

It's unanimous: 8 to 9 will be networks' family hour
The Washington regional: FCC's own rerun

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Broadcasting Jan 13

The newsworthy of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER

More audience than other area stations combined*

WGAL TV 8



LANCASTER-HARRISBURG
YORK-LEBANON, PA.

*ARB, Feb.-Mar. '74, Sun. thru Sat., 9 a.m. to midnight.
Audience estimates subject to limitations published by ARB.

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WTEV 6



PROVIDENCE, RHODE ISLAND
NEW BEDFORD-FALL RIVER, MASS.

Steinman Television Stations

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US AIR FORCE
SERIAL ACO SECTION
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MCK DEC/76

FOR RADIO

Now ... from the producers of American Top 40 and American Country Countdown ... a 13-hour documentary on the most spectacular figure in the history of rock and roll. Until 1971, when Watermark compiled the original edition of "The Elvis Presley Story," the story had gone untold, cloaked in legend and mystery. Now, Jerry Hopkins, author of the best selling book "ELVIS—A Biography" and award-winning documentary producer Ron Jacobs have delivered a stunning update on Elvis' career in 13 51-minute segments available to radio stations throughout the world. Now in stereo, "The Elvis Presley Story" commemorates Elvis' 20 years ... 1955 through 1974 ... as the king of rock and roll.

THE ELVIS PRESLEY STORY

In this radio biography you'll hear interviews with 80 of the people who have known Elvis best from East Tupelo, Mississippi in the 1930's to Las Vegas, Nevada in the 1970's. You'll hear dozens of rare tapes. You'll hear the music that made him ... nearly 160 hits. And you'll hear narrator Wink Martindale telling the whole amazing true story of the man who's been at the top since 1955. "The Elvis Presley Story" — with 117 60-second commercial avals in the compatible stereo for AM's and FM's alike, on disc or tape. A complete operations manual, ad layouts and press kit is also provided. Call Chuck Olsen, Steve Aitken or Tom Rounds at Watermark to arrange exclusive radio broadcast rights for your market.

Producer/Director: Ron Jacobs
Writer: Jerry Hopkins
Narrator: Wink Martindale
Executive Producer: Tom Rounds

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Announcing Window on the World

Six first run specials • one hour/color
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High interest specials...all true...packed with power

Produced by Time-Life Television and BBC-TV



ROSE KENNEDY REMEMBERS:
THE BEST OF TIMES . . . THE WORST OF TIMES A revealing look at the entire Kennedy family, told in a rare and warm interview with Mrs. Rose Kennedy, whose book, *Times to Remember*, became America's number one best seller. Illustrated with memorable photos and private footage.

KHRUSHCHEV REMEMBERS A first person account of tragedy and triumph within the Soviet Union during the five decades after the Revolution. A brilliant visual memoir using never-before-seen footage.

THE BRONX IS BURNING The camera records the drama and excitement of the busiest company of firefighters in the world. This show pulls no punches and is an absolute must for any city with a fire department.

K.G.B. This eyewitness, inside story of the Russian Secret Police makes the CIA look like Boy Scouts.

THE SABOTEURS OF TELEMAR A docu-drama reenacting on location in Norway the true story of a commando suicide mission bent on destroying the Nazis' capability to wage atomic war.

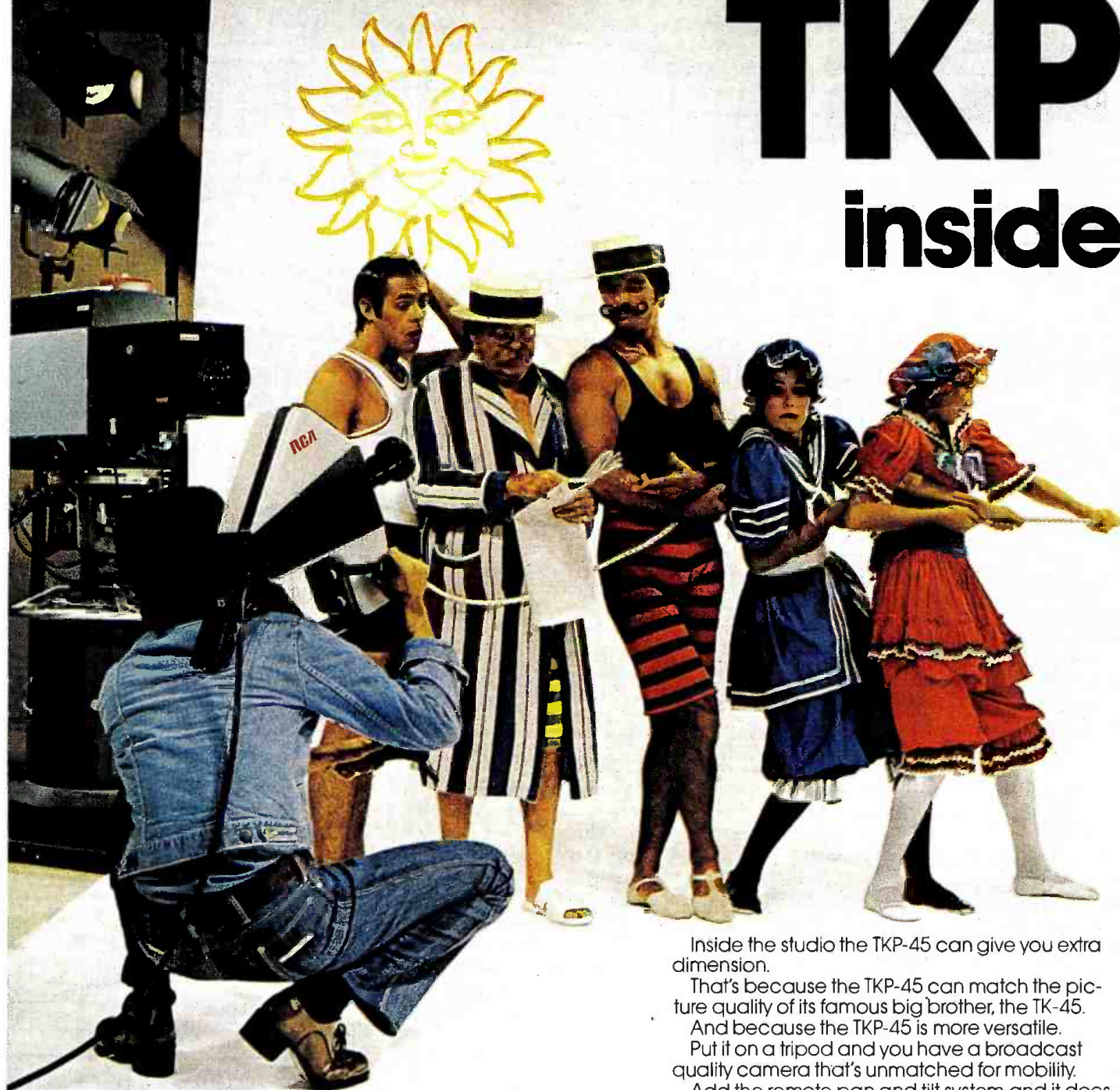
OVER THE OIL BARREL Filmed entirely inside Saudi Arabia—looking not only at an exotic, unusual nation but also examining the power and politics of oil.



Time Life Television

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TKP inside



Inside the studio the TKP-45 can give you extra dimension.

That's because the TKP-45 can match the picture quality of its famous big brother, the TK-45.

And because the TKP-45 is more versatile.

Put it on a tripod and you have a broadcast quality camera that's unmatched for mobility.

Add the remote pan and tilt system and it does everything, minus the cameraman.

Now add its small price to its small size and you have a color camera that will neither cost you an arm and a leg nor strain one.

And that's only the half of it. Because when you take the TKP-45 outside the studio, you'll have what you've always wanted in a portable color camera.

For more inside information on the TKP-45, write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102.

45 out



Outside the studio, you'll find that the TKP-45 isn't a lot of problems like many other color portables.

Some of which are either too big in size (back-breaking).

Or, not big enough in quality (heartbreaking).

The TKP-45 weighs only 22 pounds (with the lens). And doesn't require a heavy backpack or large bulky cables that trip you up.

Also, there are fewer controls to manipulate. Because the TKP-45 has all the famous automatic features of the TK-45.

Features like automatic white balance. Automatic black balance. And automatic iris.

That all works out better for you because it's less work for you.

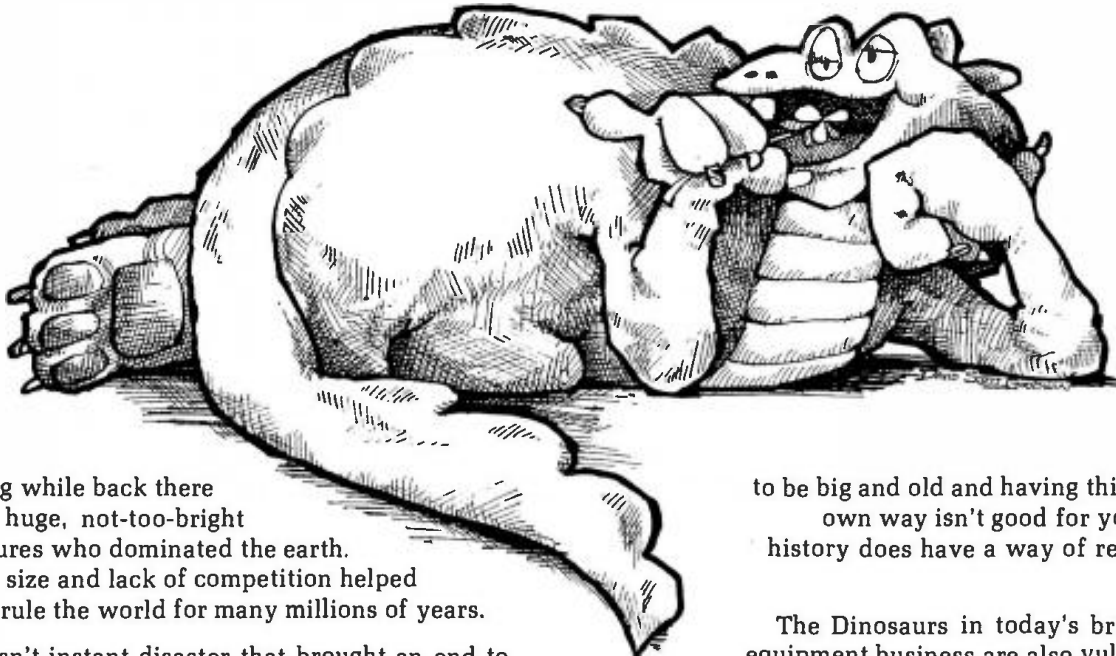
All for more convenience. More operational simplicity. And greater performance.

The TKP-45. Another reason why users of high

quality color cameras buy RCA more than all other makes combined.

For more outside information on the TKP-45, write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102. **RCA**

Who's that messing around with my eggs?



A long while back there were huge, not-too-bright creatures who dominated the earth. Their size and lack of competition helped them rule the world for many millions of years.

It wasn't instant disaster that brought an end to those Dinosaurs, but a bunch of busy little fellows who hustled around destroying all the Dinosaur eggs they found. The Dinosaurs were so contemptuous of the ambitious newcomer Mammals that they tried to ignore them. They didn't even think too seriously to protect their nests. Suddenly, no eggs, nor baby Dinosaurs. And shortly, no Dinosaurs at all!

That history should tell us that getting

to be big and old and having things our own way isn't good for you. And history does have a way of repeating itself.

The Dinosaurs in today's broadcast equipment business are also vulnerable to criticism for slowness and complacency. Their eggs are pretty much in one basket. Are they perhaps too big and old to notice you? Or us?

We want you to pay attention to us relative newcomers. Acquaint yourself with the quick, medium-size manufacturer who helps you personally with your equipment needs FAST. The company with the growing egg collection.



We're in the business of You.



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Getting straightened out. It could take two weeks in Senate, three weeks or more in House before committee and subcommittee assignments are firmed for new Congress, which opens tomorrow (Jan. 14). Senator Lowell Weicker (R-Conn.) is presumed heir to deposed Senator Marlow Cook's (R-Ky.) Commerce Committee and Communications Subcommittee seat (*Broadcasting*, Dec. 2). Due to Republican losses in last election, vacated seat of retired Senator Norris Cotton (R-N.H.) on main committee will not be refilled, Senate staffers are saying, reducing Republicans to six, although Democratic numbers on committee will remain same as last year (11 seats).

Picture of new House Commerce Committee is good deal foggy at this point. New committee members named in December (*Broadcasting*, Dec. 23) will be ratified this week, but subcommittee assignments cannot be made until reorganization of subcommittees is completed. Number and jurisdiction of subcommittees for first time will be determined by majority vote of committee Democrats (chairman was sole arbiter under old rules). Effect on Communications Subcommittee membership and jurisdiction won't be known until end of January, aides speculate.

Own good time. High official of one of Hollywood's top program suppliers says network prime-time schedules for 1975-76 season probably won't be locked up until late April or early May. "I'm in production now on a couple of made-for-TV movie pilots for proposed series that won't get their tryouts on the air before March," this official said. Until last season, when writers' strike caused production delays, networks always had their schedules on street by late March — and years ago in February, with Washington's birthday as target — to facilitate early selling. But in current seller's market, this official said, networks can afford to hold off. Despite recession, it still looks to be seller's market.

Rural TV bomb? Through "imaginative combination of technologies" improved television service could be economically extended to many isolated areas, mainly in mountain states but also in less remote areas. That will be thrust of report, expected to be submitted this week to FCC by Office of Telecommunications Policy. Report, which emerges largely from two Denver Research Institute studies on TV distribution to rural areas underwritten by OTP, along with other data, does not rely upon immediate use of satellites for distribution, but rather upon other methods, including VHF translators, cable TV and microwaves. Satellites and fiber optics show promise for future, but not now, report says.

OTP's 20-page analysis of ponderous Denver studies plus its own conclusions have been discussed with members of Congress from constituencies principally interested in problem. Among surprises, according to one report, was that practically all states, except smallest, have TV white areas — some where there's no service at all.

Antidote. More than 170 radio stations have signed to carry former California Governor Ronald Reagan's *American Viewpoint*, syndicated five-minute commentary, scheduled

to begin Jan. 20, with negotiations continuing in major markets such as New York, Chicago, Los Angeles, San Francisco. Principal local advertisers, according to Harry O'Connor, Hollywood producer of program, are banks and savings and loan institutions, automobile dealers and manufacturers. Syndicator is suggesting that Reagan show can provide conservative counter to allegedly liberal tinge in national news sources. It's full circle for Mr. Reagan who started his career as announcer at WHO(AM) Des Moines, Iowa.

Fire with fire. TV-newspaper competition for retail dollar is heating up, as was inevitable from time Television Bureau of Advertising announced last spring it was making newspaper budgets its main new-business target. In wake of TVB's follow-up plans for six regional meetings in May to add to members' retail sales artillery (*Broadcasting*, Nov. 25, 1974), Newspaper Advertising Bureau has counterscheduled 10 retail sales meetings of its own with announced purpose of helping newspaper salesmen fight back. Newspaper meetings are this month and next — four of them in cities where TVB will be meeting. TVB's schedule: Chicago May 5, Seattle May 7, San Diego May 9, New Orleans May 19, Atlanta May 21 and Boston May 29.

Cosell and acrobats? ABC sources say network is pretty well set for live 60-minute weekly variety show to be covered like sports event, with remotes, quick cutting and hand-held cameras — similar to Frank Sinatra's Madison Square Garden special last Oct. 13. Negotiations are under way for Howard Cosell to be host, these sources say. Because show would fit proposed family-entertainment guidelines, it would probably get 8 p.m. start.

City vs. suburbs. Removal of headquarters of American Newspaper Publishers Association more than two years ago from high-rent space in New York City to its own sylvan setting in Reston, Va., near Dulles airport, has backfired. Seems "new town" Reston is expensive for housing and many employees must commute from lower-cost areas miles away. Moreover, notion that ANPA members or callers could shuttle from New York doesn't work because Dulles has few short-range flights at desirable hours. Upshot: Many ANPA meetings are held in Washington hotels, more than 20 miles from Reston but short ride from National airport which has domestic flights from almost everywhere. About year ago, American Press Institute followed ANPA lead and moved to Reston.

Price of protection. What value do Rocky Mountain television broadcasters put on same-day program nonduplication, as against simultaneous-only protection that stations elsewhere get against cable television? That, apparently, is not rhetorical question. Some Rocky Mountain cable operators have reportedly told FCC members that stations in their area have contracted away same-day for simultaneous-only protection for fee. Several Rocky Mountain cable operators, in lobbying at commission for abandonment of same-day nonduplication protection, have shown such contracts that they have with local stations. One contract called for fee of \$950 per month. FCC met on nonduplication revision last Friday but without action.

Top of the Week

All for the family. NAB's television code board delayed acting on creation of a prime-time "family hour" without sex or violence, but all three networks say they will implement the proposal anyway. There's no agreement yet on exactly what existing shows will be affected. **Page 16.**

More cash for new shows. License fees for TV program producers are likely to rise steadily over the next few years, a Wall Street study concludes. Report also says that CBS will get first crack at the best of any new shows, at any price. **Page 17.**

Up and at 'em. ABC's AM America entered the early morning ratings fray to mixed reviews and fair numbers, topping CBS Morning News but falling far short of NBC's entrenched Today. **Page 18.**

Left profile, please. Four artists made essential contributions to TV coverage of the Watergate trial, providing visual representations of courtroom drama. **Page 20.**

Peeved. Audience at FCC's third public meeting may not have come to bury the commission, but it certainly didn't come to praise it: Spokespeople for a variety of causes criticized commissioners and staff, most on fairness doctrine. **Page 22.**

Down but not out. FCC denies licenses of Alabama Educational Television Commission stations, but leaves door open to re-application from group, noting that correction of policies has long since been instituted. **Page 23.**

Meeting under the palms. FCC actions and legislative activity are expected to be main topics of discussion at NAB's joint board gathering in California. Children's programming, new radio promotion campaign are also on agenda. **Page 24.**

Meanwhile, in Atlanta. Independent broadcasters are meeting there with programing issues their chief concern. **Page 25.**

Devil, Allbritton, deep blue sea. Texas banker's attempt to acquire newspaper and broadcast properties of Star Communications has been opposed on one side by group which doesn't want him to get both, and on another by three groups who don't want him to get either. **Page 27.**

One is enough. Two free spirits of noncommercial broadcasting want FCC to extend its dual-ownership proscription to noncommercial licensees, claiming that many public stations aren't doing their jobs as they should. **Page 29.**

Toward the launch pad. Members of newly formed Public Service Satellite Consortium aren't wasting time in efforts to develop and finance new satellite for educational use. Spring conference is planned, and hopes are high for Ford Foundation grant to back the project. **Page 32.**

Buddy, can you spare a spot? Revenue predictions for 1975 are all favorable for broadcasters, as research into past recessionary periods shows radio and TV hold up better than almost any other industry. **Page 33.**

Running his own show. Managing an independent TV station means doing a lot of your own thinking, which is just how INTV chairman Jim Terrell likes it. **Page 57.**

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Heat's on for NAB board action now to repress TV sex and violence before 9 p.m. as Wiley negotiates for standards on all stations

Focus of FCC Chairman Richard E. Wiley's effort to persuade broadcasting industry to adopt self-regulatory measures protecting children from adult-oriented programing shifts this week to National Association of Broadcasters board meeting in Palm Springs, Calif.

Grover Cobb, NAB senior executive vice president, said after meeting of network and NAB executives with Chairman Wiley late last Thursday, that television board would consider proposals reserving early prime time for "family viewing" and assuring issuance of warning when material being aired requires it. Two days earlier NAB TV code review board had voted only to study proposals for reconsideration at regular meeting next April (see page 16). Though Mr. Wiley, talking with reporters after Thursday meeting with networks and NAB, refused to characterize his reaction to code board decision as "disappointment," he said he understood timetable on action might be "accelerated." Mr. Cobb and Vincent Wasilewski, NAB president, were at meeting, originally planned to be confined to top network brass.

Code amendment to reserve 8-9 p.m. for family viewing and to formalize warning system for programing considered potentially offensive was first proposed by CBS (*Broadcasting*, Jan. 6) which, as did ABC and NBC, later said standards would be individually put into effect at networks. "Family hour" principle last week was endorsed by Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, as "wonderful idea." Senator, long an ardent critic of what he considers excessive sex and violence on TV, expressed views in letter to Chairman Wiley. Letter was sent after CBS and NBC had announced "family hour" intentions, but before ABC followed suit.

Mr. Cobb cautioned that "in a matter of this urgency," it was unrealistic to expect decision in "15 to 20 days." However, he noted that NAB board, which would pass on any recommendations code board makes, had number of options, including asking code board to expedite its consideration of proposal. And networks' representatives on board — at least CBS's — would be expected to urge expedited action.

