, B.S. Mass Communications, professional experience. Ellen Landau, 71 Brentwood Lane, Valley Stream, NY 11581.

Situations Wanted Programing, Production, Others Continued

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

Experienced Director seeks A.D./camera-shot large operation. Solid remote/studio background. 414-354-0789 after 4:00 p.m. C.S.T.

CABLE

Help Wanted Technical

Video Engineer, Major MSO. Top 100 Market is looking for an aggressive person to be chief engineer of our Pay TV and Local O Operation. Call David Keefe, 309-797-2544, or write to Quint Cities Cablevision, 3900 26 Avenue, Moline, IL 61265.

WANTED TO BUY EQUIPMENT

300 Foot Tower for Ohio FM Station. Phone A. Belleski, 216-244-1645.

For GE 30kw TV-Regulator, Plate Transformer, Breaker, High Band VTRs, Studio Cameras, SOS 270 Northcrest, Chattanooga, TN 404-866-3855.

TVM-6 or Microwave Assoc. 6 Ghz. Xmitter and Rcvr. Two audio subchannels and antennas. Write Jack Smith, 1800 Boulder Hwy., Henderson, NV 89015.

FOR SALE EQUIPMENT

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 Translator, \$2,500 each; 3 Adler RA7, 100 Watt Amps, \$1,500 each; 16 Adler UHF Antenna, with misc. harness, power splitter, UHF Translators Channel 7 input, Channel 78, 79 or 80 out. Please contact: Mr. Charles R. Morris, Director of Engineering, KIRO, Incorporated, Broadcast House, 3rd and Broad, Seattle, WA 98121. Phone: 206-624-7077.

For Sale RCA TT258L Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6511, T. Frank Smith.

TV Transmitters, VHF Ch. 4, both including VSBF filter and diplexer; (1) RCA 25 kw TT25AL with air cooled TT-5A driver, excellent characteristics; (2) RCA TT-2AL, 2kw. Test loads and spare parts available. Call WCCO-TV Transmitter supervisor (612) 484-5539 or write WCCO-TV, Engineering, 50 South 9th St., Minneapolis, MN 55402.

RCA TR 22 Low Band with mono and color ATC and RCA TR5 Low Band color video tape recorder. Dinair 1S-100 Side Band Analyzer. WWAY-TV, P.O. Box 2068, Wilmington, NC 28401. 919-762-8581.

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

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESSCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

FM exciter and stereo generator: New solid state FM exciter, complete with stereo generator—\$1,975.00, terms. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

We have a few competitively priced used Revox A77 decks available. These have been completely reconditioned by Revox, are virtually indistinguishable from new and have the standard Revox 90-day warranty for rebuilt machines. Satisfaction guaranteed. One example is an A77 Dolby for \$675 plus shipping. Please write stating your requirements to ESS1, Box 854, Hicksville, NY 11802. 212-895-9257.

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

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 3/8" M119133A, 51.5 ohms, 36-20' lengths and hardware. Call 415-332-5134.

FM Modulation SCA Monitor McMartin TBM-4000 and ITA FM10BMG SCA Generator. Advance Radio, 401 E. Vance, Wilson, NC 27893.

Complete Beautiful Music/M.O.R. Tape library, 483 hours, 2 track, stereo on 10 1/2 reels, plus 16 reels of Christmas music. Set up at your station available. Call Jeff Goldman at 203-887-1613.

COMEDY

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

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

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

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, 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.

Daily Almanac of important country events, birthdays, record information. Free details: write Country Almanac, Box 978, Beloit, WI 53511.

Wanted: MOR Libraries. Have you changed format from MOR to Rock or Country in recent years? If so, that unused library occupying vital space and gathering dust can be converted to important dollars. We will buy 1940's and 1950's MOR LP's in unlimited numbers up to entire libraries. Your queries will be answered promptly! Prefer Southeast. Call or write us. Thank you. Sarasota Radio Company, Attention: Pat Patterson, Box 7700, Sarasota, FL 33578, Phone: 813-366-0424.

Quad videorecorder and other used equipment as tax-deductible gift or inexpensive purchase. Office of public relations, the University of the South, Seawee, TN 37375 or call collect 615-598-5954.