Another matter — and one troubling Chairman Wiley — that board could address, Mr. Cobb said, involves early-evening schedules of nonaffiliated stations. Chairman, in talking with reporters, said he was looking to NAB to deal with question of programing in nonnetwork prime time.

Chairman Wiley, who said he construed networks' policy statements as reflecting "serious intent," made it clear he would await code board action before deciding what commission action, if any, was required. He also indicated he would not stop with NAB. When NAB decides what it will do, Mr. Wiley intends to talk with independent stations — and, presumably, Association of Independent Television stations — to reach nonsubscribers to code. Public broadcasting stations will probably be brought into discussions on issue, too, he said.

Except for presence of Messrs. Wasilewski and Cobb and Richard Jencks, CBS Washington vice president, cast attending summit meeting last week was same as that of Nov. 22 meeting, when Chairman Wiley made his first call for self-regulatory action by networks: ABC's Elton Rule and Everett Erlick, CBS's Arthur Taylor and John Schneider and NBC's Herbert Schlosser and David Adams.

Chairman Wiley, who called meeting "constructive," said there are more areas of agreement among industry figures than disagreement.

Chairman said he suggested modifications in statements

McGannon ups the ante. Donald H. McGannon, chairman and president of Group W, is ready to go beyond suggestion of "family hour." He has called upon stations in all markets to set aside "a regular time period" for children's programming "other than the present weekend mornings." "As long as children's programs are pitted against . . . highly competitive adult-entertainment fare," he continued, "they are doomed to audience failure and will probably not attract a sponsor." Broadcasters, "working together with the Justice Department, and under the impetus of FCC support," could create one regular children's time period — which would be observed as such by all affiliated stations within a market — and "make more and better children's programming a viable proposition," he said. He made his proposal at New York screening of Group W's new 12-part monthly children's series, Call It Macaroni, which runs 30 minutes per episode and makes its debut in 86 markets later this month.

networks issued. And although he declined to elaborate, it was understood that he suggested that all prime time before 9 p.m. be reserved for family viewing. Since CBS and NBC and, beginning with second season, ABC begin prime time programming at 7:30 p.m. on Sunday, those networks could go into adult programming as early as 8:30 p.m. on that evening. However, chairman appears to have abandoned proposal that adult-oriented programming be limited to periods after 9 p.m. in all time zones; he noted networks said that was "not feasible." As result, he said, "family viewing will be different in different time zones."

Chairman stressed that self-regulatory actions of networks are voluntary. They are taking steps because "they are right and are in public interest," chairman said, "and not because of government pressure."

Tougher than the sheriff

There has been "certain amount of displeasure expressed," in words of one official of National Association of Broadcasters, that expected TV and radio code restrictions permitting lottery advertising will be more restrictive than new lottery law itself (*Broadcasting*, Dec. 23, 1974). Proposed wording, approved by eight of nine radio code board members (one had not been heard from at week's end) and six of nine TV code review board members (with one "no" vote and two not heard from), would permit broadcast of lottery ads in states with legalized state lotteries as long as they "do not exhort the public to bet." According to NAB's chief counsel, John Summers, that means lottery ads can tell viewers and listeners price of tickets, when and where to buy them, how lottery works and types of prizes offered, but they cannot say such things as "Be a big winner!" or "Get rich quick!"

News of this drew fire from broadcasters, particularly those from lottery states of Maryland and Delaware, last Friday during NAB government relations presentation to broadcasters' winter workshop in Washington. Dissenters at meeting said there should be no restrictions on lottery ads and NAB received quickly passed resolution to that effect from Maryland-District of Columbia-Delaware Broadcasters Association that day. Proposed code language and accompanying guidelines will be taken up by full radio and TV boards in Palm Springs, Calif., this week.

License itself beats term thereof. Show of hands at workshop showed 100-odd broadcasters present "overwhelmingly in favor" of license renewal bill with focus on "industry stability" over bill with emphasis on lengthening license term to five years. This came as some surprise to NAB government relations staffers, who asked for vote during their briefing; they expected stronger interest among small-market broadcasters in longer license term.

Wiley strikes sympathetic stance on renewal as he outlines FCC aim on policy statement

FCC Chairman Richard E. Wiley favors adoption by FCC of license renewal policy under which broadcaster who has substantially served needs of his community and is not guilty of serious rule violations should be renewed, regardless of promises made by challenger seeking his frequency.

Adoption of policy statement governing comparative hearings involving incumbent licensees seeking renewal is one of four projects he says commission must complete if it is to provide "clear and coherent renewal policy." Chairman discussed matter in luncheon address Thursday at regional meeting held for 287 broadcasters from Washington, D.C., and surrounding six-state area. He had directed staff to move ahead on four items after it became evident license renewal legislation then pending in Congress would not be enacted ("Closed Circuit," Dec. 9, 1974).

Besides policy statement, items on list include:

- Completion of inquiry on ascertainment of community needs. Chairman indicated he feels ascertainment should be continuous process and that important differences between stations may make imposition of set of uniform ascertainment requirements applicable to all radio and television stations "unnecessary and unwise."

- Development of new, "shorter and simpler" renewal form that would provide "appropriate evidence" that commission recognizes that radio in many respects is different from television. He also drew applause when he said that many radio stations are small and sometimes struggling operations and that commission should stop regulating them "as if they were large-market VHF TV stations."

- Drafting of new internal processing procedure that would permit staff to act speedily on "great bulk" of applications of broadcasters whose records indicate they are serving public interest, while sifting out for closer examination by commissioners renewal applications of those "who may not be satisfying their obligations as public trustees." Chairman Wiley said he hopes such policy, once developed, would be widely disseminated so that broadcasters and public would understand "how and in what manner" commission processes applications.

Development of policy statement, however, would be "most difficult problem" in license renewal area, he said, adding that he knows of "no more puzzling issue" than that of comparing incumbent's record against challenger's promises. As for himself, he said — in passage drawing second burst of applause — if broadcaster "has substantially met the needs and interests of his service area, and if his record of service shows no serious deficiency (such as misrepresentation, double billing, fraud, etc.), he should be renewed regardless of what the challenger has promised."

"But," he said, "what is substantial service?"

TVN would rather fly by Westar

Television News Inc. last week confirmed reports that it will go satellite for distribution of its news services (*Broadcasting*, Jan. 6). TVN will commit \$10-12 million to switch from AT&T ground lines to first U.S. domestic satellite, Westar, operated by Western Union since April of last year. Two-year old independent news service will over next 18 months install up to 75 earth stations to receive several daily satellite feeds transmitted up from ground stations in New York, Atlanta, Chicago, Los Angeles and Dallas. Washington and San Francisco will initially be connected up to earth stations by special land circuits. Receiver earth stations will be positioned at nearly each subscriber TV station. Units will cost in area of \$100,000 each, but TVN backers will pick up tab and firm says there will be little change in subscriber rates. Only TVN's 37 U.S. subscribers will be serviced by satellite; Canadian customers will continue to be hooked up via land lines. First 20 earth stations

will be installed by July 1, next 15 by Aug. 1 and remaining 40 (for as yet nonexistent U.S. TVN subscribers) by end of year. TVN estimates it would up output of news-feeds from current one hour daily to up to 10 hours daily. Quality of transmission is expected to be as good or better than terrestrial service. A company spokesman had said, "Under the present system, it would not be economically feasible for us to stay in business." He referred to AT&T's increase in rates for occasional land-line users such as TVN.

OTP's second draft of cable legislation is like the first — or more so

Office of Telecommunications Policy has completed new draft of cable television legislation that originally surfaced in April last year (*Broadcasting*, April 22, 1974). And while changes have been made in response to criticisms and comments of government agencies, including FCC, its thrust — to fence FCC off from much of its present control over cable — remains intact.

OTP, in letter to Office of Management and Budget accompanying new draft, rejected commission's criticism that OTP bill eliminates regulatory "flexibility" that is available to regulatory agency and that cable television should be regulated within same scheme as that applying to other communications media.

OTP, whose draft is designed to implement report of President's Cabinet Committee on Cable Communications, says bill provides for flexibility — but through nonfederal licensing authority and courts. OTP concedes that most enforcement activities against licensing authorities would shift from commission to courts.

And it says that cabinet committee was clear in rejecting principle that, except for its direct relation to broadcast programming, cable should be regulated in relation to present and future competitors. Committee felt, OTP noted, that principle could lead to "pervasive and detailed regulation of cable simply for the benefit of cable's competitors."

Among major aspects of new draft:

Authorization that original bill would have given FCC to adopt or continue antisiphoning rules is eliminated (commission's authority will probably be decided by courts, in OTP's view); commission's authority to establish technical standards is limited to assuring that systems can interconnect; section in original bill grandfathering crossownership of cable systems and television stations or networks is deleted, as is provision authorizing commission to establish minimum channel capacity, and intent of original bill to make licensing and regulation of cable systems primarily function of nonfederal licensing authorities — and to vest nonfederal regulatory authority in single agency — is clarified.

In Brief

Taft spreads it out. Television stations belonging to Taft Broadcasting Co., Cincinnati, is shifting national representation of five of its six TV stations from Katz Agency to other reps. Harrington, Righter & Parsons which has repped Taft's WTVN-TV Columbus, Ohio, adds WKRC-TV Cincinnati; Tele-Rep Inc., New York gets WDAF-TV Kansas City, Mo., and WBRC-TV Birmingham, Ala.; Bolton Burchill, WTAF-TV Philadelphia; and MMT Sales, WGR-TV Buffalo, N.Y. There had been speculation Taft would set up its own representation firm. Its six radio stations remain at Katz.

Clearance sale. Chrysler Corp. is allotting about \$10 million to five-week campaign to move unsold cars off dealer floors. Figure includes payment of rebates from \$200 to \$400 to buyers of cars as well as cost of network TV, spot

TV radio and newspaper effort. Promotion began yesterday with Chrysler participation (six 30-second announcements) on NBC-TV's coverage of Super Bowl game. Creative work on campaign was Cohen, Pasqualina & Lowe, New York; Young & Rubicam International, New York, handled network TV and Ross Roy Inc., Detroit, spot TV, radio and newspapers.

Another giveaway. To help promote new automobile sales, WPIX(TV) New York will run free announcements during next six months to urge viewers to buy new cars. Announcements will show 1975 models but will not mention specific brand names. Leavitt J. Pope, president of WPIX, says he will present plan to national convention of Association of Independent Television Stations Inc. in Atlanta this week in hope that other independent TV stations will make undertaking nationwide in scope. Mutual Broadcasting System has been running similar effort in radio.

Up. Advertiser investments in TV last November totaled \$241.8 million, up 8.6% from year before, pushing 11-month total past \$2-billion mark for 10.4% gain over first 11 months of 1973. Figures, compiled by Broadcast Advertisers Reports and released by Television Bureau of Advertising, also showed nighttime as day-part with biggest percentage gain in November (9.5%) but Monday-Friday daytime with biggest for 11 months (14.7%). Eleven-month billings by networks: CBS-TV \$732,738,400; NBC-TV \$683,394,900; ABC-TV \$617,118,700.

Gerrymandering. Ohio Republicans Clarence Brown, ranking minority member of House Communications Subcommittee, and Samuel Devine, ranking minority member of full committee, may find jobs in jeopardy in 1976 if Ohio legislature passes state reapportionment plan, as some observers predicted. Plan, already passed by one house of legislature at press time, is designed to put more Democrats in Congress.

By another name. Associated Press Broadcasters Association is now Associated Press Broadcasters Inc. following 829-to-21 vote of members. In coincident restructuring, voting membership is limited to station licensees that are associate members of AP, plus networks that meet APB qualifications.

Proselytizing. Some 20 UHF operations from commercial and public broadcasting will spread gospel at meetings with FCC (dinner Madison hotel Feb. 5) and with OTP, FTC, congressional figures next day. Mission, according to Dick Block, chairman of initiating Counsel for UHF Broadcasting, is to "educate and sensitize." Objective at FTC: to encourage better policing of TV set servicemen standards.

An angel named B-M. Noncommercial WNET(TV) New York has \$850,000 grant from Bristol-Myers Co. to produce five one-hour TV specials on mental health for broadcast on PBS beginning March 31.

Headliner

Clemens M. Weber, senior VP and treasurer of Metromedia Inc., New York, named to new post of executive VP and elected to Metromedia board. He remains in charge of finance but is succeeded as treasurer by Robert A. Maresca, assistant controller. **John W. Kluge**, president and chairman, said Mr. Weber "will share with me over-all responsibility for the planning and administration of Metromedia's current operations and long-term goals." Mr. Weber, 46, joined Metromedia's predecessor, DuMont Broadcasting Corp., in 1955, became treasurer of Metromedia in 1968, VP in 1969 and senior VP last year.

Monday Memo.

A broadcast advertising commentary from Alvin Hampel, executive VP, Benton & Bowles, New York

Creative advertising isn't creative if it doesn't sell

That great philosopher, Clint Eastwood, said recently, "My most creative movie earned the least money at the box office." Interestingly, when asked why, he replied in true philosophical terms: "the advertising stunk."

If you remember the joke in my commercial while forgetting my product, the joke is really on my client. If my star presenter grabs you but you ignore what she's trying to tell you, I've blown it. If you're struck by my cleverness but remain unsold by my ideas, I've bombed as a copywriter. If you award my commercial a sterling silver bowl for excellence without asking how well it worked, you've given me an empty bowl.

This is not to suggest that creativity and selling are mutually exclusive. You do not have to sacrifice one to get the other. The trick, as any good advertising man will tell you, is to do both: be creative and sell hard at the same time. But—and this is a very important but—if I miss on one, I would rather miss on that which we call "creative" than miss on the "sell."

For example, I'll take an average TV production of a terrific selling idea any day rather than a feeble idea slickly produced.

Does your advertising have to be loved to be effective? Criticism of an advertising campaign has little to do with selling effectiveness. There are many examples of advertising that is disliked by people who at the same time are reacting to its message.

Benton & Bowles has the distinction of having three of its campaigns on a list of the 10 worst in a write-in vote sponsored recently by the Dallas Advertising League. Among the so-called worst were Charmin and Mr. Whipple, Grape-Nuts and kindly old Euell Gibbons, and Continental Airlines with its provocative new campaign, "We really move our tail for you"—three of the most successful campaigns in our agency at this time.

Now that doesn't mean your advertising must irritate to work. Of course I'd rather have my advertising loved than hated. But there is a relationship between a commercial's capacity to rub a nerve and its ability to break through consciousness. Incidentally, almost all of the products on that Dallas list are best sellers. Maybe it has something to do with love and hate being so close on the emotional scale. Or maybe it's repetition. After enough exposure even the most lovable advertising can lose its appeal—even though it may still be working.

Now, I personally know as many people who love good old Mr. Whipple as despise him. Curiously, the haters seem to be mostly advertising people or others in upper-income, top executive or professional jobs—not necessarily your best prospects for a single-ply economy toilet tissue.

On the strength of Whipple advertising, Charmin is today the number-one toilet tissue in America. In 1969, with distribution in only 56% of the U.S., it outsold the number-one, nationally distributed toilet tissue, Scott. Even to-



Alvin Hampel, executive vice president and director of creative services at Benton & Bowles, New York, is responsible for all the creative work the agency produces. He joined B&B in 1969 from Young & Rubicam, New York, where he began as a copywriter in 1957 and rose to senior vice president and copy chief. At B&B, Mr. Hampel is involved in all B&B accounts and still writes commercials and advertisements or contributes ideas for such advertisers as Procter & Gamble, General Foods, Texaco, Gillette and Continental Airlines.

day, Charmin advertising gets three times the awareness of the advertising run by its competition. And there isn't a competitor out there who doesn't wish he had Mr. Whipple and his selling idea—"Please don't squeeze the Charmin"—working for him.

Advertising is not creative when its selling idea is overshadowed by its execution. How many times have you heard someone describe an ad or a commercial and then fail to remember the product? A good joke, a funny piece of action, an imitation of a popular movie or TV show—all can detract from a strong selling idea. Yet, humor, used with care, can make your advertising message more memorable, provided the humor is pertinent and fits naturally with the selling idea. When you have genuine product news, you don't have to get funny or tricky to tell the story. Keep it simple. People want to hear what's new about a product.

Often we see celebrities used just to gain attention. You get more from the association, I believe, if the celebrity and the product go together. Euell Gibbons is an expert on natural foods, having written many books on the subject. Isn't it natural then, that Euell Gibbons be a spokesman for Grape-Nuts, the natural cereal. In the two years he has been on the air for that product, sales of Grape-Nuts have climbed to a 15-year high after having been level for some four years before that.

I am often asked, "But how can you tell if advertising will sell before you ask a client to spend millions of dollars on it? How do you

know beforehand if your advertising is truly creative?"

I wish I could guarantee successful advertising. But let me just say to the degree that creative talent, research, experience and judgment can help arrive at a winning campaign and prevent the choice of a campaign that will fail, I'd like to suggest the following method of working:

It all begins with a clear marketing strategy. From that comes a copy strategy. Only then is the advertising written and produced. Next comes copy testing for comprehension, memorability, recall and persuasion. The most promising executions are then put into a test market—the ultimate proving ground. The test market is tracked and evaluated. And, where indicated, revisions made in the advertising. In some cases, new advertising is written to replace weak advertising and the cycle begins again. But by the time a campaign goes national, it has proved itself. It can truly be called "creative advertising."

There you have seven steps to effective copy. It is a good system to follow—perhaps the only way to predict with any reasonable assurance the selling effectiveness of an advertising campaign. It may cost more money to work this way, but it can save you a lot of money in the long run.

Now, allow me to sum up my thoughts about creativity in advertising today: The words, "creative advertising," can be very deceptive. What may appear to be clever or witty or humorous or unusual can in reality be an advertising disaster.

But that time is gone. We're living in much tougher times today. There never has been greater pressure to come up with advertising that works. Now I would like to interject a note of caution here. In the pell mell rush to sell, sell, sell there has surfaced an almost total lack of concern on the part of some clients over what their advertising looks or sounds like, or how much it imitates other advertising. And that could be a trap.

We all know clients who have asked for a "Mrs. Olson" in their advertising, or a "White Knight," or any continuing character, or a candid testimonial, or a stand-up spokesman, or whatever. These clients believe if it worked once, it will work again—and who cares if they're imitative.

But watch out for sameness. It is still essential to capture and keep the consumer's attention before you can get an idea across. And to do that it is dangerous to follow your competitor's formula. If you do, you run the real risk of being mistaken for your competitor.

No, creativity is not dead. But it has changed. The need to be bright and original and distinctive has never been greater. But the need is for disciplined brightness, relevant originality, channeled distinction.

If your advertising creates a sale and people talk about it at parties, that's a bonus. If your advertising creates a sale and it makes people laugh, marvelous; you have a rare knack. If your advertising creates a sale and it wins a gold lion, congratulations. No, creativity is not dead. But creativity without selling is dead.

Datebook.

■ Indicates new or revised listing

This week

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. (see story, page 24).

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—*Newsmaker Luncheon* sponsored by *International Radio and Television Society*. Panelists: Walter Cronkite, CBS; Peter Jennings, ABC, and John Chancellor, NBC. Imperial Ballroom, Americana hotel, New York.

Jan. 15—Deadline for entries, 32d 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 Con-*

ference, first annual conference. Civic Center, Lansing.

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

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

■ Jan. 17-18—*Clark College Media Workshop*. Speaker: Stanley Scott, White House aide. John F. Kennedy Community Center, Atlanta.

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

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

Also in January

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

Jan. 19-21—*Idaho State Broadcasters Association* midwinter 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. 21-23—*Georgia Association of Broadcasters* 30th annual meeting. Featured speakers include

former Secretary of State Dean Rusk, U.S. Ambassador at Large Robert J. McCloskey, Frank Shakespeare, executive vice-president of Westinghouse Broadcasting, FCC Commissioner James Quello, William J. Small, vice-president and director of CBS News, and Patricia Nealin, president of American Women in Radio and TV; Herminio Traviesas, NBC vice president for broadcast standards. Radio-TV Institute, University of Georgia campus, Athens.

Jan. 22—*New Jersey Broadcasters Association* mid-winter managers' conference. James Rodio, WRD1-(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. 26-28—*National Religious Broadcasters* 32d 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—*Connecticut Broadcasters Association* legislative reception and cocktail party. Hartford Hilton hotel, Hartford.

■ Jan. 28-30—*The Performing Arts and the Future of Television*. Video technology exhibition by the Media Development Dept., Lincoln Center, 1865 Broadway. Lincoln Center's Library and Museum of the Performing Arts, New York.

Jan. 31—Deadline for entries, *National Cable Television Association 1975 Cablecasting Contest*. Tapes, three-quarter-inch 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, 43d annual *Sigma Delta Chi Distinguished Service Awards* contest, for notable performance in print and broadcast journalism during 1974. The Society of Professional Journalists, SDX, 35 E. Wacker Drive, Chicago 60601.

Feb. 1—Deadline for entries, *Robert F. Kennedy Journalism Awards* for outstanding coverage of 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.

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. 17-19—*Radio Television News Directors Association* International convention. Fairmont hotel, Dallas.

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

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

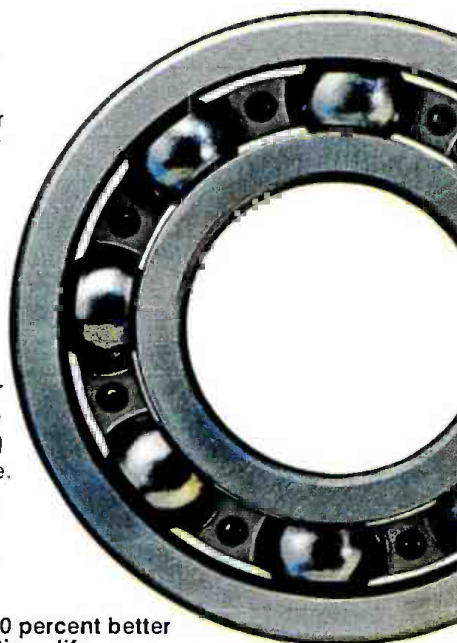
Vacuum steelmaking improves the mechanical properties of steel. It makes cleaner steels with improved toughness, ductility, and uniformity. The result is dramatically better performance for a wide variety of products.

Republic was among the pioneers in vacuum arc remelting of alloy steels. This process produces the ultimate in micropure alloys and specialty steels for use in aircraft and aerospace work. Today, we continue to operate one of the world's largest batteries of vacuum arc remelt furnaces.

Our first ladle vacuum degasser for hydrogen removal from high tonnage stainless and alloy steels went into operation in 1962. Later, we added carbon deoxidation to ladle vacuum degassing for alloy and carbon steels.

Today, the vacuum unit shown below is used for many additional variations of vacuum steelmaking, including vacuum decarburization of stainless steel with oxygen.

The vacuum process consistently produces stainless steels with carbon levels well under .025 percent without the extensive use of high cost, low carbon ferro chrome. Degassing, deoxidizing, decarburizing are just some of the capabilities of vacuum processing. We have the facilities, the staff, and a long-standing commitment to be a leader in vacuum technology for the production of quality steels. Just one of the strengths that make us the new steel company.



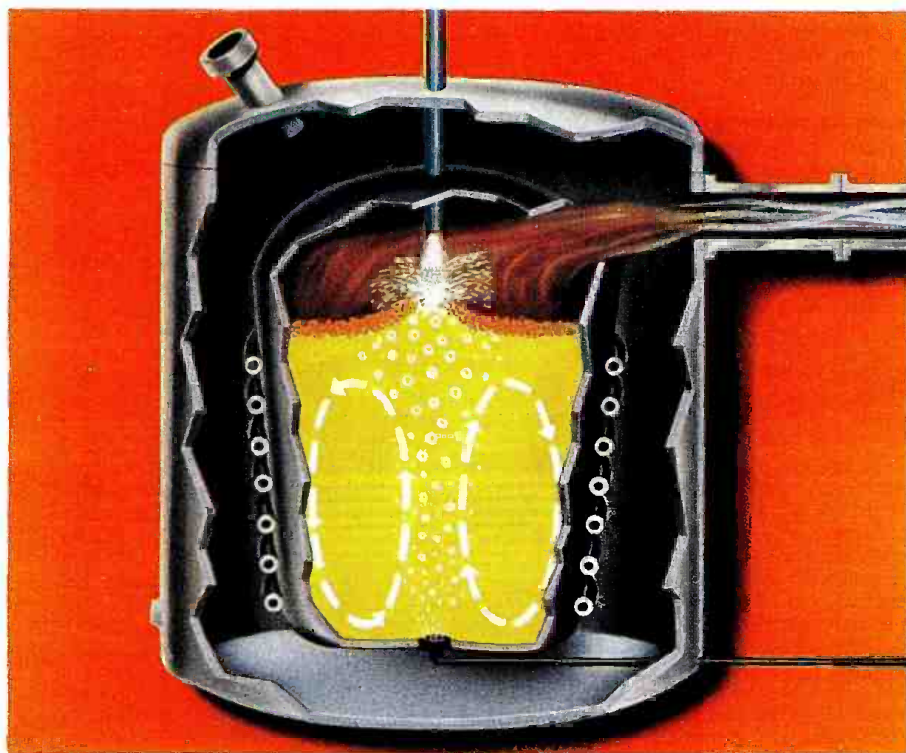
300 percent better fatigue life.

The fatigue life of bearings made from vacuum carbon deoxidized steels was improved more than 300 percent over the life of bearings made from air melt steel. In fact, new testing techniques had to be invented to measure the magnitude of the improvement.



Extra low carbon stainless steels.

The vessel, tube, and bar shown here are made from one of the new grades of low C, low N ferritic stainless steels developed for their unique combination of corrosion resistance, formability, and machinability with high resistance to stress corrosion.



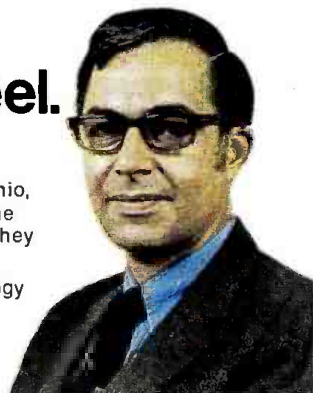
We do more than just make steel.

Art Marcantonio, Assistant Chief Metallurgist,
Republic Steel:

"Our vacuum processing facilities in Canton, Ohio, are some of the finest in the world. We've got the people who know how to work with them, too. They can help tailor steel to your needs.

"If you'd like to know how our vacuum technology can help solve your steel problem, write to me:

A. Marcantonio, Republic Steel Corporation,
Cleveland OH 44101."



Republicsteel
The new steel company

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. 7-8—*Utah Broadcasters Association* mid-winter mini-convention. Triarch Travelodge hotel, Salt Lake City.

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* 11th annual faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

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

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

Feb. 14-18—*American Women in Radio and Television Inc.*, board of directors meeting. Gene Autry hotel, Palm Springs, Calif.

■ Feb. 15—Deadline for filing annual programming reports of TV stations with FCC.

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

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

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

Open Mike®

Exceptions taken

EDITOR: I have just become aware of the editorial in your Jan. 6 edition concerning the proposed transfer of control of Washington Star Communications Inc. (WSCI) to Joe L. Allbritton.

First of all, your statement that a challenge was filed by "what appears to have been a hastily organized right-wing group" is, I am sure, highly unfair to many people who have joined Concerned Citizens for Balance in News Media. While I am moderate to conservative in political outlook, in most instances I do not know and did not ask the political views of members of Concerned Citizens. There is no requirement that members be of any particular political stripe, but only that they oppose concentration of media control in Washington. Thus, if Mr. Allbritton will exercise his option and acquire only the *Star-News*, our efforts will terminate. But we don't think Mr. Allbritton or anyone else should own the *Washington Star-News* and three powerful D.C. broadcast properties. That is not healthy,

as the FCC's own rules make clear.

Further, comparison to the Boston *Herald-Traveler* situation is not apposite. It folded because someone got its license by challenging (successfully) the renewal application of that paper's co-owned TV station. We have no present objection to WSCI retaining its broadcast properties. But we do think the FCC should apply its crossownership rules in this critical area of transfers of control.—*Donald C. Morency, chairman, Concerned Citizens for Balance in News Media, Washington.*

Mixed reviews

EDITOR: The in-depth analysis of radio news in your Jan. 6 issue was a highly informative and comprehensive report. It underscored the vital role of radio news and the growing reliance of the public on our medium for up-to-the-minute information. My congratulations to Leslie Fuller and BROADCASTING for a job well done.—*Dick Harris, president, radio station group, Westinghouse Broadcasting Co., New York.*

EDITOR: Your in-depth report on radio journalism was a welcomed feature. However, I must take issue with your photo caption identifying ABC, CBS and NBC as "the three largest commercial radio networks." As you well know, the Mutual Broadcasting System with its 660 affiliated stations is larger than CBS and NBC combined. — *William Greenwood, vice president-executive news director, MBS, Washington.*

Feeding the hand that bites

EDITOR: As an FM broadcaster, I strongly object to the proposal suggested by the Radio Advertising Bureau and Mutual network to offer free time to promote the sale of automobiles. RAB and Mutual must be aware that the automotive industry just spent thousands of dollars in newspaper advertising and a lobbying effort to defeat the proposed all-channel radio bill. I am aware of the tremendous amount of advertising revenue broadcasters derive from the auto industry, but as an FM broadcaster I'll be damned if I'll give free advertising to those responsible for handing my medium its greatest legislative setback.—*Eric Hauenstein, vice president-general manager, KDKB-AM-FM Mesa, Ariz.*

Correction

EDITOR: The story [BROADCASTING, Jan. 6] with respect to the Buckley-AFTRA litigation was inaccurate in that the Second Circuit did not reverse the District Court by a two-to-one decision but reversed it unanimously; Judge Friendly did write a concurring opinion.—*Mortimer Becker, general counsel, American Federation of Television and Radio Artists, New York.*

In praise of commercials. Showing off can be good clean fun. No 8-year-old boy walking a picket fence for the prettiest little girl in town ever had more fun showing off than I do when broadcasters from other countries come to visit me at WOR(AM) New York during a live show. First we have dinner together and arrive without rushing at Studio One never more than five minutes before air time. Nobody's there except the waiting engineer. At 11:15 p.m. the red light turns green and, with shoes removed and tie loosened, I lean in and, without a script, blast the President, ridicule the Congress, insult my choice of cabinet members, review the Navy, or apologize to some foreign country or other for some new or long-standing idiocy in American foreign policy.

It's fun watching a gallery of British, Danes, Swedes, Italians—any broadcasters from any democracy—gradually grasp what's going on and then go limp with envy and disbelief. The freedom of the American broadcaster is unique and impressive.

Our applause sounds like this: "If any employee of a radio station hauled off and said that on his own in my country the minister of telecommunications himself would be hauled down to answer to Parliament in his nightshirt!"

How do we get away with it? We're no more democratic than they. They're just as protective of freedom of the *print* press as we are. How is it that we can puncture Presidents on our own and they need committee consent to broadcast anything more controversial than a lecture on glassblowing in pre-Renaissance Estonia? There are lengthy answers, but there's also a thoroughly adequate, impregnable answer in one word—commercials!

Commercials make too many people fidget; not only listeners and viewers who'd naturally rather do without the interruption, but the very broadcasters themselves who are maintained and enriched by commercials too often apologetically dismiss the matter with a flippant, "Commercials are the name of the game."

Commercials are more than that. There is no more effective friend of free expression, controversy and dissent than the American commercial. Without them, instead of our 50 or 60 radio and television stations in our major cities we'd have the same paltry three or four or sometimes only one that serve the cities of Europe. That would not provide the freedom that presently salts, peppers and Tabascos the air over America. Thanks to commercials we have so many stations flooding the air daily, nightly and allnightly with so many opinionated individuals voicing so many different views that *no one of us on the air is important enough for anybody to try to repress!*

We can put up with limitless interruptions to combat aches, cramps, mildew, gray laundry, dull casseroles and underarm catastrophe before we can put up with one single interruption of our freedom to remove our shoes and tie and do our journalistic best to remove a Presidency, or a dog-catchership, or a notary publichood.—*Barry Farber, radio personality, WOR(AM) New York.*

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*.

The newsworthy of broadcasting and allied arts

Sol Taishoff, editor.

Lawrence B. Taishoff, *publisher.*

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Donald West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeldenberg, *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*.
Betsy Riehl, *secretary to the editor*.

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David N. Whitcombe, *director of marketing.*
Doris Kelly, *secretary.*

ADVERTISING

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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.*

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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.

BUREAU

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



**You may never see the world's
highest priced diamond.***

But...you may ring up record retail sales in Western Michigan with WKZO.

There's good reason for all that sparkle from WKZO. It's the station that offers 147% more adult (25+) listeners than the next competing station in the market. In the 6 a.m. to 7 p.m. period.

Furthermore, WKZO reached 204% more adults (35+) than the next competi-

ing Kalamazoo station in the 6 a.m. to 7 p.m. time slot.

So, look into the dazzling information your Avery-Knodel representative brings about Western Michigan's leading personality/MOR station.

Source: Total Survey Area
(ARB — April/May 1974)
Average quarter-hour estimates.

*The highest priced diamond ever sold at auction was the 69.42 carat flawless diamond ring which was sold to Cartier's, New York, for \$1,050,000. It was resold almost immediately to actor Richard Burton for his wife, Elizabeth Taylor, in Oct., 1969.



The Felzer Station

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 WJFM GRAND RAPIDS KALAMAZOO
 WNNM/WJFM CADILLAC
 TELEVISION
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 KOLN-TV LINCOLN, NEBRASKA
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 KMBZ-TV SIOUX CITY, IOWA

WKZO

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A sales builder program for medium
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Tailored to clients with public service needs
or
community participation

Unlimited re-use through April 15, 1975

Write to: ANGELA PRODUCTIONS,
Box P-5, c/o Broadcasting

Programing

Networks ban sex, violence in prime-time 'family hour'

They also formalize warnings for 8-9 p.m. pre-emptions thought unsuitable for children; NAB code board starts study of general adoption of same rules

The television code review board of the National Association of Broadcasters, at a hastily called meeting in Washington last week, postponed action on CBS's proposal for a TV code modification to restrict the first hour of network prime-time schedules to "family viewing" programs. All three networks announced they would implement the plan on their own.

The TV code board adopted a resolution directing its program standards committee to ponder the matter and report back to the code board at the NAB annual convention the second week in April.

Aside from the "family viewing hour," the CBS proposal urges that the TV code also require all the networks to broadcast and circulate notice to program guide publishers whenever the "family viewing hour" is pre-empted by a special program not meeting the "suitable-for-family-viewing" criterion. Furthermore, CBS proposed that prior notice should also be given for material in other prime-time hours that might be disturbing to a "significant portion" of the adult audience (BROADCASTING, Jan. 6).

According to the code board chairman, Wayne Kearn of KENS-TV San Antonio, Tex., "There was considerable feeling [at the meeting] for what CBS is trying to accomplish." And, said Tom Swafford, vice president of CBS-TV program practices and a member of the code board, "I don't think there was any resistance to the family hour."

But the code board decided to send the proposal to committee to allow the members time to "pause and regroup," in Mr. Swafford's words, before proceeding with a TV code amendment. Mr. Kearn predicted it would not be easy to win a consensus on how to implement the proposal.

Though all seem to agree the idea is

a good one, they foresee problems with definitions and mechanisms. Chief among the open questions is how to define the key phrase "family viewing." Another is how to entice independent stations to go along with the scheme. It would serve no good if the networks are showing programs such as *The Waltons* while the independents are "blowing up the ammunition dump on TV from six to nine every night," one network spokesman said. (The Association of Independent TV stations has no plan to take up the CBS proposal at its convention this week, its president, Herman Land, said last week, although it will be discussed if the question is raised from the floor. He also said that he has not talked with any of the networks or the FCC about the plan yet.)

Another difficulty concerns time zones. In all but the central time zone, the "family viewing hour" would begin at 8 p.m. with the thought in mind that younger viewers would taper off in subsequent hours when program fare would not be restricted to family entertainment. But in the central zone prime time begins at 7 p.m., and some are concerned that when "open season" begins at 8 p.m., many youngsters might still be seated before the TV screen.

All three networks, however, are committed to the general plan, regardless of what the NAB does. NBC announced two weeks ago its plan for a family viewing hour beginning in September, and last week the other two networks followed suit. CBS went on the record at the code board meeting last week as being "irrevocably committed," Mr. Swafford said, and ABC, which was not heard from until last Wednesday, announced that it too will begin the first hour of its prime-time schedule with "programming suitable for general family audiences," effective next season.

ABC's written statement added that when programming during this hour, in its judgment, "contains material which might be regarded as unsuitable for younger members of the family, the audience will be appropriately advised. . . ." The statement said its admonishment to the audience, when necessary, will continue as now, with audio and video advisory announcements at the beginning of the programs and with on-air promotional and print advertising material.

The ABC statement continued, "Government action in the area of program content must be both cautious and carefully limited lest we do permanent damage to the principles of free expression which are so fundamental in our society. . . . Accordingly, ABC strongly supports the concept of industry self-regulation."

It also recounted ABC's standing pol-

icy prohibiting "the use of violence for the sake of violence" and cautioning that the use of force when used in a story line as an appropriate means to an end, "is not to be emulated." With the help of two teams of independent research consultants ABC retains to study the effects of televised violence, the statement said, ABC has found that where violence is portrayed so that its consequences are "adequately depicted in depth," it may have the effect of "reinforcing real-life prohibitions. . . . On the other hand, it is clear that gratuitous violence serves no useful purpose."

As regards the portrayal of sex on television, the statement said, ABC's standards and practices department sees to it that such depiction is not "exploitative and sensational" in made-for-TV films, and the Motion Picture Association of America is approached to re-rate feature films originally rated "R" after ABC has edited them.

The program standards committee of the TV code review board has tentative plans to meet Jan. 28 to discuss the CBS plan. Members of the committee, all present at the code board meeting last week, are Robert J. Rich, KBJR-TV Duluth, Minn.; Alfred R. Schneider, ABC-TV, New York; Herminio Traviesas, NBC, New York; and Mr. Swafford.

Other members of the code board present last week were Mr. Kearn; Harold Grams, KSD-TV St. Louis; Burton B. LaDow, KTVK(TV) Phoenix, and James R. Terrell, KTVN(TV) Fort Worth. Wallace Jorgenson, WBTV(TV) Charlotte, N.C., was absent.

What programs get the bounce when 'family hour' goes into effect?

Network programmers disagree but say they'll be watching one another for transgressions

Industry observers were predicting at least some reshuffling of television schedules in the light of the networks' suitable-for-family-entertainment approach (see story, page 16).

One network programmer said flat out that, looking at the second-season schedule, "ABC bucks these guidelines on every night of the week except Thursday." This source said that four of ABC's 8 o'clock shows—*The Rookies* on Monday, *The Night Stalker* on Friday, *Kung Fu* on Saturday and *The Six Million Dol-*



Family viewing? ABC's *The Rookies* and CBS's *All in the Family*.

lar Man on Sunday—are too violent, and that ABC's Tuesday and Wednesday *Movie of the Week* (both of which start at 8:30 p.m.) too often deal with adult themes or with violent situations to pass muster under any broad family-entertainment guideline.

Answering this charge, an ABC executive admitted that *The Rookies* and the two *Movies of the Week* might have to be scheduled at 9 p.m. or later, but disagreed about *The Night Stalker* and *The Six Million Dollar Man*. (*Kung Fu* is not expected to be back next season.) "These shows are done in a tongue-in-cheek way," he said. "They're like cartoons—no one takes the violence in them at all seriously."

"And as far as I'm concerned," he continued, "CBS's *All in the Family* doesn't fit the guidelines because it deals with controversial themes week-in and week-out. Why should they get away with treating hysterectomy, adultery and bigotry as subjects for comedy at 8 o'clock while we shift successful shows like *The Rookies* into untried later time slots? If we started to suffer competitively in a situation like this, you can bet we'd make a stink about shows like *All in the Family* and NBC's *Sanford and Son*, which often goes in for some pretty raunchy humor."

But another industry executive said that situation comedies are, by their very nature, included in the category of family entertainment. "With the exception of the two abortion episodes of *Maude*," this executive said, "I don't recall any situation comedy's being criticized as unsuitable for family viewing. These guidelines refer strictly to shows in dramatic form."

Not so, said another network programmer. "What about the low-cut costumes Cher is always wearing?" this programmer wondered. "If her show is allowed to continue at 7:30 on Sundays next fall, then CBS will be making a mockery of the guidelines." CBS may also have a problem with the sexual innuendos that the *M*A*S*H* (Tuesday, 8:30-9 p.m.) regulars often toss off.

The only certain NBC move, under the proposed guidelines, will be to give the adult-slanted *World Premiere Movie* (Tuesday, 8:30-10 p.m.) a later time period.

"But when you get right down to it," one network executive concluded, "there's an awful lot of hypocrisy going on here. Syndicated shows that are drenched in violence, like *The Untouchables*, will still be turning up as early as 5 o'clock in the evening in many cities. And let's

say we put an adult show on at 9. That still means that the 40% of the country situated in the Midwest will be seeing it at 8. Does this mean that Midwesterners are less sensitive than people in other time zones?"

Escalating costs putting squeeze on TV networks' program suppliers

Study by Wall Street specialist cites need for higher payments to producers; CBS said to be in strongest position

The outlook for TV program producers is bleak unless they get sizable increases in license fees from the networks, and not so good for network TV profits if they do. Ratings-wise, the outlook for ABC is not too good either way.

Those are among the conclusions reached in a 35-page report, "The Television Programming Industry," distributed last week by the Wall Street firm of Tucker, Anthony & R. L. Day. The report was prepared by the firm's Dennis B. McAlpine, a well-known specialist in communications stocks.

Mr. McAlpine thinks the networks can stand higher payments to producers a lot better than producers can stand to stay at current fee levels.