Classical LP libraries wanted to buy. R. Junker, Box 1545, Grand Prairie, TX 75050.

INSTRUCTION

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

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

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

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

Instruction Continued

First Class FCC—6 weeks—\$400.00. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Jan. 6, Feb. 10, Mar. 24. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

San Francisco. FCC license, 6 weeks, 1/13/75. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell Street 94102. 415-392-0194.

RADIO

Help Wanted Sales

Sales Executive—High Earnings...

Seasoned sales executive wanted, with broadcast management background. Currently residing in East or Midwest.

If you are a persuasive self-starter who enjoys travel, and is free to do so, the nation's largest and most successful producer of broadcast sales/sales management services offers a unique and challenging opportunity to help broadcasters solve their local retail sales problems.

If you enjoy a consultant sales approach, using the finest audio-visual tools, you can expect high income and job satisfaction. The climate is perfect and we have an immediate need!

You will work on a draw, plus per diem travel advance against generous commissions.

Rush detailed resume, with references in first letter, to Bill McGee, President, TM Broadcast Marketing, Inc., 17 Drumm Street, San Francisco, CA 94111.

REGIONAL SALES MANAGER

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

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

Help Wanted Technical

Management Oriented—CHIEF ENGINEER—Announcer, with 1st ticket. Two-Tower, Directional, Daytimer. Should be good on production, and have knowledge and experience in general studio operation. Send tape-resume, and/or contact: Irv Schwartz, WCLU-RADIO, 1115 1st Natl. Bk. Bldg., Cincinnati, Ohio 45202. AC 513-421-4950.

BROADCASTING's Classified works for YOU!

"...I thought you might be interested in the response to an ad which appeared in two issues of BROADCASTING Magazine. We are looking for a public relations man and the ad resulted in close to 100 resumes."

Help Wanted News

**News Anchorperson for
WMAQ, Chicago. Must be
warm, informal and original.**

**Send tape and resume to
Frank Barnako, News Man-
ager, Merchandise Mart, Chi-
cago 60654.**

NBC-owned, E.O.E.

Situations Wanted Management

PRIME AVAILABILITY

Somewhere in the general Washington, D.C. area there must be a school which could utilize—in its efforts to serve the educational needs and interests of its communications or communications art students—the 30 years of all phases of practical broadcast management experience possessed by the individual who placed this advertisement. Presently employed, but vitally interested in and solidly qualified to respond to the challenge of teaching—full time or part time—at any college level. Top drawer industry, professional, regulatory and personal references available.

Replies to Box A-2, BROADCASTING

MAJOR BROADCASTING EXECUTIVE

Nationally recognized broadcasting executive presently employed desires to relocate. Experienced in all phases of high level corporate management, Radio and Television. Outstanding track record. Current and previous experience includes total P&L responsibility for group broadcaster: acquisitions, long-range planning, financial forecasting, programming, sales direction, etc. Leader, innovator, motivator. Results oriented. Top references. Early 40's. Replies held in strictest confidence. Reply to

Box A-47, BROADCASTING

Situations Wanted Announcers

... and not only that,

I'm a funny guy on the radio with that little something extra when it comes to humor. Mature entertainer with 6 years experience, most formats. Unemployed now, which isn't so funny. Help send this person to work, 215-644-3679, I'll take the third caller.

Situations Wanted News

MR. JULIAN H. BREEN:

If you want news

**That infurulates, stimulates,
motivates and captivates
YOU NEED BOB ROWE**

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

Situations Wanted Programing, Production, Others

AVAILABLE

Assiduous programmer leading Network Q&O MOR. 4 year supremacy in 25-49 battle. Formula and counter programming specialist. Incisive troubleshooter, excellent leadership, organizational ability. Allyn Turse. 713-774-7242. 6935 Edgemoor, Houston 77036.

Music, programing, employee relations and good numbers. P.D. or national P.D. with major market and network experience considering offers from quality organizations. 34, mature and sober.

JACK HAYES
340 N. Sutro Terrace
Carson City, Nev. 89701

PROGRAM DIRECTOR

I'm a major market personality who wants to be your next program director. I have no magic formula, but I know what sounds good and why. 28 years old with 8 years experience. All offers considered, providing you are: Honest, sincere, competitive, creative and straight with your people.
PATRICK JAY (6-10 p.m.) 55/KSD St. Louis
(314) 867-6835

Television

Situations Wanted News

BUREAU CHIEF, PEKING

If not available, want entry level news/public affairs. Ex-naval officer, responsible position AFRTS, commercial stations. Master's degree, overseas experience. Excellent delivery, appearance. GI Bill may pay portion of salary. Opportunity to grow more important than initial comp.

Box A-10, BROADCASTING

ANCHORMAN

Presently employed as anchorman/news director at medium size midwestern market. Looking for an organization with a dedication to news. Young, married, degreed, national award. All offers considered. Reply:

Box A-31, BROADCASTING

Employment Services

LOOKING FOR A CAREER IN BROADCASTING?

Then Subscribe To:



Box 61, Lincolnale, N.Y. 10540

Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, DJ's, PD's, Announcers, News, Sales and Engineers

☐ \$5.00 per month (4 issues); ☐ \$12.00 per month (12 issues); ☐ \$30.00 12 months (50 issues) (Check Appropriate Box)

NAME

ADDRESS

Remit Cash With Order, Please!

For Sale Equipment

RECORDING STUDIO FOR SALE. QUALITY EQUIPMENT

Five Channel Stereo Board with equalization, reverberation; Shure Microphone Mixer; AKG C451E Condenser Microphone; 2 Beyer Dynamic M 69 N (c) Microphones; 2 Micro Stands; Skullly Mono Tape Machine with remote controls and automatic sensing; Revox Stereo Tape Machine; ORK Turntable; 2 Altec Stereo Speakers. Will sell separately or as package. Write Metheny Communications, 6935 Wisconsin Ave., Suite 500, Bethesda, Maryland, 20015; (301) 854-5728.

Wartzman, Rombro, Rudd & Omansky, P.A., Attorneys
Paul Wartzman, Attorney
25 S. Calvert St., Balto., Md.

CREDITOR'S SALE COMPLETE, MODERN, FULLY EQUIPPED RECORDING SOUND STUDIO

**INCLUDING SOLID STATE 16 TRACK MIXING CONSOLE
3-M 16 TRACK TAPE RECORDER WITH REMOTE CONTROL.
AMPEX MODELS 440-4 & 440-2 TAPE RECORDERS, MICROPHONES,
SPEAKERS, EQUALIZERS, ETC.**

**AND NEUMANN VMS—70 LATHE—COMPLETE
COMPLETE AIR OPERATED RECORD PRESSING PLANT WITH
FABEL PRESSES, HAMILTON TRIMMERS, ETC.
AND ELECTRONIC SHOP EQUIPMENT & SUPPLIES WITH COLOR
TELEVISION CAMERA, TEST EQUIPMENT, ETC.**

OF

INTERNATIONAL TELECOM, INC.

**SALE ON PREMISES BALTIMORE COUNTY, MARYLAND
(ADDRESS SUPPLIED BY AUCTIONEERS)**

MONDAY, JANUARY 20, 1975 AT 10:00 O'CLOCK A.M.

Pursuant to a Financing statement and Security Agreement by and between International Telecom Inc., for International Telecom, Inc., Debtors, to the Maryland National Bank, Creditor, recorded among the Financing Records of Baltimore County, in Book 520 Page 397 Identification No. 226640, default having occurred thereunder, the undersigned Creditor will sell at public auction, the following:

RECORDING STUDIO

Neumann VMS-70 Lathe with Neumann Mod. VC66-S/SX68 Stereo Cutting System and Gotham Mod. TC2S Control Console; Solid State 16 Track Mixing Console—30 x 26 Main Frame with Pin Matrix & 2 Limiters; 3M-16 Track Tape Recorder with Remote Control—1" 8 Track Head Assembly 412, 16 Track Head Assembly #427—2"; Ampex Mod. 440-4 Tape Recorder with extra set of 1/4" 2 Track Stereo Heads; Ampex Mod. 440-2 Tape Recorder with remote control; Power Amplifiers; Cinema ENG. Type 6517 E Filter; 96 Circuit TT Series Patch Panel; Heath Kit Mod. AG-9A Audio Generator; Stephens 2" Splicing block; Mod. S-4 1" Editall splicing block; 3/4" & 5/2" Editall splicing blocks; Tannoy Proformate #Z1517 & 1518 Speakers; Acoustic Separators; 15 Atlas Heavy Duty Microphones with stands and Baby Booms; 4—Neumann Microphones; Parametric Equalizer; Telefunken & Neumann Stereo Microphones; AR-1 & AR-3A Speakers; 6—KRD711 & AKG Head Phones; Peerless K241D Transformer; 2—SHURE BROS. Line Matching Mod. 502 Transformers; Head Phone Control Boxes; EMT Reverberation Stereo & Mono Units with remote control; Ampex 3200D High Speed Duplicator with 2 Slaves; Ampex 300-2 Tape Recorder; Acoustic Absorbers; Cinema Engineering Type 9205A Bulk Tape Eraser; Console Equalizers; 25 Circuit Dbl. plug patch 19" Bays; Altec High-Low Filter; Rec-O Cut 16" 3 Speed Turn Table; Ampex 440-1B, 354, 351-2 Tape Recorders; CBS Volumax

Mod. 400 Audio Peak Controller; Neumann Phantom Power Supply; Regulators; Lot of assorted Dark Room Equipment including Lite Tables, Cameras, Rinsing sinks, etc. Mason & Hamlin Concert Grand Piano, Baldwin Baby Grand Piano, etc.

RECORD PRESSING PLANT

Fabel Mod. 128F Presses; 2—Finebilt 12" Presses with Controls and valves; Hamilton Swing Trimmer 45" Roll with punch #346; Record Press 12" with automatic Controls; Egar Steam Heated Mod. E Compounder; Dbl. Oven Steam Heated label heater; Hamilton 12" Trimmer Mod. 202 B; 2—Hamilton Trimmers, 382R and 414R; Plastic M-4 Grinder complete; Plastic 13668 Blender—complete; Label Punch; 45 Automatic Elec. Heated compounder; Kellogg-American Air Compressor; Fairbanks High pressure pump; Racine High & low pressure pumps; Clayton 50 HP Steam Generator; Electro-Voice T.V. 1177 amplifier; Gerard turntable; Sealers; Conveyors; misc. tools; water pi pump; grease guns; motors; etc.

ELECTRONIC SHOP & TESTING EQUIPMENT

Maximat compact lathe; Diacro -FB2225 Brake; S & W Shear Mod. 137-L; G.E. Drill Press; Dake Arbor Press Mod. X; Steel 10' & 12' Work Benches; Craftsman Compressor; Steel Stationary Cabinets; Color Television Camera; TEKTRONIX type 453 Oscilloscope; KROHN-RITE 4100A Oscillator; Hewlett Packard Distortion 333A Analyzer; TEKTRONIX P6042 Current Probe; MARKA-Sweep 154C; RCA Power Line Monitor WV120A; Insulation Power Transformer; AMPEX Tape Machines; Hewlett Packard HP212 Pulse Generator; MICROVOLTER Mod. 18C Tester; Quantity of Transistors; resistors; Electronic Components, etc. Also, thousands of blank cassette tapes, and finished records.

TERMS: CASH OR CERTIFIED CHECK AND IMMEDIATE REMOVAL.

MANNER OF SALE WILL BE ANNOUNCED ON PREMISES.

Note: THIS PLANT MAY BE INSPECTED BY APPOINTMENT WITH THE AUCTIONEER. PLEASE CALL AUCTIONEERS FOR ADDRESS OF PLANT.

MARYLAND NATIONAL BANK, CREDITOR

A. J. BILLIG & CO., AUCTIONEERS

16 E. Fayette St., Baltimore, Maryland Phone 301-752-8440

Wanted to Buy Stations

FM

Expanding communications company is interested in acquiring major market FM stations. Cash or terms. Write in confidence to President,
Box N-82, BROADCASTING

Privately owned broadcasting corporation wants to acquire additional stations in Arkansas, Louisiana, Mississippi, Alabama, Texas or Tennessee. All replies held in strict confidence. Send information to:

Box A-7, BROADCASTING

For Sale Stations

**Upper Midwest — 500 Watt
Daytimer — Major Market
Real Estate included
no brokers**

Box A-20, BROADCASTING

Fulltime AM/Class "C" FM, growth area, programed separately. Top rated, low operating cost, solid staff, recession proof area. \$700,000. Qualified buyers only.