Since "few, if any" program suppliers break even on their network sales and some lose handsomely, he says, "substantial" increases are needed in some cases for survival, and failure to get them could lead to a situation—which he doesn't expect to happen—in which "eventually the number of suppliers will shrink until their bargaining power equals the networks."

On the other hand, he says, "the major question about network profits will be their ability to raise prices at a higher rate than costs. Given the current weak economic outlook for 1975, this ability seems somewhat limited although the more positive outlook for the economy in 1976 does seem hopeful."

Mr. McAlpine's study anticipates that "fees will be modestly increased, if not this year, then in the next two years." Actually, it estimates that network program costs this year will rise 11.6% above the \$681 million estimated for 1974, which was 9% above the FCC-based figure of \$624 million for 1973.

The effect of such increases on net-

work profits, the study notes, would begin to be reflected in the fourth quarter of 1975. But it adds, the impact could be compounded in 1976 by a full or partial repeal of the access rule, and by the costs of presidential election coverage.

The study recognizes that the networks have some alternatives to help keep program costs down, such as less expensive versions of existing shows or a larger number of variety and game shows. But it also recognizes that there are limits to such countermoves—and probably no chance at all of saving by further increasing the use of reruns—and on the whole it expects program costs to rise "substantially faster than they have in the last few years."

It seems likely, the report continues, that the networks will increase their payments to suppliers, but not enough to give the suppliers a profit. Thus suppliers will "continue to place a great deal of emphasis on eventual domestic syndication," which along with foreign syndication is where their profits come from.

"This means that the supplier will offer his best product to the network that offers him the greatest potential for a long enough run to accumulate sufficient episodes to make domestic syndication viable," the report asserts. "CBS has the best record of keeping a series on network for three years or more, with NBC second and ABC third."

"In fact, at the start of the 1974-75 season, CBS had seven hours of series programming that had been on the network for three or more years, while NBC had six hours, with ABC having one-and-a-half hours. Therefore, if possible, we would expect the program suppliers to continue to favor CBS as a buyer, with ABC as third choice. This assumes that the supplier has his choice of buyer, which . . . is often not the case."

The report also concludes that CBS has some other things going for it and ABC some other things going against it:

CBS, for instance, has obtained almost half (49%) of its prime-time programming over the past four years from independent producers. NBC and ABC have depended almost that much on the major film companies, but NBC has relied particularly on MCA. Far more than either of the other two, ABC has depended on movies (33% of its prime-time hours over the past four years). Moreover, the analysis concludes that demand for series programming will increase as film libraries approach exhaustion and as the networks get more time to fill "once the prime-time access rule is repealed."

What this adds up to, in the report's words, is that:

"... CBS has done an excellent job of founding, developing and nurturing the 'independents.' This tactic has produced several benefits for CBS. It has obviously broadened the universe of program suppliers for not only CBS, but the other networks as well. This has probably had the side benefit of abetting the

New competition in the morning

ABC-TV's entry outrates CBS but trails veteran NBC 'Today'

ABC-TV's new morning program, *AM America*, was introduced last Monday (Jan. 6) to desultory critical reviews, but with more promising response on the Nielsen ratings front: the new two-hour (7-9 a.m. EST-PST) entertainment-information package outrated the *CBS Morning News* in both Los Angeles and New York overnights for the new program's first two days (Jan. 6 and 7). *AM America* pulled Nielsen averages of 1.8/16 on the first day, 1.4/12 on the second and 0.6/6 on the third in New York, compared to CBS's .6/5, 1.3/12 and 1.5/15. In Los Angeles, *AM America* drew a 2.8/19 on Jan. 6, and a 2.3/16 on Jan. 7, compared to CBS's 1.4/10 and 1.9/15. CBS's hard news program with Hughes Rudd is a one-hour show, 7-8 a.m. (all zones); the above Nielsens are show averages.

ABC placed second, however, to its prime competitor, NBC-TV's *Today* (7-9 a.m.), which is originating from Hawaii in the first two weeks of this year. The New York overnights for the first three days of last week gave *Today* a 2.5/22, 1.9/17 and 2.5/22. In Los Angeles, *Today* received a 2.9/20 Jan. 6 and a 3.1/24 for Jan. 7.

AM America beat out Los Angeles and New York local morning programming for both days: *AM New York* (7-9 a.m. EST) had received a .8/7 average for the four weeks previous to *AM America*'s premier. That show has been re-scheduled to 10:30 a.m. (EST). *CBS Morning News* had pulled an average 1.3/11 and *Today* a 2.5/22 for the previous four weeks in New York.

In Los Angeles, the previous four-week averages gave KABC-TV local programming (the 90-minute *Ralph Story A.M.*) a 1.6/11, CBS a 1.3/10 and *Today* a 2.8/21. The *Ralph Story* program is re-scheduled at 9-10:30 a.m. without Mr. Story, who became West Coast reporter for *AM America*. *AM America*'s co-host, Stephanie Edwards, was previously *Ralph Story*'s co-host, and the network show has two former *Ralph Story* producers, Chris Dyerly and Ken Livesay.

The program, as projected, is a combination of news and entertainment, modeled after the *Today* format of hard news packages on the hour and half hour, although from Washington, with correspondent Peter Jennings anchoring, rather than New York, as with NBC. The entertainment is light and fluffy, featuring puns, much banter and happy talk so far, and lingering shots of the *AM America* logo, clocks and dates and a recurring theme song. There are serious moments. Former New York Mayor John V. Lindsay, for example, gets a few minutes every week to analyze government affairs (on the first show, Mr. Lindsay discussed the British parlia-

networks in their attempts to keep program costs increases to a minimum. [It] has also helped CBS develop strong relationships with these independents, early in their life. This should give CBS a leg up in selecting the most desirable product . . .

" . . . MCA/Universal has been the dominant supplier of television programming — mostly long-form action/adventure. MCA has had a long-standing close relationship with NBC which would probably give that network somewhat preferential treatment. This should insure NBC of a steady stream of new product for the future . . .

" . . . This leaves ABC in a far more tenuous position with the odds being rather high against its garnering rights to large amounts of new hit [series] programming . . . This may pose some serious problems for ABC in the future. . . ."

In summary, the report says:

"Over the longer term we must conclude that all three networks will come under profit pressures as costs increase. Within the network triumvirate, we conclude that CBS is in the strongest position with its successful development of a number of 'independent' producers, its strong affiliate line-up and the greater likelihood that a series will last long enough on CBS to become valuable in syndication.

"Conversely, we must conclude that ABC is in the weakest position among the three. Its recent climb to relative parity in prime time has been through the heavy use of movies and sports and was abetted by the reduction in prime-time hours caused by the FCC's prime-time access rule.

"ABC has historically been weak in series programming and this weakness is likely to continue due to its weaker affiliate line-up and lack of program longevity. This latter situation will probably continue to force suppliers to offer

their best product to the two other networks. In fact, as the situation currently stands, we must conclude that the chances are good that the ratings gap between ABC and its competitors will widen rather than narrow in the coming years."

The analysis does see some perhaps unexpected potential beneficiaries of sharply increased prices on new programs: current programs with so-so ratings. "A major increase in prices on new programs may also force the networks to continue existing series [whose] prices for future seasons have already been established during the 'pilot and series' negotiations. Based on ratings alone some of these might have been canceled but price consideration may prove to be their salvation."

At least 30 pilots in works for NBC-TV, says Howard

NBC-TV has looked at "more than a thousand different concepts for regular prime-time programs" for next season, has "gone to treatment or script on roughly 150 of these" and expects to wind up with 30 or more pilots, in half-hour, 90-minute and two-hour formats, NBC-TV President Robert T. Howard said last week.

He said he was "particularly pleased with the prospects for new comedy shows on NBC." He also denied published reports that NBC has soured on issue-oriented films, saying that "if NBC feels that a program is significant and of value, we will put it on. But it will have to be well done. And before we go to series, we want to be sure that the program will attract a sufficient audience to justify the risks of the major financial commitment that series production involves."

Mr. Howard also urged that broadcasters support a proposed extension of local ratings sweeps from four weeks to eight—a proposal that has also won the support of CBS-TV officials but is opposed by many stations and station reps.

Mr. Howard spoke at a luncheon in Las Vegas last Tuesday (Jan. 8) during an annual seminar conducted by Combined Communications Corp., group station owner.

Program Briefs

Movie-TV unit. Bill Self, who for 15 years was president of 20th Century-Fox Television and whose resignation was effective Dec. 31, 1974, has announced his association with M. J. (Mike) Frankovich, theatrical motion picture producer to establish independent production studio for production of TV programs as well as feature movies.

Still going strong. King World Productions, Berkeley Heights, N.J., reports sales or renewals in 21 markets for *The Little Rascals* series. Total markets sold: 75. Shorts were produced by Hal Roach 40 years ago and have been re-edited and rescored by King World Productions.



Sam & Hi show. Sam Cook Digges (2d from r), president of CBS Radio Division and Himan (Hi) Brown (2d from l), producer-director of *CBS Radio Mystery Theater*, receive a special certificate of appreciation from the American Federation of Television and Radio Artists for "significant contributions to the culture of the nation and to the welfare of AFTRA members through the rebirth of radio drama. . . ." Holding certificates are (l) Kenneth Harvey, national president of AFTRA and Sanford I. (Bud) Wolff, national executive secretary of the performers' union.

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mentary system).

The program's guest list is extensive. During the show's first episode, Dustin Hoffman, the movie star, appeared to discuss the play he is directing on Broadway. Lieutenant William Calley, convicted of the My Lai killing, was scheduled to appear last week, as were Karl and Roy Menninger. Critics generally adopted a "wait and see" attitude.

TV journalism relies upon old art form to cover court for newer one

Four artists-in-residence during three months of Watergate trial made possible a visual dimension otherwise denied to the medium

Every day through the three months of the Watergate cover-up trial, four figures could be seen sitting together on a bench close to the front of the press section in Judge John Sirica's courtroom in Washington, the three-power binoculars mounted on eyeglass frames each wore giving them an eerily distinctive air. These were the artists of Watergate, the two men and two women who did the colored sketches that, with the aid of television and the nightly news shows, helped illuminate the trial for the American public. It had been a marriage of one of the oldest means of communication with one of the newest, brought about by the courts' continued refusal to admit any means of communication more advanced than pen or pencil.

To viewers at home, the fruit of that marriage probably offered something more than photographs would have. As the artists acknowledged, some with a touch of frustration, they were simply substituting for the photographers who could not get in. But, being artists, they could do a little bit more than a photographer. NBC's Betty Wells, who walked into the courtroom each day as if into battle, with a cartridge belt of her design strapped around her waist, the loops filled with magic markers instead of bullets, talked of the "different dimension" the artists could provide—the highlight they could focus on, the composition they could improve on.

All agreed the work was hard—"very intense work; debilitating," said John Daly Hart, who worked for TVN news service on a freelance basis (the networks' artists all worked on a contract basis). He started most days with a workout in a gym and a sauna. The pressures were as intense as any faced by the battalion of reporters, print and electronic, who covered the trial.

Throughout the day, the artists' heads could be seen bobbing up and down, as they peered through those three-power binoculars that brought faces and figures to better sight, then bent to their sketch pads to record what they had seen. As a



An over-all view of the Watergate courtroom, by Howard Brodie for CBS News.



Defendant John Ehrlichman and Watergate jurors, by Freda Reiter for ABC News.

lawyer built his case and reporters took notes, the artists sketched swiftly, capturing the scene their own journalistic sense told them was worth doing or one that the correspondent with whom they worked suggested. (Likeness was essential. "A great piece of art is of little value if the public does not know who is being portrayed," ABC's Freda Reiter said last week. And the drawing had to leap out at the viewer; the camera, as it panned a picture or moved in or out did not hold on a face for more than a few seconds.) In time, the black would go into Judge Sirica's hair, browns in the bench, flesh tones in the face. And then the artist would begin work on another scene.

Frequently, sketches started in the courtroom were finished during breaks in the trial or while the artists ate their lunch in the courthouse pressroom. It was not unusual for some of the artists to do as many as 10 sketches a day—Mrs. Wells once did 15.

Then, at the end of the day, the net-

work artists' work was rushed by courier to the respective network studios. There, if time permitted, the work was shot with an electronic camera, recorded on video tape, then merged with the work of the correspondent—ABC's David Schoumacher, CBS's Fred Graham or NBC's Carl Stern—doing a standupper and voice-over. If there was not time, the work was transmitted live.

Since TVN's deadlines were tighter—the news service's 75 clients are fed between 4:30 and 5:30 p.m.—Mr. Hart simply walked out of the courthouse, taped his work against the wall ("We were stonewalling it," he explains), where it was filmed. The TVN correspondent, Charles D. Gibson (grandnephew of Charles Dana Gibson of Gibson girl and Gibson martini fame) would do a separate voice over, which was merged with the film of the artwork in TVN's Washington studio.

To a critical eye, there may have been differences in the quality of the work.



Defendant John Mitchell and prosecutor James Neal, by John Daly Hart for TVN.



Ehrlichman attorney William Frates and Judge Sirica, by Betty Wells for NBC News.

But most of the sketches captured the essence of the principal person being portrayed; and if some missed, all seemed to convey the feeling of tension and excitement the artist felt in working in the courtroom.

All of the artists came to their assignments with considerable background and training. Mr. Hart has done portraits in oil, war art in Vietnam and fashion openings in Paris. Before joining the Watergate press corps, he did a series of sketches of ocean racers in the 1974 Newport-Bermuda race. And his next assignment will take him to the North Sea for a series of water colors of semi-submersible oil rigs.

Howard Brodie, of Palo Alto, Calif., CBS's hired pen, has been a journalism artist since World War II, when he worked on *Yank*. Later he covered the Korean war for *Collier's*, the French Indochina war for AP and CBS. When America became involved in Vietnam, he covered that war, too, for CBS, often doing news

pieces for which he wrote as well as drew and which he narrated himself. (Mr. Brodie, who seemed to be regarded by his colleagues as the old pro among them—no small sign of respect, considering the temperament and ego that are the individual artist's constitutional rights—was bothered more than the others by what he regarded as the role of surrogate photographer. "There must be a place for the artist in covering a trial," he says. "He has a legitimate contribution to make. This must be recognized." But don't misunderstand, he adds: "I love what I'm doing.")

The women artists—Mrs. Wells for NBC and Mrs. Reiter for ABC—have had extensive careers as fine artists as well as journalist-artists. Mrs. Wells, who began covering trials as an artist five years ago when she worked the Rap Brown trial in Baltimore for WBAL-TV, has had portraits exhibited in galleries and other work shown in museums here and abroad. Mrs. Reiter, a native of

Philadelphia, began working as an artist in journalism 25 years ago, for the *Philadelphia Inquirer*. But she is in "Who's Who in American Art," and has exhibited in many museums throughout the country, including the Metropolitan Museum of Art in New York. Some of her work—Mexican prints—is on permanent exhibit at the Congressional Library, and the Smithsonian Institution has a collection of her courtroom drawings.

For now, the artists are unwinding from the three months of work. "I'm still up there," Mrs. Wells said last week, still not back to earth. But they will probably be called back for one last hurrah in Judge Sirica's courtroom. Former Attorney General John Mitchell, former presidential advisers H. R. Haldeman and John Ehrlichman and Robert Mardian, former official of the Committee to Re-Elect the President, have yet to be sentenced.

Judge not satisfied with network plans for Watergate tapes, won't say yes yet

U.S. District Judge Gerhard Gesell has denied a first round of requests by the major networks and a recording company to obtain for public distribution copies of White House tapes played at the Watergate cover-up trial. The action was made without prejudice, allowing the networks to submit new requests; it noted they had failed to insure against the tapes being put to "undignified use."

Judge Gesell also moved the tape case full circle, turning the problem back to Judge John Sirica, who handled the Watergate trial and had originally referred the networks' application to Chief Judge George L. Hart. Judge Hart had in turn sent the question to Judge Gesell.

Richard Nixon's lawyers had argued against permitting broadcast of the tapes and contended that public release would mean they could turn up on records to be played at parties and nightclub acts to the embarrassment of those whose voices were recorded on them. One record company is already on line: Warner Brothers Records, to which Judge Gesell had referred in the earlier opinion saying that the tapes should be made public. Said he then of Warner's application: "The aural atmosphere, emphasis and connotations of these taped discussions may be particularly illuminating." Last week, however, Warner shared in the general "no" Judge Gesell accorded all the Watergate tape plans.

Warner—through Washington attorneys Williams, Connolly and Califano—had filed an implementation order with Judge Gesell outlining production and distributions plans for the recordings. A two-disk album package would be distributed for general sale, and would contain excerpts from the most important passages of the former President's conversations with his aides. Additionally, the complete 22 hours of recordings played at the just concluded Watergate trial would be made available on a mail order basis without profit to Warner Brothers.

FCC gets just as many squawks in own backyard

Third meet-the-people session held in Washington; though the faces weren't the same, the script was; added billing: pickets outside protest lifting of WXUR-AM-FM licenses, back right-wing complaints inside

For the FCC's third regional meeting for the public, FCC members and staff had to travel only a few block on Wednesday (Jan. 8) to hear themselves denounced for doing their jobs with too much or too little or the wrong kind of zeal.

The meeting, attended by more than 800 persons in the cavernous Departmental Auditorium, on Constitution Avenue in Washington, was far less raucous than the one in Chicago, in October, in part at least because the format gave Chairman Richard E. Wiley better control. Many of the themes heard in Chicago and at the first meeting (in Atlanta in May) were heard again last week.

But a major attack on the commission was mounted by fundamentalist conservatives. For the most part, their concern was that the commission was violating the First Amendment in enforcing the fairness doctrine, particularly where conservative, religious-oriented programing, specifically that of Dr. Carl McIntire, was involved.

There were other complaints too, of course. Blacks complained about the lack of programing aimed at them and the difficulty some have in finding jobs in broadcasting. Women complained about what one of them, Nan Brinkerhoff, of Falls Church, Va., cited the "obscene image of women on television," and about the commission's failure to act on

charges of discrimination in employment against women, alleging that some broadcasters are providing inaccurate descriptions of the jobs women hold at their stations.

There was also a member of the Gay Activist Alliance of Washington, Bob Carpenter, who complained that the "two million homosexuals," men and women, in Washington and the six states covered by the meeting, are either ignored by the broadcast media or subjected to "blatant slurs." He asked the commissioners to state whether they think gay people constitute an element of society whose needs should be considered by broadcasters. None of the commissioners responded; but William Ray, chief of the FCC's Complaints and Compliance Division, said if there are as many gay people as Mr. Carpenter suggested, they should have no trouble persuading broadcasters to eliminate derogatory references.

In all, some 40 persons spoke at the meeting that began shortly after 6 p.m. and ran until 10:30 p.m. And several who had not had an opportunity to speak in that time stayed to chat with Chairman Wiley and his colleagues. Some had come considerable distances—the meeting drew from an area that included Maryland, Delaware, Virginia, West Virginia, Kentucky and North Carolina.

The meeting moved fairly smoothly as the result of an innovation that solved the problem of how to pick speakers without having hopefuls line up at microphones or wave their hands and shout to get the chairman's attention. Those who wanted to speak wrote their names on cards that were placed in a bowl; as their names were pulled, they stepped to the microphone.

One person who was not at the meeting but whose presence was felt inside the hall and outside was Dr. Carl McIntire, the fundamentalist preacher. Outside, pickets paraded carrying signs re-

ferring to the commission's action in stripping the stations he had controlled, WXUR-AM-FM Media, Pa., of their licenses, principally on grounds of violation of the fairness doctrine and its personal attack rules.

The speakers in the hall who invoked his name occasionally had Chairman Wiley, who prides himself on his Republicanism, and Mr. Ray, who pictures himself as a hard-shelled conservative, denying allegations they were part of a left-wing organization out to silence the right. And Chairman Wiley more than once protested his and the commission's devotion to the First Amendment.

But even Commissioner James Quello's account of his conversion from an anti-fairness-doctrine broadcaster (as manager of WJR-AM-FM Detroit) to a pro-fairness-doctrine commissioner ("I think you need the fairness doctrine to guard against a possible effort on the part of the government, the station owner or even of a pressure group to impose their views on the public") failed to cut any ice. Nor did the repeated statements from the commissioners and General Counsel Ashton Hardy that the fairness doctrine had been mandated by Congress and upheld by the Supreme Court.

There was, for instance, the woman from Hyattsville, Md., who demanded "a redress of grievances." She said the commission had engaged in censorship in forcing Dr. McIntire off the air. "You have destroyed rights we have given blood for," she said.

David Everett, of Fork, Md., said the burden imposed on broadcasters in making tapes and monitoring programs in order to comply with the personal attack rules cuts into profits and inhibits freedom of speech. And when Chairman Wiley said that a broadcaster could avoid the burden involved in broadcasting personal attacks by not making them, Mr. Everett shot back, "What's that do to freedom of speech?"