Box A-22, BROADCASTING

Midwest Properties

FM Small Single Sta. \$50,000
AM Small Mkt. 125,000
AM-FM Small Mkt. 235,000
AM-FM Small Mkt. 160,000

Liberal Terms

Ralph E. Meador, Media Broker
P.O. Box 36, Lexington, Mo.
Phone 816-259-2544

**Mountain States
Fulltime AM with FM
Single Station Market—
Population 15,000**

Fiscal Year Gross \$190,000
Price—\$350,000 Cash

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

**RICHARD A.
SHAHEEN, INC.**

Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

For Sale Stations Continued

WEST COAST: Exclusive! Top 50 market daytimer with 1973 cash flow of \$44,305. Ideal owner-operator situation at \$250,000 with \$72,500 down—balance over long term at 8½%.

WEST COAST: Exclusive! Suburban Class A FM with 2,000,000 population in basic coverage area. \$300,000 cash or will consider terms or minority stock acquisition for financially well qualified buyer.

Bill Exline

William A. Exline, Inc.
31 Carroll Court
San Rafael, CA 94903
(415) 479-0717

NE	Metro	TV	\$600M	Cash
SE	Metro	FM	125M	34M
S	Metro	Fulltime	800M	Nego
W	Metro	Fulltime	600M	Nego

CHAPMAN ASSOCIATES*
nationwide service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco

Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

SOVRAN
ASSOCIATES, INC.

BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

For Sale Stations Continued

MIDWEST

Class Four AM

Gross Volume (1974 estimate) \$83,000

Price \$160,000

Down Payment \$60,000

Daytimer with FM

Gross Volume (1974 estimate)
\$300,000

Price \$600,000

Down Payment 29%

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

**RICHARD A.
SHAHEEN, INC.**

Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



You belong in

Broadcasting
The newsworthy of broadcasting and allied arts



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.

200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138
New England office • St. Albans, Vermont 05478
(P.O. Box 270) • (802) 524-5963

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
—Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
—All other classifications, 60¢ per word—\$10.00 weekly minimum.
—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.
—All other \$45.00 per inch.
—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Legal Notices: Billed at run-of-book rate regardless of size or number of words.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____

Phone _____

City _____

State _____

Zip _____

Insert _____ time(s). Starting date _____

Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Profile

NBC's Bud Rukeyser: An up-front man also moves behind the scenes

The ultimate reward for a publicist, assuming money is not the object, is to be given a voice in the topmost councils of the company he publicizes. Just such a reward was conferred by NBC a few months ago upon Merryle Stanley (Bud) Rukeyser Jr.

The reward capped a career in publicity that, thus far, has occupied almost 20 of Bud Rukeyser's 43 years. He has headed NBC's publicity activities for more than 11 years and in his new role continues to head them, along with special projects, but now reports directly to NBC President Herbert S. Schlosser. His new responsibilities include recommending projects that he feels NBC should become involved in, and finding ways to communicate the full range of NBC activities to the public. If that assignment sounds a little vague, it may be partly because the job is so new that it hasn't yet taken final form, but also partly because publicity, by definition, does not focus on itself. A good publicist does not leave tracks.

A tiny clue to one kind of thing Mr. Rukeyser may be up to may be found in an irregular series of "hamburger luncheons" he initiated, at which 10 or 12 TV-radio writers from newspapers and magazines join the president of NBC for informal but on-the-record conversations on any subject the news people want to bring up.

Mr. Schlosser, in announcing Mr. Rukeyser's promotion last September, said NBC is "following a systematic course of selecting and advancing our most able and energetic people," and that Mr. Rukeyser "combines seasoned experience with unusual professional competence and initiative" and thus "is an executive with a potential for expanded responsibilities." Informally, he is no less enthusiastic. Mr. Rukeyser, he says, is "very bright, very inventive, very experienced and very competitive—he wants very much for NBC to be number one. And he relates well to people, not only people within NBC but people outside, too."

Others among NBC's top decision-makers agree. "He's a very savvy guy, very professional and terribly dedicated," said one. "In the new job he's where his skills can be applied company-wide, rather than just as head of publicity." A former employer, now a competitor, calls him "a hell of a good publicity man."

His competitiveness is so pronounced that at least one editor has been known to wonder whether he doesn't take as a personal affront anything that fails to put NBC in the most favorable light, but his reputation for honesty discourages that kind of speculation. Another editor, after years of exposure to public relations people, calls him "by far the best PR guy I dealt with," and adds: "Only rarely did he try to con me—and when he did, it was with consummate skill."

Bud Rukeyser—the nickname, he says, was bestowed by a friend of his mother's who concluded on seeing him at the age of three days that Merryle Stanley Rukeyser Jr. was too much



Merryle Stanley (Bud) Rukeyser Jr.—vice president, public information, NBC; b. April 15, 1931, New York; University of Virginia, 1948-52; messenger and mail-room employee, Young & Rubicam, New York, 1952-53; U.S. Army, 1953-54; TV publicist, Young & Rubicam, 1955-1957; publicist, Lynn Farnol public relations firm, 1957; with NBC since January 1958, starting as staff writer; press editor, news and public affairs, 1959; manager, business and trade publicity, 1959-62; director, news information, Washington, 1962; director, program publicity, New York, 1962-1963; director, press and publicity, July 1963; VP, press and publicity, September 1963-1972; vice president, corporate information, 1972-1974; in present post since September 1974; marital status: separated; children—Jill, 10, and Tricia, 9.

name for one his size to carry around—is the eldest child in a family whose members have all made names for themselves. His father was financial columnist for the Hearst newspapers and International News Service for close to 35 years and, at age 78, remains active as a syndicated columnist and lecturer. His brother Louis is a former ABC newsmen who now does the *Wall Street Week* series for the Public Broadcasting Service; brother William is managing editor of Time-Life's *Money* magazine, and brother Robert is marketing manager for International Business Machines Corp.

Bud Rukeyser started out in his father's footsteps, serving during his senior year in high school as correspondent for the *Standard Star* in New Rochelle, N.Y., where he grew up. Later, while attending the University of Virginia, he worked one summer (1949) as a reporter for the *Albany* (N.Y.) *Times Union*.

Around the news business he heard a lot of grumbling about newspaper pay and a lot of talk that advertising and promotion were the fields to get into. So when he dropped out of college in the middle of his senior year he applied for a job at Young & Rubicam, New York, because "that was the only advertising agency I had ever heard of—and I don't know where I had heard of it." He got the job, starting in the messenger room at \$37.50 a week. He says it was a "delightful life." And he might have stayed, but after 13 months he was drafted out of the mail room and into the Army.

The Army sent him to the Aberdeen (Md.)

Proving Ground, where he helped put out the weekly "Aberdeen Observer" section of the local *Harford Democrat*.

Out of the Army after 21 months, he returned to Y&R and worked in the mechanical production department for about six months, until an opening occurred in TV publicity and he was invited to fill it. TV publicity departments were much bigger then than now, since those were the days when sponsors were sponsors, or at least alternate sponsors, instead of scatter-plan buyers. He accepted with alacrity and has been, as he points out, "in TV publicity ever since." The year was 1955.

He was happy with the work but left Y&R in mid-1957 to join the public relations organization of Lynn Farnol, a well-known show-business publicist. There he handled a variety of accounts, from song writers to frozen foods, but in the process he developed some nagging questions. "Publicizing frozen foods wasn't my idea of a career," he says. "And I thought maybe it wasn't just frozen foods—that perhaps I didn't like promotion, either."

With those reservations, he resisted invitations by NBC to join its publicity department until, in January 1958, he agreed to give it a trial on a strictly temporary basis. Temporary turned permanent almost immediately.

He started as "the most junior press writer," but within a year was made press editor, news and public affairs, and a few months later was put in charge of business and trade publicity. Three years later, when it seemed that NBC management was making almost daily trips to Washington, he was sent there to open a public-relations operation, which he ran for most of 1962 before returning to New York as director of program publicity. By that time it was clear that he was number two man in the department, and when the top job opened up some six months later, in mid-1963, he was named to it as director of press and publicity. Two months later he was named VP thereof, getting his vice presidential embellishments at age 32—certainly one of the youngest VP's NBC has had, if not the youngest.