The Reverend James Nicholls, an as-



Town meeting about the air. Frances Huber had her opportunity to talk to the FCC last Wednesday, and used it to complain about what she felt was a lack of news on Washington, D.C., area radio stations in the evening. It's now nothing but records or sports, she said. The commission delegation that handled questions from an audience that at one point numbered more than 800 was headed by Chairman Richard E. Wiley, standing. Others visible in photo (l to r) on his left are Commissioners Charlotte Reid, James Quello and Glen O. Robinson (partially obscured), and William Ray, chief of the Complaints and Compliance Division. Others visible in



photo, from far left, are Martin Levy, chief of the Broadcast Facilities Division; Wallace Johnson, chief of the Broadcast Bureau; and Commissioners Abbott Washburn and Benjamin L. Hooks. Not seen in photo are Commissioner Robert E. Lee; David Kinley, chief of the Cable Television Bureau; John Taff, of the Regulation Task Force; Ashton Hardy, general counsel; Richard Shiben, chief of the Renewal and Transfer Division; Dr. Barry Cole, who is consultant to the commission on license renewal matters, and Lionel Monagas, chief of the FCC's Industry Equal Employment Opportunity Unit.

sociate of Dr. McIntire and the former owner of KAYE(AM) Puyallup, Wash., which faces loss of its license because of alleged fairness-doctrine violations, was another of the speakers who said the commission "controlled" speech through the fairness doctrine. Broadcasters, he said, "do as they do because of fear of the FCC."

There were others who at least equaled the antifairness-doctrine speakers in emotion who denounced the commission for failing to act forcefully to sweep the airwaves of programs they feel are immoral. "You don't protect the rights of parents, whose rights of privacy, of family, whose belief in morality of the country are being violated," said Mrs. Ann Smith, of Arlington, Va.

But if there was an apparent contradiction in the directions the commission was being urged to take, the commissioners themselves indicated their efforts to deal with the inherently complicated problems they face is ambiguous.

To speakers who complained, for in-



De rigueur. FCC Chairman Richard E. Wiley, who market by market is becoming one of the better known public figures on television and radio, had his turn at home last week. All five of Washington's commercial television stations and 15 of its radio stations carried spots inviting the public to attend last Wednesday night's citizen forum. Mr. Wiley had appeared in similar spots before the FCC's earlier regional meetings in Atlanta and Chicago.

stance, about a lack of good solid news programming, or about "insidious" anti-black discrimination in programming, they would stress the limits the First Amendment and the Communications Act place on them. On the other hand, Commissioner Benjamin L. Hooks taked with some satisfaction about the "jawboning" he and other commissioners do in individually talking to broadcasters about programming matters. Of course, he said, "the commission as an official body can't do that." Commissioner Quello, however, noted that Chairman Wiley has done and is doing the commission's jawboning for it. The chairman did it in connection with children's television programming, and is doing it in seeking to persuade the networks to make "a new commitment" to protect children from adult-oriented programming. "Chairman Wiley has exercised a great deal of responsibility," Commissioner Quello said.

Alabama ETV's lose licenses for lack of service to black audience

**And FCC tells all renewal applicants
it's up to them to prove their worth**

The FCC did the expected last week and lifted the licenses of the Alabama Educational Television Commission, principally on grounds of discrimination against blacks (BROADCASTING, Sept. 23). But in doing so, the commission served notice to all broadcasters, noncommercial and commercial, that in disputed cases of license renewal the burden falls on the renewal applicant to prove it is worthy of keeping its facility.

The FCC, in an opinion prepared under the supervision of Commissioner Glen O. Robinson and joined in by three of the five other participating commissioners, overruled Administrative Law Judge Chester Naumowicz, who had decided the case in favor of the AETC, and found he had erred in three critical areas:

- In evidently assuming that the burden was on the petitioners opposing the license renewals to establish that adverse findings were warranted. The law imposes on the renewal applicant the burden of showing that renewal is in the public interest, the commission said.

- In giving decisional weight to his finding that neither the state nor the AETC had direct control over programming it acquires or produces, or any authority to regulate policies under which it operates. "A licensee cannot escape responsibility for the actions of those to whom it delegates programming responsibilities simply because it was unaware of such actions or was misled by an employee."

- Furthermore, the commission did not, as Judge Naumowicz did, regard the AETC's recent improvements in its racial practices as justifying grants of its applications for renewal of eight television licenses and issuance of a license to cover a construction permit for a ninth. "AETC's discriminatory programming practices and its failure adequately to serve the black residents of Alabama during the license term constitute such serious derelictions that we cannot decide the case on the basis of post-term improvements." However, it indicated it is not flatly ruling out consideration of post-term improvements in all cases.

The commission's action was historic; never before has it stripped an educational broadcaster of its license. And rarely has it even designated a commercial station's renewal application for hearing as a result of petitions by a group of citizens, as was the case in Alabama.

In stripping the state of its licenses, the commission said it recognized "the vital function which educational television has come to serve." But, it added: "We cannot condone the derelictions and deficiencies reflected by this record merely because the licensee is a public broad-

caster. . . A history of disservice during the license term of the magnitude disclosed by the evidence of record in this proceeding makes it impossible for us to find that renewal would serve the public interest, convenience and necessity."

However, as expected, the commission said it would not disqualify the AETC as a licensee. Because the AETC is a state agency rather than a commercial operator and because it has since 1970 "acted to correct the situation which existed during the license term," the commission said, it is eligible to file new applications for the nine channels involved. Furthermore, the AETC may continue to operate its stations pending final action on the new applications to be filed.

Governor George Wallace was quick to announce that the state would operate the stations on an interim basis—at the time the story first broke that the commission would deny the license applications, there were reports the state would allow the channels to go dark—and other officials said the AETC would reapply for the nine licenses.

The AETC's Washington counsel, Marvin Diamond, said after talking to Bob Dod, general manager of AETC, and Ned Butler, president, that they were disappointed but, in view of the leak last September, not surprised by the commission's decision.

He also said the commission's failure to renew the licenses prolongs the uncertainty under which the stations operate—preventing them from obtaining federal funds for construction and equipment and from doing long-range planning.

However, he said, "we're encouraged that the commission feels the deficiencies it found in AETC's operation have disappeared and that for the past five years AETC is serving all the needs of all the people of Alabama. AETC will do everything it can to continue operating the nine-station network and will reapply."

He also said the AETC was not ruling out a possible petition for reconsideration, filed in an effort to persuade the commission to reverse its decision.

The renewal applications involved were for WAIQ(TV) Montgomery, WBIQ(TV) Birmingham, WCIC(TV) Mount Chesna State Park, WBIQ(TV) Dozier, WEIQ(TV) Mobile, WFIQ(TV) Florence, WGIQ(TV) Louisville, and WHIQ(TV) Huntsville. The application for the new license to cover a permit was for WIIQ(TV) Demopolis.

The proceeding resulted from complaints about racial discrimination in programming and employment practices at the stations during the 1967-70 license term. The complaints were filed by three Alabama residents—the Rev. Eugene Farrell, S.J., Linda Edwards and Steven Suits, of the Alabama Civil Liberties Union. Initially, the commission found no basis for a hearing, and renewed the licenses. But after new pleadings were filed by the petitioners, the commission set the grants aside and designated the applications for hearing.

And after examining the record on alleged racial discrimination in programming, the commission held that there was a "systematic exclusion [from AETC stations] of blacks and of programming de-

signed to serve their distinctive interests." The commission said the petitioners provided "substantial evidence" that "blacks rarely appeared on AETC programs; that no black instructors were employed in connection with locally produced in-school programs; and that unexplained decisions or inconsistently applied policies forced the pre-emption of almost all black-oriented network programming."

The commission said this "constitutes persuasive evidence that racially discriminatory policies permeated AETC's programming practices," and added: "Accordingly, we conclude that AETC has failed to carry its burden of proving nondiscrimination."

In disposing of the question of whether the AETC provided programming to meet the needs of Alabama citizens, the commission agreed with Judge Naumowicz that the state agency had failed adequately to ascertain and present programming to meet those needs where blacks were concerned. But the commission found this failing far more serious than did the judge, who held that the failures resulted in part at least from AETC's reliance "upon a variety of reputable educational institutions" and were "the products of ignorance rather than malice." The commission said: "AETC's reliance on the State Department of Education and program production centers around the state cannot excuse its failure to meet its obligations as a broadcast licensee. Our primary concern must be . . . whether its needs ascertainment was sufficient and its programming responsive." And the evidence presented by the petitioners, the commission added, "establishes that it was not."

The commission acknowledged that noncommercial broadcasters are not required by regulation to pursue formal ascertainment procedures to determine community needs. But, it added, noncommercial stations are not excused from the obligation "to become aware of community needs and to program to meet such needs."

The commission also took the occasion to reject arguments commercial broadcasters have made that programming designed for the community at large will meet the needs of specific minority groups within it. The commission said it does not believe that minority-group needs may be satisfied only by special programming. But, it added, "A licensee cannot with impunity ignore the problems of significant minorities in its service area"—as it believes the AETC ignored blacks who are 30% of Alabama's population.

One charge that the commission did not feel sufficiently supported by the record to warrant an adverse conclusion involved discrimination in employment. The commission said the record was "ambiguous" on the AETC's employment policies; it also said the commission's rules prohibiting broadcasters from discriminating in employment did not become effective until the last year of the Alabama stations' license period and that, in any event, the AETC since 1970 has made a substantial effort to demonstrate good faith in implementing an equal-employment opportunity program.

The commission said that, in general, "evidence of improved performance may in some circumstances be advanced by a renewal applicant as evidence" of his willingness to correct deficient license-term performance.

However, it felt it could not invoke that "discretion" on behalf of the AETC in view of its "serious misconduct, involving discriminatory programming practices and an all but complete failure to serve the needs of Alabama's black residents."

The AETC's efforts to improve since 1970—the employment of blacks in administrative posts where they can have an impact on programming decisions and the elimination of past discriminatory practices—were not wasted, however. The commission cited them as the reason to regard the AETC as qualified to be a licensee and, therefore, eligible to reapply for the licenses—that and its status as a state agency. However, the commission pointed out that, if it reapplies, the AETC would find itself on an equal footing with any other applicant for the facilities.

Joining Commissioner Robinson in the majority were Commissioners Benjamin Hooks, James Quello and Abbott Washburn. Chairman Richard E. Wiley did not participate.

The two dissenters were Commissioners Robert E. Lee and Charlotte Reid, who issued a joint statement expressing concern that the decision might "destroy" the educational television system in Alabama. They called the action "an attempt to punish, in the harshest way possible, under our rules, the Alabama Educational Television Commission."

"I certainly do not excuse [AETC's] derelictions," Commissioner Lee said in a separate statement. "But it seems to me that the time for punishments, or even revenge, is long past; particularly when the record reflects that these wrongs have long since been corrected." Mrs. Reid said a "more prudent course" would have been the granting of a short-term license.

Desert to bloom with spiky problems for NAB boards

Government relations main issue at Palm Springs meetings this week

The National Association of Broadcasters' radio and television boards, meeting together and separately Tuesday through Friday in Palm Springs, Calif., this week, will be grappling with everything from the 1975 budget to license renewal legislation to children's program standards.

For the radio board, meeting Thursday, discussions will center on the campaign to establish a national identity for the radio industry, an assessment of the Spirit of America campaign and a preview of a new "Radio is Beautiful" campaign.

For the television board, which meets Wednesday, the CBS proposed amendment to the TV code for a prime-time family viewing hour, although not on

the published agenda, will undoubtedly be discussed, as will the ruling at last year's winter board meeting to make TV code subscription mandatory for all NAB television members.

But the dominant theme of discussion will be government issues, those already pending or anticipated in the Congress, the FCC and the Federal Trade Commission. The NAB government relations and legal departments have prepared capsule progress reports on some 28 bills and proposed rules of continuing interest to the association. The license renewal bill, which died in the last Congress, tops the list, and although the NAB staff's renewal capsule dwells on renewal-related dockets now pending at the FCC, joint board chairman Andrew Ockershausen of the Washington Star stations, said last week that the association will take its fight back to Congress this year. "We want a bill," he said. "With the vote we had last time, we deserve a bill."

Other legislative and agency rulemaking items range from copyright reform and consumer legislation to the FCC's proposed rulemaking on multiple ownership, pay cable antisiphoning restrictions and nonduplication rules for cable, as well as the FTC's proposed nutritional advertising guidelines.

The joint board, which meets both Tuesday and Friday, will also pass on the 1975 budget, currently projected at around \$3.5 or \$3.6 million ("Closed Circuit," Jan. 6), with an additional \$1.1 million for "special funds," the umbrella under which fall such services as the radio and TV codes, the NAB minority affairs office and the special pay TV committee. Altogether the new budget is about \$150,000 greater than last year's, according to NAB Senior Executive Vice President Grover Cobb.

The budget was honed and polished by the NAB executive board, which met for two days in Washington last week. And although the NAB was unwilling to disclose budget details, Mr. Ockershausen said the proportions allocated to the four main divisions—government relations, station relations, public relations and G&A (general and administration)—parallel last year's with G&A receiving the largest share and station relations the smallest.

In addition to government and budget matters, the board will hear reports on minority and women's affairs, public relations, research projects and engineering.

The television board will at least discuss the network proposals for inserting a provision for a prime-time family viewing hour into the TV code standards (see page 16) as well as the dissent from independents and broadcasters in the Rocky Mountain states to mandatory TV code subscription. One code matter likely to receive action from both boards this week is the newly signed law legalizing the broadcast of state lottery advertising and information. At present, lottery advertising is prohibited by both the TV and radio codes. Although the results were not known at midweek, both the memberships of the radio and TV code review boards were polled last week to determine whether they wanted to recom-

ment to the full boards this week that the codes be changed. There is probably no mystery about what the result will be, one NAB staffer said last week, adding that he knew of no broadcaster who would turn down the additional revenue lottery advertising would bring.

Other matters before the television board include a presentation by the New York Off-Track Betting Corp., preparations for a children's television conference in Washington June 1-3, and a Television Information Office report.

For the radio board, the NAB staff will unveil its newest idea for promoting the radio industry on a national scale. The theme song for the campaign, "Radio is Beautiful," is sung by Ray Stevens, and is a take-off on his own million-selling recording of "Everything is Beautiful." The radio board will also discuss plans for Radio Month, traditionally in May.

An added attraction during the Palm Springs meetings will be the selection of the Distinguished Service Award winner. Among this year's prospects are the retired Senator Sam Ervin (D-N.C.), conservative commentator Paul Harvey, J. Leonard Reinsch, retired president of Cox Broadcasting, and George B. Storer of Storer Broadcasting, industry pioneer. There are probably 15 to 20 persons under consideration for the award, according to NAB spokesmen, but the full list is a guarded secret. The choice will be made by the NAB convention committee and confirmed by the joint board this week.

38 names in hat for 19 NAB board spots

The National Association of Broadcasters is mailing to NAB members this week the final ballots for this year's radio and television board elections. Thirty-eight NAB members were nominated, also by ballot (BROADCASTING, Dec. 23, 1974), for the 19 available positions on the 48-member joint board. Their names were announced last week.

Thirteen pairs of nominees are competing head-to-head for the 13 available radio board slots. The television ballot on the other hand, will list all 12 television board nominees, of whom the six with the highest final tallies will win seats.

All eight radio board incumbents who are running for re-election were renominated in last month's balloting, as were three television board incumbents seeking re-election.

For the first time both elections are being conducted concurrently by mail. The final ballots will be counted Feb. 6, and the results announced the following day. Listed by geographic district or market size, the candidates for the radio board are:

District one (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont): D. Alan Rock, WSMN(AM) Nashua, N.H., and Donald A. Thurston (incumbent), WMNB-AM-FM North Adams, Mass.

District three (Delaware, District of Columbia, Maryland, Pennsylvania and West Virginia): Victor C. Diehn (incumbent), WAZL(AM)-WVCD(FM) Hazleton,

Pa., and Jerry Lee, WDVR(FM) Philadelphia.

District five (Alabama, Florida, Georgia, Puerto Rico and the Virgin Islands): Clyde W. Price (incumbent), WACT-AM-FM Tuscaloosa, Ala., and Paul E. Reid, WSHB(AM) Fitzgerald, Ga.

District seven (Kentucky and Ohio): Walter E. May, WPKE(AM)-WDHR(FM) Pikeville, Ky., and Robert H. Pricer, WCLT-AM-FM Newark, Ohio.

District nine (Illinois and Wisconsin): William W. Hansen, WJOL(AM)-WLLI-FM Joliet, Ill., and Donald G. Jones, KFIZ(AM) Fond du Lac, Wis.

District 11 (Minnesota, North Dakota and South Dakota): George L. Brooks (incumbent), KCUE-AM-FM Red Wing, Minn., and Don Schiel, KLGR-AM-FM Redwood Falls, Minn.

District 13 (Texas): Wendell Mayes Jr., KNOW(AM) Austin, and Stan Wilson (incumbent), KFJZ(AM)-KWXI(FM) Fort Worth.

District 15 (California—excluding counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial—as well as Nevada, Hawaii and Guam): Floyd Farr, KEEN(AM)-KBAY(FM) San Jose, Calif., and Frank W. McLaurin, KSRO(AM) Santa Rosa, Calif.

District 17 (Alaska, Oregon and Washington): Wally Nelskog (incumbent), KIXI-AM-FM Seattle, and Ted A. Smith, KUMA(AM) Pendleton, Ore.

Class A market (population of 500,000 or more): Richard J. Janssen, WGAR(AM)-WNCR(FM) Cleveland, and Virginia Pate Wetter (incumbent), WASA(AM)-WHDG(FM) Havre de Grace, Md.

Class B market (population of 100,000 to 500,000): Herbert W. Hobler, WHWH(AM) Princeton-WPST(FM) Trenton, N.J., and Ben A. Laird, WDUZ-AM-FM Green Bay, Wis.

Class C market (population of 25,000 to 100,000): Allan Page, KGWA(AM) Enid, Okla., and Bill Sims, KOJO(AM)-KIDZ(FM) Laramie, Wyo.

Class D market (population of 25,000 or less): Edward D. Allen Jr. (incumbent), WDOR-AM-FM Sturgeon Bay, Wis., and Tom Whitehead Jr., KTTC(AM)-KWHI-FM Brenham, Tex.

Television board nominees: Bill Bengston, KOAM-TV Pittsburgh, Kan.; Robert M. Bennett (incumbent), WCVB-TV Boston; Thomas E. Bolger, WMTV(TV) Madison, Wis.; Eugene B. Dodson (incumbent), WTVT(TV) Tampa, Fla.; Robert D. Gordon (incumbent), WCPO-TV Cincinnati; W. Frank Harden, State Telecasting Co., Columbia, S.C.; David Henderson, WJAR-TV Providence, R.I.; Stanley S. Hubbard, KSTP-TV St. Paul; Robert B. McConnell, WISH-TV Indianapolis; Mike Shapiro, WFAA-TV Dallas; Mark Smith, KLAS-TV Las Vegas; and Leonard A. Swanson, WIICTV Pittsburgh.

Some independent thinking and doing going on in Dixie

INTV's Atlanta convention under way with two-day agenda touching practically every phase of TV-station operation

More than 100 independent broadcasters were due to begin assembling in Atlanta yesterday (Jan. 12) in preparation for two days of reports, speeches and panel sessions at the second annual convention of the Association of Independent Television Stations (INTV).

Programing, sales, ratings, sports, promotion and a demonstration of satellite TV are on the convention agenda, starting this morning (Jan. 13) at the Marriott motor hotel. FCC Commissioner James Quello is the scheduled speaker at today's luncheon and Marvin H. Koslow, marketing services vice president of Bristol-Myers, at tomorrow's (complete agenda, below).

At least 130 members, station reps and guests are expected, up from 102 at last year's convention.

INTV Chairman James R. Terrell of KTVT(TV) Fort Worth and Thomas N. Dowd, Washington attorney, will present major reports this morning, which will also include a session done in news-conference style at which INTV members—who often complain that independents don't get a fair shake from rating services

—will be free to pepper rating-services representatives with questions.

Children's programing and syndication, prime-time programing, sports programing and occasional networks will be explored in sequence this afternoon, leading into a satellite earth-station demonstration by Television News Inc. (BROADCASTING, Jan. 6).

Tomorrow's sessions will center on sales, both local and national, with the latter including INTV's national sales presentation to advertisers, plus suggestions for its adaptation to local use by INTV members.

In a closed business session winding up the convention Tuesday afternoon, INTV members are expected to consider proposals that they adopt their own commercial time standards. They have already adopted standards coinciding with the National Association of Broadcasters code's limits on advertising in children's programs. For other time periods, a committee headed by Herman Pease, of WUTV(TV) Buffalo, has developed proposals that reportedly coincide with NAB's for daytime hours (16 minutes of nonprogram material per hour) but for prime-time envision 14 minutes per hour rather than the 12 minutes accorded independents in the NAB code (Closed Circuit, Jan. 6).

The agenda follows:

Sunday, Jan. 12

4-7 p.m.—Registration; convention floor (Ballroom) lobby.