Tall, lean, relaxed, sartorially impeccable, he resembles in no way the picture of pressure and push so often associated—almost always erroneously—with good PR people. He has a sense of humor and laughs easily, and people who work for him—often the harshest judges—say he's good to work for. Outsiders dealing with his department know it as one that understands its business and does it well. Close associates, trying to single out his most notable contributions, say they probably add up to improving the ease and flow of communications within NBC and between it and the outside world.

If he doesn't look or sound like the popular misconception of a PR man, however, he certainly has not lost the PR man's instincts for making the client look good, even at his own expense. Asked about some of the accomplishments credited to him, he mentioned President Schlosser and his immediate predecessor, Julian Goodman, now NBC chairman, and said: "A public relations guy's job is made much easier with men like that."

Editorials

Renaissance

There are times when the joy of rediscovery rivals that of discovery itself. So it was with the editors as they tracked the status of radio journalism for the special report that fronts this issue. It's good to know, and gratifying to report, that the pioneering spirit that created broadcast journalism in the first place is still operative today.

Not that things haven't changed. Today's radio news and radio newscaster are far different breeds from their predecessors. The changes are manifest all the way from the local stations that are creating new standards of news excitement to the national networks, rapidly being transformed into information carriers of a shape, number and kind broadcasting hasn't known before.

But most evident of all, wherever we touched base with a radio newsmen, we touched a live wire. They're making it with their medium, and their medium is making it.

Progress

Congress is beginning to recognize that under our statutes media are media, whether electronic or print.

This came through clearly at the closing session of the 93d Congress Dec. 20 when legislators rushed through the lottery relief bill permitting stations in the 13 states now operating lotteries to broadcast news and advertising about their drawings to all within ear- or eye-shot. The legislation sent to the President also authorizes newspapers to print lottery information even in editions mailed across state lines in their general circulation areas.

This, we submit, is genuine progress. It breaks down another ancient taboo and recognizes what goes on in the world around us. Moreover, it implements a solid principle that if a product or service is legal to sell it is legal to talk or write about.

With this laudable precedent, the new Congress, on its own motion, might desire to rectify an unrealistic if not illegal ban on the advertising of cigarettes on the air imposed by a stampeded predecessor Congress. The facts are that it is legal to (1) manufacture cigarettes in greater volume than ever, (2) appropriate federal funds to promote the sale of American tobacco abroad and (3) use bigger and more colorful cigarette advertising in newspapers, magazine and on billboards.

Congress should end this discrimination one way or the other.

New challenge

Wholly apart from its conclusions, expected momentarily, on newspaper-broadcast crossownership, the FCC is about to collide head-on with a new version of the celebrated Boston channel 5 case involving survival of a newspaper separated from station ownership.

The new locale is Washington and the issue is voluntary transfer of part ownership in the *Washington Star-News's* broadcast properties from present family owners to Texas banker Joe L. Allbritton. Mr. Allbritton told the FCC he isn't interested in acquiring eventual control of Washington Star Communications Inc. without approval of the pending transfers of WMAL-AM-FM-TV Washington and of WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S. C. The *Star-News* has lost some \$15 million in the past four years, while the Washington broadcast properties are moneymakers and the Lynchburg and Charleston properties are in the black.

The circumstances are not precisely those involved in Boston's WHDH-TV-*Herald-Traveler* case but the results could be painfully similar. The *Star-News* is the century-old afternoon paper in Washington, itself a recent combination of two losing newspa-

pers. Its only daily competitor is the highly successful *Washington Post*, also associated with broadcast ownership there. Demise of the *Star-News* would leave Washington, the nation's eighth market, with a single daily newspaper.

The Boston case accelerated the campaign for license renewal legislation that would have prevented deletion of stations which, on the record, had served well but were on trial because of other criteria. In Boston it was primarily the slender issue of integration of ownership in management that finally was relied upon, despite warnings that the newspaper would die without WHDH-TV. The case originally was set for hearing in 1954, and ended in March of 1972 after court appeals had failed. The *Herald-Traveler* folded that same year.