7-8 p.m.—Cocktails; Grand Ballroom North.

8-9:30 p.m.—Welcome—reception and buffet (informal); Grand Ballroom North.

Monday, Jan. 13

8-8:45 a.m.—Late registration; Convention floor [Ballroom] lobby.

8:45 a.m.—Opening remarks by Herman W. Land, president, INTV; Ted Turner, convention host; Maynard Jackson, mayor, Atlanta; Grand Ballroom South.

9 a.m.—Chairman's report by James R. Terrell, chairman of the board, INTV; vice president and general manager, KTVT(TV) Fort Worth-Dallas; Grand Ballroom South.

9:10 a.m.—"INTV and Washington," Thomas N. Dowd, Pierson, Bail & Dowd, Washington; Grand Ballroom South.

9:25 a.m.—"A Look At The Rating Services." Moderator: Frank X. Tuoli, vice president, marketing and planning, WPIX Inc., New York. Panelists: Hugh M. Beville Jr., executive director, Broadcast Rating Council, New York; George E. Blechta, vice president, A. C. Nielsen Co., New York; Theodore F. Shaker, president, American Research Bureau, New York; Grand Ballroom South.

10:45 a.m.—Coffee-tea-coke break.

11 a.m.—"Audience and Sales Promotion." Melvin B. Smith, promotion manager, WFLD-TV Chicago; Dan O'Brien, operations and promotion manager, WDCA-TV Washington; James R. Terrell, KTVT-TV Fort Worth-Dallas; Grand Ballroom South.

Noon-2 p.m.—Reception and luncheon. Speaker: FCC Commissioner James E. Quello; Grand Ballroom Center.

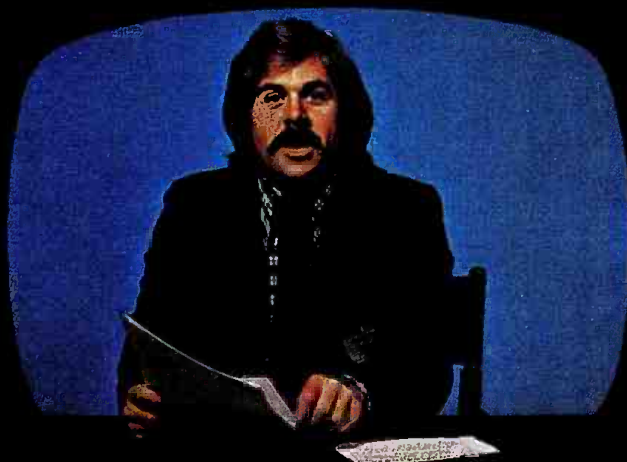
2:15-4:30 p.m.—"The Local Program Situation." Moderator: Jack Petrik, vice president and general manager, KOHL-TV St. Louis. Panelists (Children's programing and syndication): Hendrik Booraem, vice president, programing WPIX-TV, New York; Elmer C. Snow, general manager, WTTV Indianapolis; (Local programing in prime time): John T. Reynolds, president, TV Division, Golden West Broadcasters and general manager, KTLA Los Angeles; (Sports Programing and Occasional Networks) Ted Turner, president, Turner Communications Corp., Atlanta; Edward M. Einhorn, president TVS Inc., New York; Grand Ballroom South.

4:45-5:30 p.m.—"The Satellite: Project Earth Station." Moderator: Herman W. Land, INTV, New York. Panelists: Jack Wilson, president, Television News Inc., New York; Bill L. Wormington, assistant general manager, KBMA-TV Westport Television Inc., Kansas City, Mo.; Grand Ballroom South.

6:30-9:30 p.m.—Reception—Turner Communications Corp.; Grand Ballroom North and Center.

continued on page 27

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



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

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

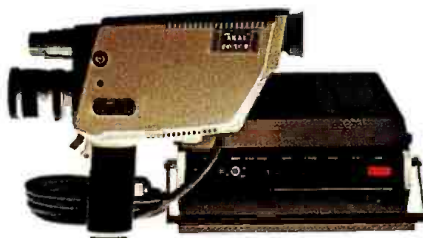


The Akai VTS-150. It can make the difference between news you can only talk about and news you can show:

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

Steve Currie, Director of Broadcasting WCBD-TV "When

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



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

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

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

AKAI™

People watch the news to see the news.

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

Simulated television reception.

Tuesday, Jan. 14

8:15-8:45 a.m.—Coffee and danish; Grand Ballroom South Corridor.

8:45 a.m.—“Sales—The Local Challenge.” Moderator: William C. McReynolds, vice president and general manager, KPHO-TV Phoenix. Panelists: Dave Cranfil, Cranfil Advertising Agency, Indianapolis; Bill McGee, president, Broadcast Marketing Consultants, San Francisco; John A. Serrao, executive assistant to the president, Tele-Rep Inc., New York; Grand Ballroom South.

10:15 a.m.—Coffee-tea-coke break.

10:30 a.m.—“Sales—The National Outlook.” INTV national sales presentation by Herman W. Land, president, INTV, and Robert J. Somerville, director of sales, INTV. “Local Application.” Elmer F. Jaspán, executive vice president and general manager, WDRB Louisville, Ky.; Grand Ballroom South.

Noon-2 p.m.—Reception and luncheon. Speaker: Marvin H. Koslow, vice president marketing services, Bristol-Myers Co., New York; Grand Ballroom Center.

2:15 p.m.—Membership meeting [closed session]; Grand Ballroom South.

4 p.m.—Adjournment.

Allbritton control of Star stations hit from two sides

Petitions opposing waiver of FCC ownership rules come from left and right

The offer that John P. McGoff, president of Panax Corp., has made for the *Washington Star-News*, is being used as a major argument against FCC approval of the transfer of Washington Star Communications Inc. to Texas banker Joe L. Allbritton. Two groups of petitioners, one of them including Mr. McGoff, cited the offer last week in petitioning the FCC to hold a hearing on the matter and to deny the unconditional transfer of the company.

Star Communications has requested a waiver of the multiple-ownership rule banning acquisition of co-located radio and television stations to permit it to transfer WMAL-AM-FM-TV Washington and WLVA-AM-TV Lynchburg, Va., as well as WCIV(TV) Charleston, S.C., to Mr. Allbritton. De facto control of the stations along with the *Star-News* would pass to Mr. Allbritton in return for his acquisition of 38% of the stock in Star Communications for \$25 million. The company has said that the *Star-News* has been losing substantial amounts of money and that profits from the broadcast properties are necessary to sustain it. “It is improbable that the newspaper could survive a search for another buyer,” the company’s petition for waiver said.

However, Mr. McGoff, of East Lansing, Mich., whose Panax Corp. owns 45 newspapers in five states, offered \$25 million for the *Star-News* alone; he does not want the broadcast properties. And although Star Communications has not accepted the offer, the groups petitioning the commission last week said it indicates that the company has an alternative to the sale of its newspaper and broadcast properties as a package.

Mr. McGoff is associated in his petition with The Concerned Citizens for Balance in News Media, a Washington group of some 45 members. The other petition opposing the transfer was filed in behalf of three other Washington groups—the

local chapter of the National Organization for Women, the D.C. Media Task-force and the Adams Morgan Organization. Unlike the Concerned Citizens-McGoff petition, the other three groups oppose the transfers of the Lynchburg and Charleston broadcast properties as well as those in Washington.

Both petitions say the need for waiver of the present rule against acquisitions of co-located TV and radio stations has not been demonstrated. And in view of the company’s argument that revenues from the broadcast properties are essential to the newspaper’s survival, the three Washington groups say the commission should provide them with the normally confidential financial reports the company has filed for the stations for the years since 1970.

Further, both petitions indicate some skepticism as to Mr. Allbritton’s commitment to continue the operation of the newspaper once he acquires 38% of the company. Both say that if the commission grants the waiver request, the Allbritton-controlled company should be required to comply with the one-to-a-market rule—sell off its radio or television stations in Washington and Lynchburg—if it should fold the newspaper. They say that continued heavy losses—\$5 million in 1973—could persuade Mr. Allbritton to take that course, and simply retain the profitable broadcast properties.

Mr. McGoff, who held a news conference at the National Press Club in Washington on Wednesday to focus attention on his continued interest in acquiring the *Star-News*, said he would not have the same option if he acquired the newspaper. “I would have to make a go of it solely as publisher of the newspaper,” he said. One proposal he cited for saving the *Star-News* is to cut its payroll by one-third—laying off 1,000 employees.

Mr. McGoff said a major concern of his is that Washington may become another one-newspaper town. And in that connection, he made it clear he is a Midwesterner who feels that the nation “has become mesmerized by the propagandists of the TV network news departments, and the liberal-leaning *New York Times* and *Washington Post*.” Washington, he said, needs “two views in order

to provide some balance for those who pass our primitive laws and seek new schemes to weaken our free society.”

Mr. McGoff, who described himself as “a moderate conservative,” was critical of much of the nation’s press coverage, particularly that of Watergate. He feels other matters deserved more coverage than that given Watergate.

The chairman of the Concerned Citizens Committee, Donald C. Morency, also regards Mr. Allbritton as liberal and has expressed concern about the only two newspapers in the nation’s capital following what he feels would be a liberal philosophy. Mr. McGoff said he did not meet Mr. Morency until Monday, when Mr. McGoff returned from a European vacation. The joint petition emerged from the fact the citizen committees remained as counsel Jay Baraff, whose firm has represented Mr. McGoff in the past.

Mr. Allbritton had an opportunity to respond to Mr. McGoff’s challenge at a press conference of his own in Washington Wednesday evening. But he declined the gambit, turning to text for the only time in an hour of off-the-cuff comment to read:

“Mr. McGoff, in addition to filing his petition before the FCC, apparently has made various public statements beyond the formal petition. The FCC is the proper agency to decide this matter [which is] of such public importance that it should not be contested in the streets with careless or unsubstantiated comment. I do not intend to engage Mr. McGoff, or any other rejected suitor or citizen except in a manner appropriate to the judicial standards of the FCC.”

The broadcasting properties involved in the Star purchase came off second best in Mr. Allbritton’s announced affections at Wednesday’s conference. The newspaper is the “principal asset,” he said, adding that “there are lots of television stations but not many newspapers like the *Washington Star-News*.” Nevertheless, Mr. Allbritton would not commit himself to continuing with the newspaper purchase if he is turned down by the FCC on transfer of the stations. Rather, he referred at several points to “the most expensive legal document in history”—his deal to buy the Star com-



McGoff



Allbritton

Battle of the news conferences. Both “rejected suitor” John McGoff and challenged buyer Joe Allbritton held news conferences in Washington last Wednesday to explain their various editorial and business ambitions for that city’s afternoon paper.

pany—as presenting a number of options down the line. He noted that a “swap” for broadcast properties in another market in which the Star had no newspaper interests might be among them.

Those curious about Mr. Allbritton's political persuasions came away unrequited—although if Mr. McGoff is a “moderate conservative,” Mr. Allbritton's answers seemed to cast him as either a moderate liberal or a progressive middle-of-the-roader. But he warned that slogans mean different things to different people, and that being a Democrat in Texas is not the same as being one some other place.

Mr. Allbritton, who has lent the company \$5 million and has acquired 10% of its stock, has become publisher of the newspaper and the dominant voice in its operation. The Concerned Citizens-McGoff petition also raises a question as to whether Mr. Allbritton has already acquired control of the broadcast properties in violation of commission rules barring acquisition of such control without commission approval. The petitioners, who read the Star Communications-Allbritton agreement as barring the company from taking “any action other than strictly routine without the express written consent” of Mr. Allbritton, say the question of unauthorized transfer of control should be aired at the requested hearing.

The McGoff-Concerned Citizens petition also questions the legal qualifications

of the proposed buyer, and in that connection links Mr. Allbritton with Senator Edmund S. Muskie (D-Me.). The petition says that the application filed in behalf of Mr. Allbritton is silent regarding a company said to have been a subsidiary of Pierce National Life Insurance, one of Mr. Allbritton's holdings. The petition cites a newspaper story indicating that the company purchased an airplane for \$347,000 and leased it at a monthly charge of \$8,910 to the Muskie campaign committee when the senator was seeking the Democratic presidential nomination. The existence of Pierce Leasing, its leasing of the airplane and the association of a high-level Allbritton aide with the Muskie campaign, the petition says, raises a question as to whether an illegal corporate contribution to the Muskie campaign was involved.

Changing Hands

Announced

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

■ **KCOR(AM)-KQXT(FM)** San Antonio, Tex.: Sold by Key Broadcast Management Inc. to Tichenor Media System for \$2,450,000. Principals in seller, Allen Wolin (38%), Arnold and Edna Hartley (38% together) and G. Sumner and Sylvia P. Collins (22% together) own controlling interest in **KATZ(AM)** St. Louis. Principals in buyer, McHenry

Tichenor (57%) and J. C. Looney (21%), own **KGBT(AM)-KELT(FM)** Harlingen, **KUNO(AM)** Corpus Christi and **WACO(AM)-KHOO(FM)** Waco, all Texas; **KIFN(AM)** Phoenix and **WGMA(AM)** Hollywood, Fla. **KCOR** is on 1350 khz with 5 kw full time. **KQXT** is on 101.9 mhz with 100 kw horizontal, 50 kw vertical and antenna 670 feet above average terrain.

■ **KMBY(AM)** Monterey and **KVEC(AM)** San Luis Obispo, both Calif.: Sold by West Coast Broadcasters Inc. to Century Broadcasting Co. for \$500,000 and \$475,000 respectively. Principals in seller are James L. Saphier family, who also have interest in **WBMJ(AM)** San Juan, Puerto Rico, and are among applicants for **KIGI(AM)** (formerly **KRLA**) Pasadena, Calif., in currently pending proceeding (**BROADCASTING**, Jan. 14, 1974). Century Broadcasting (Charles D. Powers, 50%) owns **KEXO(AM)** Grand Junction, Colo. Mr. Powers also has 45% interest in **WJPF(AM)** Herrin, Ill., and **KTFI(AM)** Twin Falls, Idaho. **KMBY** is on 1240 khz with 1 kw day and 250 w night. **KVEC** is on 920 khz with 1 kw day and 250 w night.

■ **KUUU(AM)** Seattle: Sold by Big Wind Broadcasting Co. to Sterling Recreation Organization Co. for \$600,000. Parent company of seller, Davis Broadcasting Co., is owned by M. Philip Davis estate and various family trusts and controls **KWIZ-AM-FM** Santa Ana and **KLOK(AM)** San Jose, both Calif. Principals in buyer are Frederick A. Danz and wife, Selma (23% together), who own **KZOK(FM)** Seattle. Mr. Danz, individually, has interests in **KALE(AM)** Richland, **KBFW(AM)** Bellingham and **KEDO(AM)-KLYK(FM)** Longview, all Wash.; **KASH(AM)** Eugene, Ore., and **KSJO(FM)** San Jose, Calif. Sale is part of three-way agreement involving purchase of Sterling's **KYW(AM)** Seattle by Carl-Dek Inc. (see following item) and in-turn assignment of Carl-Dek's **KYAC(AM)** Kirkland, Wash., to third party—Glo-Lee Broadcasting Co. (see second item below). Under agreement, Sterling will retain **KTW** call letters to identify **KUUU** facility being acquired; Carl-Dek will retain **KYAC** call sign for use with acquired **KTW** facility, and Glo-Lee will request new call letter assignment for acquired **KYAC** facility. **KUUU** is on 1590 khz with 5 kw full time.

■ **KTW(AM)** Seattle: Sold by Sterling Recreation Organization Co. to Carl-Dek Inc. for \$350,000. Parent company in buyer, Dudley Communications Ltd., is licensee of **KYAC(AM)** Kirkland, Wash.-**KYAC(FM)** Seattle. Principal, Donald T. Dudley (33.3%), also has interest in Seattle management and financial consulting firm. Sale is contingent on **KUUU(AM)** and **KYAC(AM)** transfers (see above and below). **KTW** is daytimer on 1250 khz with 5 kw.

■ **KYAC(AM)** Kirkland, Wash.: Sold by Carl-Dek Inc. to Glo-Lee Broadcasting Co. for \$225,000. Sale is contingent on FCC approval of **KUUU** and **KTW** sales (see above). Principal in buyer is Howard Slobodin, Portland, Ore., physician, who has no other broadcast interests.

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KYAC-FM Seattle is being retained by Carl-Dek. KYAC is daytimer on 1460 khz with 5 kw.

Approved

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

■ **WHOM-AM-FM** New York: Sold by Progress Broadcasting Corp. to SJR Communications Inc., subsidiary of San Juan Racing Association Inc., for \$4 million. Principals in seller are Fortune and Anthony Pope, original owners. San Juan principals are H. N. Glickstein and Laurence R. Kruteck. SJR owns WUST-AM) Washington, WJMD-FM Bethesda, Md., WQAL-FM Cleveland, WKLS-FM Atlanta, WYSP-FM Philadelphia and WTMJ-FM Miami. WHOM is on 1480 khz with 5 kw full time. WHOM-FM is on 92.3 mhz with 5.4 kw horizontal and 3.8 kw vertical with antenna 1,220 feet above average terrain.

■ Other station sales approved by the FCC last week include: KUPD-AM-FM Tempe, Ariz.; KCRI(FM) Helena, Ark.; KWAV(FM) Monterey, Calif.; WKAK(FM) Kankakee, Ill.; WDXR-TV Paducah, Ky.; KEMM(AM) Marshfield, Mo.; KFLN(AM) Baker, KXXL(AM) Bozeman, KWYS(AM) West Yellowstone and KVCK(AM) Wolf Point, all Mont.; KICS-AM-FM Hastings, Neb.; KGLR(FM) Reno; WVVWC(AM) Wilkesboro, N.C.; KBOY-AM-FM Medford, Ore.; WWBR(AM) Windber, Pa.; and KSEY(AM) Seymour, Tex. See page 47 for details.

Lincoln awards field narrowed to 10 names

Single winners to be selected in radio, television categories; special honor set for Crutchfield

Ten broadcasters have been nominated to receive the Southern Baptist Convention's sixth Abe Lincoln Awards in ceremonies to be held Feb. 13 in Fort Worth. For the second year, two such awards for "outstanding service to the industry and their communities" will be given, one each in radio/television categories.

Those nominated are Julia Hare, director of community affairs, KSFO(AM) San Francisco; Herbert W. Hobler, president, Nassau Broadcasting Co., Princeton, N.J.; Robert P. Kale, vice-president and general manager, KEX(AM) Portland, Ore.; Gilbert P. Lamb, partner-manager, KMUL-AM-FM Muleshoe, Tex.; Charles M. McAbee Jr., vice-president and general manager, KCMO-TV Kansas City, Mo.; Wally Mullinax, station manager, WESC-AM-FM Greenville, S.C.; William C. O'Donnell, vice-president and general manager, WBBM-AM-FM Chicago; Robert E. Rice, executive vice-president and general manager, WRAU-TV Peoria, Ill.; Donald A. Thurston, president and general manager, Berkshire Broadcasting Co., North Adams, Mass.; and Margaret Tucker, director of in-school television, WBGU-TV Northwest Ohio ETV Foundation, Bowling Green, Ohio.

Charles M. Crutchfield, president of

Jefferson-Pilot Broadcasting Co., Charlotte, N.C., will receive the first Abe Lincoln Railsplitter Award, given to an "industry pioneer" and to be given in future years only when the commission feels special merit has been demonstrated.

Additionally, eight Abe Lincoln merit awards will be presented for achievement in specialized areas.

FCC chairman Richard E. Wiley will be keynote speaker at the awards dinner, which will be filmed for use on ABC-TV's *Directions* series.

Lansman, Milam: Two's a crowd of public licensees in one market

They petition FCC to extend rules on duopoly to educational stations

Ever since the early 1960's, Jeremy D. Lansman and Lorenzo W. Milam have provided technical and financial assistance to community groups interested in establishing noncommercial, open-access radio stations (BROADCASTING, Sept. 3, 1973). Now, after taking a critical look at the manner in which government and religious institutions operate their non-commercial educational radio and television stations, Messrs. Lansman and Milam say the policy under which the FCC grants such licenses should be dras-

tically revised. The medium, they say in effect, was meant for better things.

They have petitioned the commission to make noncommercial educational licensees subject to the same kind of duopoly rule that now bars commercial licensees from ownership of two stations in the same service in the same market.

They also want the commission to impose a freeze on all applications by government and religious institutions for reserved educational FM and television stations. And, they say, the commission should conduct an inquiry "into the restrictions on free speech regularly practiced" by those groups on educational stations.

In calling for an extension of the duopoly rule to noncommercial educational licensees, the petitioners say that, in the first place, "There is no possible way that monopoly ownership can be healthy, necessary or virtuous." But more than that, they say that such licensees depend for financing on legislative bodies that hold "the spirit of free inquiry to be anathema." They treat controversy as if it were "dangerous and repugnant." It is bad enough that such groups are even licensees, they say. "It is trebly bad that there should be no restrictions on the number of outlets permitted in a single market."