If the renewal legislation had not been killed, the Allbritton applications probably would have been routine. But after the bill's demise last month, a challenge was filed by what appears to have been a hastily organized right-wing group. This group wants the FCC to extend the time in which to petition for a denial.

Only one of the FCC's seven members who sat in 1969 is still on the agency. Commissioner Robert E. Lee remains, and his was the only vote for the renewal of WHDH-TV, with three commissioners voting to cancel, one abstaining and two not participating.

So, despite insistence that the Boston case was "ad hoc" and would not recur, the FCC finds itself confronted with an authentic "rerun." We have little doubt that a present FCC majority would, under ordinary conditions, construe the *Star-News* proposal as a desirable "grandfathered" situation. This was the clear intent of the legislation that was stalled. Will the FCC follow through?

11th Commandment

If, as we believe, the CBS proposal (page 6) pending before the National Association of Broadcasters' television code review board tomorrow (Tuesday) imparts either the right or suggestion of pre-screening programs scheduled for the first prime-time hour as "suitable for family viewing," then in our judgment it constitutes a form of censorship. To those with a vote in that council we commend this paraphrase of the First Amendment: "Thou shalt not censor." It should be broadcasting's 11th Commandment.



Drawn for BROADCASTING by Jack Schmidt

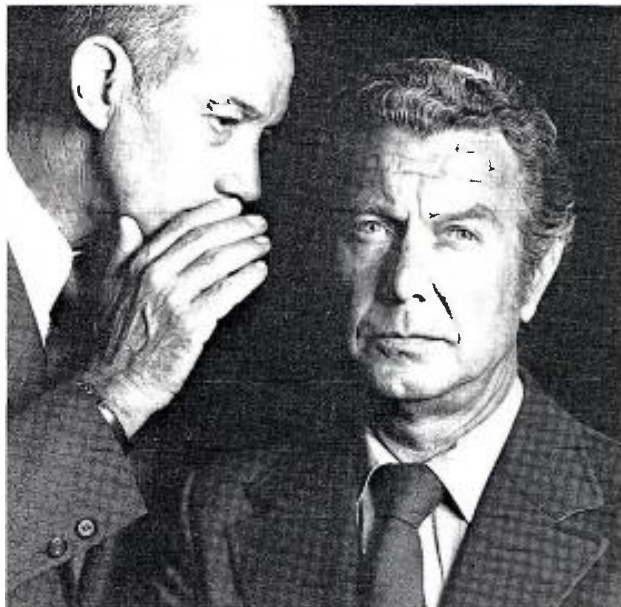
"It's a very new station operating on a very small budget..."

The shocking truth about Lederle Laboratories

We save lives for a profit. Shocking? Only to the naive. If we didn't, many life-saving medicines used every day might never have been developed. And we wouldn't be able to provide our many *non-profit* services. That's the "shocking truth" that rarely gets into print or on television. For example:

Lederle has an emergency team on call 24 hours a day to provide medicine and advice to the medical community, anywhere, anytime. Expensive. Unprofitable. But important.

We also have a nation-wide symposia program to help doctors stay abreast of the latest develop-



ments in their fields, on a person-to-person basis. Plus:

Special programs to alert pharmacists and physicians of new findings on the pros and cons of drugs. And more.

For complete details on all the medical services our profits support, call Paul Stessel, (914) 735-5000, at Lederle.

Call collect. We think you ought to hear both sides.



LEDERLE LABORATORIES
A Division of American Cyanamid Company
Pearl River, New York 10965



Milwaukee the Magnificent.

We believe it's important that you know where we stand in
and what we think about our community.

WTMJ TELEVISION FOUR

NBC in Milwaukee.

Represented by Harrington, Richter & Parsons, Inc.



Broadcasting Jan 6

Broadcast Advertising	50	Editorials	76	Monday Memo	13
Broadcast Journalism	27	Equip. & Engineering	56	Open Mike	20
Cablecasting	52	Fates & Fortunes	59	Playlist	54
Changing Hands	46	Finance	57	Profile	75
Closed Circuit	5	For the Record	62	Programing	55
Datebook	16	Media	44	Top of the Week	6