Subjecting educational licensees to the duopoly rule is not the petitioners' only suggestion for dealing with what they regard as bland programming on educators' stations. They suggest that the commission conduct an inquiry into the practic-

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ability of requiring governmental licensees to establish independent boards of control with guaranteed financing for at least 20 years. With that much independence, the petitioners say, "even the most wimpish of government-school administrators might find some good and controversial programming..."

In discussing religious broadcasters, the petitioners express even more outrage. Such broadcasters, they contend, "regularly and systematically ignore the fairness doctrine, sabotage wide-open programming, and even in their musical programming, deny the fullest flowering of Western Christian music... and by all means, they ignore completely the music of other religions... Their programming is by no means 'educational': rather it is narrow, prejudiced, one-sided, blind, and stultifying." What's more, they say that religious broadcasters "have shown a remarkable cancer-like growth into the 'educational' portions of the FM and TV bands."

The petitioners acknowledge that their concern over the use of educators and church institutions make of reserved frequencies grows out of their interest in helping community groups make use of those frequencies. "It saddens us to see a rampant growth and squeezing of our (necessarily) poorer groups by large 'educational' tax-supported, governmentally-controlled institutions, and a further deterioration of the band by religious groups locked into a bleak, self-centered, and miasmic view of man's capability for knowledge."

Furthermore, Mr. Lansman is involved with a community group in St. Louis—Double Helix Corp.—that has applied for license to operate on channel 40 there. It has a competitor for the channel—the St. Louis Educational Television Commission, which already operates a television station in the city—KETC-TV (ch. 9).

A coalition of community groups—the St. Louis Broadcast Coalition—is opposing the ETC application. It contends that whatever benefits the commission hoped to gain for the public by exempting non-commercial educational licensees from the duopoly rules have been frustrated by actual practice. In any event, they say that ETC's application for channel 40 should be denied on the ground that KETC-TV's record has been one of service not to the general community but to those in the community financially able to support it.

Sponsor-ID fine doesn't hold up in court

WJCB-TV refuses to pay \$1,000 for alleged violation of rule; judge agrees with station

Not many broadcasters are ready or willing to force the government to take them to court to collect a fine imposed by the FCC for an alleged violation of its rules or of the Communications Act.

Most simply pay up. But there are now six licensees who have challenged the commission to a court test—and challenged successfully.

The latest case in which a federal district court found for a licensee involved Minshall Broadcasting Co.'s WJCB-TV Gainesville, Fla. It had been fined \$1,000 by the commission for alleged violation of the sponsorship identification rule—the same one, incidentally, that has figured in the previous cases in which a broadcaster refused to pay a fine and was upheld by a court.

During a three-day period in December 1972, WJCB-TV had broadcast 26 times two messages in which a group of "concerned citizens" urged listeners to sign a petition in opposition to a flood-control ordinance that was to be presented to the city commission. But the spot did not disclose that the messages were paid for or sponsored, although the station received \$900 for airing the spots.

Minshall said the violation, if any, was inadvertent, since it did not realize the rule applied to spot announcements as well as to programs. But the commission contended that even if the violation was inadvertent, that was immaterial, since the violation was repeated. The section of the Communications Act authorizing forfeitures talks of willful or repeated violations.

The basis on which U.S. Judge Joe Eaton rejected the government's case following a hearing in Gainesville last month was not immediately clear. For he did not issue a written order; he simply said, "For the reasons stated orally from the bench," he was ordering that "no forfeiture be imposed upon defendant."

The government may yet appeal. But commission attorneys say they will not decide that question until after they have had a chance to study the judge's remarks as contained in the transcript of the Gainesville proceeding. And the transcript had not yet arrived as of early last week.

The first time a broadcaster successfully challenged the commission to a court test over a forfeiture order was in 1963, when four stations in Minneapolis and St. Paul—WCCO-TV, KSTP-TV, KMSP-TV and WTCN-TV—each refused to pay a \$500 fine for allegedly violating the sponsorship identification rule. They had aired twice in one day a taped message favoring a Sunday-closing law that contained no mention of the sponsor.

In that case, the judge, in a ruling issued from the bench in January 1966, said the alleged infractions were neither willful nor repeated, and seemed inadvertent and insignificant (BROADCASTING, Jan. 24, 1966). (The decision directly affected only three of the stations. WTCN-TV had asked for and was awaiting a jury trial when the judge's opinion was issued. The suit against WTCN-TV was dropped.)

Later that year, a federal judge in Kentucky supported WHAS-TV Louisville, Ky., in its refusal to pay a \$1,000 fine for allegedly failing to identify correctly the sponsor of a political adver-

tisement it aired during the 1963 Democratic gubernatorial primary campaign. The judge said there was no "clear mandate" in the Communications Act or the commission's regulations requiring disclosure of the name of the candidate in whose behalf a broadcast is made (BROADCASTING, May 9, 1966). He also said the commission could not be "a self-appointed arbiter" of political morality in Kentucky.

Although the commission has yet to persuade a federal judge it was correct in imposing a fine on a broadcaster, commission attorneys say the agency's record is better than it looks. They say about a half dozen broadcasters who had refused to pay a fine had settled their cases with the government before they reached court—although usually for an amount less than the commission wanted to fine them.

KOIN-TV, KIRO-TV run into rough seas

Portland TV's employment practices attacked in NOW filing at FCC; Seattle station is charged with religious propagandizing

Two pioneer Northwest TV stations are under attack from citizen groups that have filed petitions at the FCC seeking denial of license renewals. The issues are concerned with employment practices, children's programming and religious ownership.

The National Organization for Women has filed against Mount Hood Radio and Television Broadcasting Corp., licensee of KOIN-TV Portland, Ore., charging discriminatory employment practices and failure to provide adequate programming for women. NOW cited more than a dozen individual cases, in which it alleged there were barriers to equal opportunity for women as well as members of other minority groups.

In a shotgun approach, the Citizens Institute attacked KIRO Inc., licensee of KIRO-TV Seattle, on charges of religious propagandizing, bias in news coverage, faulty ascertainment, deceptive advertising practices and excessive violence in children's programming and employment inequalities for women.

The brunt of the Citizens Institute's attack centered on the Mormon Church, which owns the Bonneville station group, parent of KIRO-TV. According to CI, KIRO-TV's ownership configuration has led to bias in news coverage and the broadcast of favorable propaganda about the Mormon religion with no adequate procedure for airing conflicting viewpoints. CI claimed ownership of a "scarce VHF license" by a religious body conflicts with the First Amendment.

With regard to children's programming, CI charged KIRO-TV broadcast excessive violence along with "racist" and "sexist" characterizations. The problem, as CI explained, was KIRO-TV's lack of willingness to spend for new children's programming, causing a reliance on old cartoons that the networks have since taken off the air because of their violent content.

CI further noted that though KIRO-TV is a member of the National Association of Broadcasters, it has failed to comply with the NAB code that prohibits on-air personalities from promoting products on children's television.

The petitions to deny came on the heels of a Justice Department filing against the renewal of KHQ-AM-FM-TV Spokane, Wash., on antitrust violations (BROADCASTING, Jan. 6).

There'll be long pause for rejuvenation

Philadelphia AM-FM are shut for a general overhaul

WPEN-AM-FM Philadelphia terminated broadcast operations last Monday (Jan. 6) for a period of several months while the stations' new owner refurbishes the facilities, assembles a staff and devises new program formats. The AM station has had a middle-of-the-road format duplicated by the FM.

The stations went off the air immediately before the closing of the sale under which Greater Philadelphia Media Inc. acquired them from the William Penn Broadcasting Co. for \$4.3 million. The FCC, which had approved the sale last Oct. 25, has been notified of suspension of broadcasting.

Greater Philadelphia Media Inc. is a subsidiary of Greater Media Inc., New Brunswick, N.J. The company owns WGAY(AM) Silver Spring, Md., and WGAY(FM) Washington; WTCR(AM) Ashland, Ky., and WHEZ(FM) Huntington, W. Va.; WQTE(AM) Monroe and WHNE(FM) Birmingham, both Michigan; WESO-AM-FM Southbridge, Mass.; WCTC(AM) and WQMR(FM) New Brunswick, N.J.; WGSN(AM) Huntington, N.Y.; WCTO(FM) Smithtown, N.Y.; Greater New England Cable Television; Greater Motown Inc., Detroit; Sentinel-Spokesman-Recorder Newspapers, East Brunswick, N.J.; Greater Jersey Press Inc., East Brunswick and Greater New York Radio Sales, New York.

Citizen groups take heart from failure of renewal bill

Many of the groups that had participated in the effort to block congressional approval of broadcast license-renewal legislation in the last Congress are expressing satisfaction at the "victory" they see in Congress adjourning without completing action on the measure.

"Congress's refusal to pass this bill was a liberal, civil-rights victory that means new groups representing minorities, women, activists, etc., can continue to find their way into the broadcast media bit by bit," said Joseph L. Rauh Jr., of the Leadership Conference on Civil Rights and the Americans for Democratic Action.

The legislation, which would have extended license periods from three to five years and would have afforded broad-

casters a measure of protection at license renewal time, was a top-priority legislative item of the National Association of Broadcasters. And both houses of Congress passed versions of the bill by substantial margins.

However, broadcasters' hopes were dashed when Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, chose not to appoint conferees to a Senate-House conference committee to resolve the differences between the two versions.

The coalition of groups issuing the statement included the National Organization for Women, the Industrial Union Department of the AFL-CIO, Consumer Federation of America, Raza Association of Spanish Surnamed Americans, the United Auto Workers, Common Cause, the National Black Media Coalition, Americans for Democratic Action, the Communications Workers of America, National Newspaper Publishers Association, National Business League, the National Urban League, Operation PUSH, the National Council of Churches, the National Black Caucus of Local Elected Officials, National Association for the Advancement of Colored People and Consumers Union.

Spokespersons for several groups expressed hope that the next Congress—with its larger Democratic majorities and presumably more liberal make-up—would be less likely than the 93d to approve license-renewal legislation of the kind broadcasters were seeking.

The groups' statement was issued through Albert H. Kramer, who as head of a lobbying organization called Citizens Information Project, has aided groups opposed to the renewal legislation.

Clemency board turns to radio-TV for help

A radio-TV campaign will be the principal tool in a last-minute attempt by President Ford's Clemency Review Board to encourage draft evaders and military deserters to turn themselves in before the Jan. 31 program deadline.

Less than 5% of the Americans entitled to clemency appeals and alternative service under the plan have taken advantage of it, and the board chief, Charles E. Goodell, has said President Ford is not likely to extend the clemency application period. The public-service-announcement campaign is based on the belief that many individuals have not come forward because they have not been fully informed about the program. The 30- and 60-second spots have been shipped to more than 2,000 stations in the 100 largest cities. The spots feature retired General Lewis Walt, who commanded the Marine Corps in Vietnam, the Rev. Theodore Hesburgh, president of Notre Dame, and Aida Casanas O'Connor, who has produced Spanish-language announcements for the campaign.

A set of dissenting PSA's has been sent out by the National Council of Churches and the American Civil Liberties Union, urging those considering turning themselves in to consider other options first.

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That cable hook-up via satellite starts shaping up

Impetus given by announcement of conference by CTIC, Aspen group

The prospect of wide support for a satellite-cable network to distribute education, health, and public television programming increased last week with the announcement by two foundation-supported communications advisory groups that they would sponsor a spring conference to develop a "coherent strategy" for the development of demonstration projects funded by the federal government.

W. Bowman Cutter, director of the Cable Television Information Center, Washington, said that his organization and the Aspen Program on Communications and Society decided to sponsor the conference, probably to be held in Washington, in response to a series of recent developments, including proposed legislation before Congress, the likely prospect of long-range funding to the Public Broadcasting System for satellite networking, and the formation last month of the Public Service Satellite Consortium to coordinate the distribution of health and education curricula to schools and colleges.

Mr. Cutter, whose center is funded by

the Ford Foundation (the Aspen Program is funded by the John and Mary R. Markle Foundation), said that the participants at last week's meeting at CTIC felt that a conference on satellite-cable demonstration would be useful because "as long as this money is going to be spent, we felt there was a role for outsiders to critique and participate in the planning."

Many such demonstration projects are now going on, Mr. Cutter said, and others are being planned. "We keep discovering new projects that we didn't know about," he said, "and felt that a conference would be a good way to plan a coherent strategy for dealing with all the developments."

The rapid formation of PSSC, which was brought into being in less than six weeks, was cited by Mr. Cutter as a major stimulus to action. The 11-member steering committee of PSSC, headed by former FCC Commissioner H. Rex Lee, is scheduled to meet in Washington next Monday (Jan. 20) to draw up a list of potential users of its services and to begin to attempt to resolve a variety of technical requirements of different users.

PSSC was formed at a meeting of more than 80 representatives of colleges, government agencies, publishing houses and satellite experimenters (BROADCASTING, Dec. 23, 1974) as a nonprofit agency to coordinate distribution of education and health programming by either purchasing time on an existing or planned commercial satellite or by the consortium members buying their own.

Rapid consolidation of PSSC's proposed operations depends heavily, according to industry sources, on a proposed Ford Foundation low-interest loan of \$5-7 million to PBS for satellite networking of 150 of its stations.

PBS has sent networking specifications to 15 satellite builders and operators, and the educators and experimenters are also negotiating with Hughes Aircraft, Western Union and the American Satellite Corp., a subsidiary of Fairchild Industries. PBS favors a 4/6 ghz system, while the educators want a 2.5 ghz service because it will allow them to use relatively low-cost receivers.

At the moment the other consortium members need PBS and its prospect of Ford Foundation money to get their organization started, but another possible source of funds, mentioned by Mr. Cutter, is HR 17406, a bill drawn up by the White House Office of Telecommunications Policy authorizing the Department of Health, Education and Welfare to subsidize cable and satellite demonstration projects.

The OTP bill, which has been referred to the House Commerce Committee, was drawn up last October after Senator Frank E. Moss (D-Utah), chairman of the Aeronautical and Space Sciences Committee, asked the Air Force to launch a satellite to replace ATS-6, currently beaming education and health programs to students in about 15 states, when it moves in June to India to relay similar programming there. The replacement for ATS-6, called ATS-F Prime, is reportedly 90% complete, but work was stopped in 1973 when the Nixon administration adopted a policy of throwing the burden

of further communications satellite development to private industry.

Last summer OTP decided to develop incentives for private industry development of satellite use, and the bill authorizing HEW subsidization is one result. OTP has also taken an active role in bringing together satellite builders and operators and the prospective users. OTP's Terry Steichen attended the PSSC meetings leading to its formation, and Henry Goldberg, OTP general counsel, attended last week's meeting at the Cable Television Information Center.

Other participants in that meeting included Albert Stern, Warner Cable Corp., the second largest multiple system owner; Amos B. Hostetter Jr., president of Continental Cablevision; Allen Shin, the National Science Foundation; Ithiel de Sola Pool, a communications expert from the Center for International Studies at Massachusetts Institute of Technology; Albert Horley, director of HEW's Office of Telecommunications Policy; Robert Bruce, attorney for the Federation of Rocky Mountain States, the prime contractor for the education programming on ATS-6, and Douglas Cater, director of the Aspen Program.

Potshots at NCTA's copyright stance

Even though the dispute between the Office of Telecommunications Policy and the National Cable Television Association over the latter's modified position on pending copyright legislation has been apparently smoothed over, two more voices were added to the argument last week.

In letters to John Eger, acting OTP director, Kyle D. Moore, president of the Community Antenna Television Association, and Lester W. Lindow, executive director of the Association of Maximum Service Telecasters, were separately critical of the NCTA position.

Mr. Moore, whose association represents small, independent operators, reasserted his group's total opposition to any form of copyright payment, and Mr. Lindow said that the new NCTA position (BROADCASTING, Dec. 16, 23) is "unquestionably in conflict" with the 1971 consensus agreement and urged that re-regulation of cable "eliminate or at least significantly reduce the volume of CATV distant signal carriage."

Cable Briefs

Buys for Intertie. Intertie Inc., California-based MSO, announced last week acquisition of four cable systems serving Ann Arbor, Mich., Annapolis, Md., Charleston and Ranson, both West Virginia and Grove and Okmulgee, both Oklahoma; for undisclosed amounts.

South Carolina system sold. Cable system serving Abbeville, S.C., with 1,140 subscribers has been sold to New York investment group headed by John Galanis and Barry Silverman by Joseph and Allen Savitz of Abbeville for undisclosed amount.

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Broadcasting in 1975: shipshape in a shaky economy

Financial forecasters see profits at least holding their own while revenues will continue to climb in an industry particularly suited to weathering business declines

The mood that grips broadcasters these days, as they enter a new year, depends on which way they look. They can look back in satisfaction, for 1974 was the finest year financially that broadcasting, and certainly television, ever had. But they look forward into 1975 with apprehension, uncertain about what the recession will bring.

Yet forecasters uniformly are predicting further sales gains for them in 1975—smaller gains than in 1974, to be sure, and probably a plateau or even a little decline in profits, but nevertheless a better year than most companies and most other media can expect (BROADCASTING, Dec. 16, 23, 1974).

Broadcasters came through 1974 in much better shape than most had expected going in. A year ago, the energy crisis was uppermost, raising the prospect of far-reaching changes in production and distribution of goods, shopping patterns and personal life-styles—almost none of which occurred to the extent anticipated. In fact, some forecasters got their predictions backwards: They thought a real recession was unlikely, and that broadcasting's rate of growth would be more constricted than it was.

That broadcasting was able to expand its revenues materially in a year whose economy went steadily downhill, sliding into an acknowledged recession, was regarded as a tribute to the inherent advertising values of TV and radio and to their resiliency under pressure. Economist Richard P. Doherty, for one, doesn't think this should be as surprising as it apparently is to some people.

"Rather consistently throughout 1973 and 1974," says Mr. Doherty, a widely recognized business-cycle economist with extensive experience in the broadcasting field, "most security analysts have failed to recognize the inherent growth trend of radio and/or television stations and group broadcast companies. Broadcasting has considerable resiliency against cyclical recessions.

"Over the past 40 years, aggregate radio station revenues have never had a real cyclical decline. The same may be said of television since its commercial inception in 1947-48, except for 1971 when

came the demise of some \$250-million in cigarette broadcast advertising. Even against this substantial loss, caused by government decree and not the nation's recession, TV advertising declined by only 2% while radio advertising rose by 10.7%."

The broadcast media have other things going for them too—one of the most vital of which, auguring well for all media, is that advertisers have not responded to the recession's pressures by making the cuts they've usually made, in similar circumstances, in their advertising budgets (BROADCASTING, Nov. 25, 1974, et seq.). "This lag in advertiser response [to pressures to trim budgets] is greater than I've ever seen before," says Dr. David Blank, economics and research vice president of the CBS/Broadcast Group.

Nobody dares say it won't happen yet, but the feeling is widespread that if they were going to cut substantially they would have done it before now, and certainly would not have launched the wave of first-quarter network buying that became apparent last month.

Agency sources seem convinced that advertiser commitments already made will virtually insure network TV stability at least through the first half of 1975. However, they also expect that a new reading on advertiser confidence and the state of the TV market will occur in March or April, when the TV networks begin selling their new 1975-76 schedules. If the market seems soft then, they reason, buyers will defer big chunks of their

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budgets in hope of getting distress prices later on.

Agency authorities have also researched advertisers' media behavior in two earlier recessions—1960-61 and 1969-70—and found that it tended to favor the broadcast media (BROADCASTING, Dec. 23, 1974). To these studies was added a new one last week reaffirming the principle that advertisers who maintain advertising budgets during a recession do better in both sales and net income than those that cut.

The latest study, by the Meldrum & Fewsmith advertising agency in cooperation with the American Business Press, was conducted this past summer and fall. It dealt with the 1968-73 period, spanning the 1969-70 recession, and was based on questionnaire returns from 111 of 3,219 leading advertisers sampled.

What it showed was that advertisers that did not cut their budgets for the 1970 recession year or for the year immediately following experienced higher sales and net income in 1970, in 1971, in 1972 and in 1973 than did those that cut in 1970 but not 1971, or that cut in 1971 but not 1970, or that cut in both 1970 and 1971.

By 1973, sales of those that made no cuts had doubled in volume since 1968, whereas those that made cuts in both years were up only 44% and those that cut in only one year were up about 65%. In net profits, those that made no cuts gained 76% over the five-year span as compared with 30% to 56% for the other groups.

"These findings take an even greater meaning," the report asserts, "when it is realized that this group [those that cut in neither 1970 nor 1971] ranked second in sales and fourth in net income in 1969, the year preceding the recession."

The study is the third in a series in which the American Business Press has participated. The earlier ones, dealing with advertising in the recessions of 1949, 1954, 1958 and 1961, were conducted in cooperation with Buchen Advertising Inc. Their findings closely paralleled those in the latest study.

ABP's report notes that the net result therefore is studies bridging five recessions and 26 years and all leading to the same conclusion: Advertising can be effective even in adverse times. . . . Moral:

Think before you cut."

In the year the 1974-75 recession started, meanwhile, all indicators pointed to solid sales gains for TV and radio.

Mr. Doherty, owner-operator of Television-Radio Management Corp., Dennis, Mass., said his sampling of a cross-section of TV and radio stations satisfied him that:

■ Virtually all TV stations experienced gains in net broadcast revenues in 1974 over 1973, with the average rise amounting to about 10% but with the range extending from 1% or less to 19% or more.

■ A relatively strong fourth quarter helped produce 1974 national-regional spot TV results 8%-9% ahead of 1973's, and a gain of 11%-12% in local TV revenues. But the increases were not universally shared. In national spot, about 30% of the stations experienced declines, while 70% were enjoying increases ranging from 5% to 30%. Declines in local advertising were limited to about 5% of the TV stations.

■ AM radio station revenues in total rose about 7%-8% in 1974. An estimated 35% of the AM stations suffered declines in gross sales, while 65% turned in gains ranging from 0.3% to 15%.

■ More than half—55%-60%—of the AM stations appeared to have suffered declines in national spot, probably averaging about 8% below 1973 levels. About 40%-45% of the stations had national-spot gains averaging 6%-7%; these were primarily "large" dollar revenue stations in the top 75 markets. Over-all, national spot for AM was "very soft" in the first three quarters of 1974 but "produced positive seasonal gains" in the fourth quarter.

■ Local again was where AM's big gains were made, rising an estimated 9%-10% in total, even though approximately a third of the stations—about 35%—suffered declines in local revenues. Those with declines were primarily small-market stations or others that, for one reason or another, suffered in competition with other AM and in some cases FM stations.

■ Independently operated FM's "completely out-paced the AM and TV sectors of broadcasting" in percentage of revenue growth, averaging between 25% and 30% in gains, "albeit from a smaller

dollar station base."

■ This "substantial" expansion in FM station revenue was "rather widespread in both large- and medium-size markets and in many of the small markets." In addition, "especially noticeable in the nation's top 50-75 markets was the 1974 percentage expansion in national spot sales going to those FM stations with competitively strong audience shares and audience circulation."

Having no way to know what measures the Ford administration and Congress may take to combat recession and inflation, Mr. Doherty could only speculate broadly. However, he said, "it seems apparent that governmental actions will principally focus upon reviving the lagging economy even at the expense of fighting inflation." Given economic revival, he noted, "the impression generally is that inflation will be moderated. Hence, in our opinion we shall engineer recovery later in 1975 and still have inflation of at least 10%."

"Therefore," Mr. Doherty continued, "we are projecting a further economic recession into the first six to nine months of 1975. The obvious concomitants re: (a) a rise in the unemployment rate to 7.5% to 8%; (b) a minus growth change in cost-of-living 'corrected' real Gross National Product; (c) a 2%-3% decline in unit volume of retail sales; (d) a decrease of about 15% to 20% in corporate/business profits.

"Against this economic background, we expect that all-media advertising will be fortunate to achieve a 2% rise in dollar volume. However, we would not be surprised if all-media advertising actually declined by some 1%.

"Within the all-media mix, we believe that national advertising budgets will experience a decline in 1975 dollar volume—especially if the frequently predicted 15%-20% drop in corporate profits materializes.

"However, the resiliency and effectiveness of both radio and television should increase the broadcast industry's percentage of the all-media advertising pie.

"On the basis of these premises, we predict the following 1975 trends in radio and TV station revenue results overall: (1) Television station revenues: An industry-wide gain of no less than 7%; (2) TV national spot: An industry-wide gain of 4%-5%; (3) TV local revenue: Up 8%-10%; (4) AM total station revenues: A rise of about 7% on the basis of national spot increasing by only 3%-4% while local radio advances by 7%-8%; (5) FM total station revenues: A minimum of 20%-25% gain should be achieved in aggregate."

Mr. Doherty's estimates and appraisals are generally in line with those of other broadcast economics specialists.

CBS's Dr. Blank, for example, thinks it "reasonable" to expect the economy to begin showing signs of recovery by next summer. Or, putting it another way, that perhaps "we're a quarter or a third of the way through the recession" already.

Over-all, Dr. Blank is currently forecasting 1975 gains of 5%-7% in both network and national spot TV, and about

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10% in local TV, plus a "modestly good year" for radio, probably paced by a 6% rise in local. As for independently operated FM, which is not reflected in his projected 6% growth in local radio sales, Dr. Blank says "it just keeps growing."

Though he expects TV and radio sales to keep growing, too, he isn't saying it will be easy. "Don't misunderstand," he warns. "I'm cautiously optimistic but I'm not saying there couldn't be a couple of months that seem very hairy this winter or spring. But I think it's reasonable to expect this won't be the pattern for the whole year. In fact, if we should get by without some worrisome months, we'd be luckier than we have any right to expect."

Mr. Doherty summed it up this way: "For radio and TV broadcasting, 1975 will be a year of mixed station revenue results but with a total calendar year which produces over-all industry-wide sales revenue gains despite the recessionary background of the nation's economy."

In short, "during 1975, broadcasting will again be one of the relatively strong growth industries of the nation."

Network TV expenditures in 1974 paced medium to 'modest' gain over year earlier spending, says Bates agency in annual analysis; for 1975: all C-P-M's are on the rise with exception of spot radio

Ted Bates & Co., New York, in its annual tracking of national advertising spending prepared for BROADCASTING,

says that network television, which represented a 31.1% chunk of total national advertising expenditures in 1974, helped pull up total national media outlays to a "modest" 6% increase over 1973 levels.

The Bates report also looks forward to 1975 and forecasts rising costs-per-thousand for all advertising media except spot radio.

In 1974, according to Bates estimates, the broadcast pace set by network television was followed by network radio, which chalked up a 6% rise over 1973. And although the report cites spot TV as an area in which advertisers were cutting back in 1974, it managed a 4% increase. Spot radio, however, came in for a 4% decrease from 1973 levels.

In nonbroadcast media in 1974, Bates estimates a 4% gain for magazines, a 6% increase for newspapers and supplements and a 10% rise for outdoor.

Bates also sees increases in C-P-M in all media in 1974, except for daytime spot TV, which the agency says declined in 1974, and network radio, which remained at about 1973's level. Bates also says there were declines in audiences for daytime spot TV and network radio, while all other broadcast audiences increased.

For 1975, Bates foresees a 10% increase in the cost of daytime network TV advertising, a 2% decline in its audience and consequently an 8% rise in C-P-M. Nighttime network television costs are expected to go up 5%, its audience 1% and its C-P-M 4%. For spot TV, costs are expected to rise 4%

The Ted Bates track record on media costs and audience

	Day Network TV	Eve. Network TV	Day Spot TV	Eve. Spot TV	Mags.	Nspr.	Supp.	Radio Spot	Radio Network	Out- door
Cost trends										
1968	100	100	100	100	100	100	100	100	100	100
1969	107	108	116	110	105	105	84	110	95	109
1970	118	115	132	120	109	111	97	119	94	117
1971	117	100	142	123	109	115	96	125	105	126
1972	117	121	142	114	110	118	99	132	110	138
1973	132	137	144	114	113	125	105	141	112	144
1974	139	148	144	121	118	133	117	147	110	156
1975 (est.)	153	156	151	128	125	141	122	149	115	167
Audience trends										
1968	100	100	100	100	100	100	100	100	100	100
1969	118	104	104	96	102	100	82	121	95	103
1970	114	100	107	92	106	100	94	120	92	103
1971	117	98	102	95	109	101	92	124	103	108
1972	124	107	105	94	105	100	93	124	121	110
1973	126	108	108	96	105	101	96	132	123	111
1974	122	112	109	99	104	101	98	136	122	111
1975 (est.)	125	114	112	102	104	101	100	138	124	113
C-P-M trends										
1968	100	100	100	100	100	100	100	100	100	100
1969	91	104	112	115	103	105	103	91	100	106
1970	103	115	123	131	103	111	102	99	102	113
1971	100	103	139	129	100	115	104	101	101	118
1972	94	113	135	121	105	118	106	106	91	126
1973	105	126	134	119	107	125	109	106	91	130
1974	113	132	133	122	113	132	119	108	91	140
1975 (est.)	122	137	135	125	119	140	123	108	92	147

Notes: Calculations are based on measurement units of minutes for radio and TV, black-and-white pages for magazines and supplements, 1,000 lines (black and white) for newspapers and 100 showings for outdoor. Audience levels are based on women 18+ for day network, total persons 12+ for evening network television, and households for spot TV. Network and spot radio audience levels are based on persons 12+. Magazine audience levels are adults 18+ and the outdoor audience is based on total population. Both newspaper and supplement audiences are based on circulation.

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- ☐ PROMOTION MANAGER
- ☐ SALES MANAGER

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The Bates estimates on how they sliced the national advertising pie in 1974

1974		
Medium	Expenditure	%
TV network	\$2.184 billion	31.1
TV spot	1.510 billion	21.4
Radio network	74 million	1.0
Radio spot	375 million	5.3
Magazines	1.506 billion	21.4
Newspapers and supplements	1.180 billion	16.7
Outdoor	220 million	3.1

in daytime and 6% in prime time, with 3% increases in audiences for both. C-P-M's would be up 1% for day and 3% for nighttime spot television. Bates expects spot radio's C-P-M to remain the same as in 1974, with a 2% increase in both cost and audience. Network radio, with costs expected to go up 4% and its listenership up 2%, will see a 2% rise in C-P-M.

Bates forecast rises in C-P-M of 6% in magazines, 6% in newspapers, 3% in supplements and 5% in outdoor.

Ford consolidates agency assignments

Designed as a move to maximize its advertising during this drought period in the car industry, the Ford Motor Co. has dropped Grey Advertising Inc. and has given additional assignments to its two other agencies, the J. Walter Thompson Co. and Kenyon & Eckhardt, effective July 7.

Grey handles advertising for Pinto, Maverick and Mustang II cars, which has been assigned to JWT, and for Ford corporate campaigns, steered to K&E. Grey's billing on the account is estimated at \$18 million for 1974 (about 70% in broadcast) but that figure is expected to drop to \$9 or \$10 million in 1975.

In the change-over, Thompson will be responsible for all Ford Division business. K&E retains the advertising for Lincoln Mercury and Ford Parts and Service Divisions, Ford Motor Credit Co., Philco-Corp. and Ford Glass Division.

John B. Naughton, vice president-sales group, Ford Motor Co., said last week that "with the growing need for multiple-car or 'combination' advertising to stretch our advertising dollars and give potential customers a broader view of our product offerings, we believe we will gain both from assigning all Ford Division business to a single agency and from placing the corporate account with one of the divisional agencies."

Business Briefs

Rep appointments. WDAU-TV Wilkes-Barre/Scranton, Pa.: Avco Television Sales, New York ■ KRUX(AM) Phoenix and KTKT(AM) Tucson, Ariz.: GSI Sales Inc., New York; Lotus Reps, Los Angeles (regional) ■ WQTC-AM-FM Manitowoc/Two Rivers, Wis.: Jack Masla & Co., New York; Wayne Evans, Minneapolis (regional).

Surrender. Complaint against Zenith Radio Corp. TV commercial claiming all

of its TV sets are built in U.S. by Americans has been dismissed without prejudice by National Advertising Review Board panel. Action came after Zenith said that, though it still believes commercial is true, it has withdrawn it from use out of deference to NARB's self-regulatory efforts. NARB said Zenith also offered to submit for review any future commercials with similar theme. National Advertising Division of Council of Better Business Bureaus, acting on complaint submitted in Wichita, Kan., had called commercial misleading on grounds that "a significant percentage of the components used (14.5%) were not of domestic manufacture" (BROADCASTING, July 15, 1974).

Millions for movies. Pacific International Enterprises, Medford, Ore., has broken \$3.5-million TV spot campaign in 140 markets to promote its three most recent movies: "Wonder of It All," "Vanishing Wilderness" and "Challenge To Be Free." Last named opened Jan. 1 in Los

Angeles, to be followed with opening in other western markets late in month. First two are opening in mid-January in mid-western and eastern markets. Agency is Foote, Cone & Belding, Los Angeles.

Hot summer for spot TV

Third quarter of 1974 rises almost 7% over previous year; P&G still spends the most

Investment in spot television by national and regional advertising increased by 6.8% to \$340.4 million during the third quarter of 1974, according to figures released by the Television Bureau of Advertising.

TVB's compilation, based on data supplied by Broadcast Advertisers Reports, showed that six companies in the top 100 made sizable gains in third-quarter 1974

BAR reports television-network sales as of Dec. 22

ABC \$662,094,700 (30.1%); CBS \$797,585,100 (36.3%); NBC \$740,613,600 (33.6%)

Day parts	Total minutes week ended Dec. 22	Total dollars week ended Dec. 22	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	56	\$ 443,800	3,791	\$ 24,925,900	\$ 25,177,200
Monday-Friday 10 a.m.-6 p.m.	933	9,057,000	50,455	459,226,700	395,592,600
Saturday-Sunday Sign-on-6 p.m.	229	6,882,800	14,469	232,824,300	229,375,100
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,910,900	5,023	113,946,500	101,739,300
Sunday 6 p.m.-7:30 p.m.	12	679,200	681	17,131,700	17,311,000
Monday-Sunday 7:30 p.m.-11 p.m.	392	26,471,900	20,068	1,195,481,300	1,099,467,800
Monday-Sunday 11 p.m.-Sign-off	180	3,771,600	8,909	156,757,000	131,416,600
Total	1,902	\$50,217,200	103,396	\$2,200,293,400	\$2,000,079,600

Source: Broadcast Advertisers Reports

BAR reports television-network sales as of Dec. 29

ABC \$673,599,100 (30.0%); CBS \$816,781,400 (36.5%); NBC \$754,447,300 (33.5%)

Day parts	Total minutes week ended Dec. 29	Total dollars week ended Dec. 29	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	39	\$ 290,000	3,830	\$ 25,215,900	\$ 25,469,400
Monday-Friday 10 a.m.-6 p.m.	802	8,128,900	51,259	467,355,600	401,891,800
Saturday-Sunday Sign-on-6 p.m.	231	6,662,100	14,700	239,486,400	235,624,400
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,570,800	5,122	116,517,300	103,858,400
Sunday 6 p.m.-7:30 p.m.	10	590,600	691	17,722,300	17,907,400
Monday-Sunday 7:30 p.m.-11 p.m.	385	24,085,100	20,453	1,219,566,400	1,122,269,500
Monday-Sunday 11 p.m.-Sign-off	119	2,206,900	9,029	158,963,900	133,208,600
Total	1,685	\$44,534,400	105,084	\$2,244,827,800	\$2,040,229,500

Source: Broadcast Advertisers Reports

over the comparable 1973 period: Kellogg Co., from \$2.5 million to \$4.1 million; Lever Bros., \$2.3 million to \$9.3 million; Carnation Co., \$2.0 million to \$2.5 million; Nissan Motors, \$1.8 million to \$2.7 million; Philip Morris, \$1.5 million to \$3.2 million and American Can Co., \$1.4 million to \$2.2 million.

Five companies appear in the top-100 quarterly listing for the first time: Crown Zellerbach (paper products), \$1.2 million; Levi Strauss, \$1.1 million; Allied American (household cleaner), \$1.0 million; United Brands (soft drink and ice cream), \$869,800 and the California-Oregon-Washington Dairyman Association, \$863,100.

The top 100:

Advertiser	Expenditure
1. Procter & Gamble	\$24,305,900
2. General Foods	11,079,500
3. Colgate Palmolive	10,464,400
4. Lever Brothers	9,257,900
5. Coca Cola	7,806,200
6. American Home Products	6,370,000
7. Bristol Myers	5,529,900
8. General Mills	4,711,100
9. Pepsico	4,270,000
10. Kellogg	4,095,400
11. General Motors	3,958,800
12. Dynamic House	3,904,000
13. Krallco	3,681,000
14. AT&T	3,267,500
15. Philip Morris	3,223,300
16. Ford Motor	3,158,100
17. Gillette	2,977,100
18. ITT	2,965,800
19. Quaker Oats	2,952,500
20. William Wrigley Jr.	2,893,900
21. Miles Laboratories	2,893,200
22. Triangle Publications	2,795,900
23. Nissan Motor USA	2,744,500
24. Norton Simon	2,598,900
25. Warner-Lambert Pharmaceutical	2,517,800
26. Carnation	2,504,400
27. Toyota Motor Distributors	2,264,100
28. American Can	2,172,300
29. Seven-Up	2,170,100
30. Heublein	2,158,300
31. Jos. Schlitz Brewing	2,126,500
32. Schering-Plough	2,068,700
33. Morton-Norwich Products	1,972,700
34. Mattel	1,969,700
35. Nabisco	1,962,300
36. American Motors	1,861,600
37. A. H. Robins	1,845,100
38. Alberto Culver	1,800,900
39. Noxell	1,737,300
40. Westinghouse Electric	1,723,400
41. H. J. Heinz	1,689,300
42. Clorox	1,670,700
43. American Express	1,626,600
44. S. C. Johnson & Son	1,626,500
45. American Cyanamid	1,560,000
46. Consolidated Foods	1,519,600
47. Cities Service	1,467,300
48. Standard Oil of California	1,455,700
49. Nestle	1,437,200
50. C. P. C. International	1,428,600
51. Borden	1,420,600
52. Ralston Purina	1,418,100
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54. Ideal Toy	1,401,700
55. Beatrice Foods	1,383,700
56. CBS	1,347,500
57. Sterling Drug	1,319,700
58. E. & J. Gallo Winery	1,303,500
59. Dr Pepper	1,303,100
60. Scott Paper	1,293,600
61. Johnson & Johnson	1,281,000
62. American Dairy Association	1,269,600
63. RCA	1,267,400
64. Mutual of Omaha Insurance	1,248,900
65. Crown Zellerbach	1,221,900
66. Brewers Unlimited	1,186,100
67. Phillips Petroleum	1,111,200
68. Stroh Brewery	1,096,900
69. Levi Strauss	1,068,900
70. Toyo Kogyo	1,060,300
71. Allied American	1,047,800
72. Cadbury-Schweppes	1,038,300
73. Mars	1,037,300
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75. Rollins	1,030,800
76. Brookville Marketing	1,022,700
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85. Liggett & Myers Tobacco	884,500
86. Scott's Liquid Gold	878,500
87. United Brands	869,800
88. Calif.-Ore.-Wash. Dairyman Association	863,100
89. Pabst Brewing	851,400
90. C. Schmidt & Sons	830,300
91. Adam VIII	826,700
92. Volvo Import	819,600
93. G. Helleman Brewing	817,700
94. Block Drug	794,900
95. Fiat Motor	789,400
96. Standard Brands	785,600
97. Ciba-Gelgy	784,200
98. Foremost McKesson	779,200
99. Chrysler	773,300
100. Melville Shoe	772,800

RAB offers priming for radio sales guns

Association cites initial findings of ARMS II to underscore value of aural medium, alone or in mix

Preliminary findings from radio's ARMS II study put radio listening at three hours and 12 minutes per day per adult, with 95% of all adults reached every week.

Miles David, president of the Radio Advertising Bureau, revealed this finding last week and said it provided verification that adults spend almost as much time daily with radio as with TV (estimated, he said, at three hours and 30

minutes daily).

Other initial findings demonstrated that advertisers can reach prospects far better if they include radio in their media mix, according to Robert H. Alter, RAB executive vice president.

In one case, he said, newspapers alone delivered 37% of the prestige-store shoppers 1.5 times each, for a total of almost two million impressions; but when the same money was divided equally between radio and newspapers, the combination delivered 48% 1.9 times each for a total of three million impressions.

In another instance, involving discount shoppers, he said, a combination of TV, radio and newspapers produced 68% more total impressions than when the same amount of money was divided between TV and newspapers.

Robert H. Alter, RAB executive vice president, reported that a third computer run from the study, dealing with the impact of various media on working women, showed that a mix of radio and TV, with radio getting the bulk of the budget, was the most effective media approach.

Mr. David and Mr. Alter made the disclosures in a presentation at the National Retail Merchants Association convention in New York last Monday (Jan. 6). The findings were from an ARMS II prototype study done last spring. Two major studies in the ARMS series—one covering New York, the other in Los Angeles—have been completed in the field and are now being tabulated, RAB reported.

Equipment & Engineering

A single alert system

OTP picks weather service setup; says public would suffer from proliferation of warning techniques

The Office of Telecommunications Policy has designated the National Weather Service's VHF/FM forecasting and warning system as the sole government-operated radio system for communicating attack or disaster warnings to the public.

The system selected incorporates a special tone alert signal permitting home radio receivers to be activated automatically, if desired by the owner, in instances of severe weather warnings or military attack alerts.

The decision to pick one warning system as opposed to embracing the various alternatives now being developed, was taken to check the costs of such receivers to the public. John Eger, OTP acting director, noted that if alternative systems were to be continually developed, there would be a "needless proliferation of home warning systems which could effectively split the market and keep costs to the consumer so high as to be an obstacle to widespread voluntary purchase."

Mr. Eger also reaffirmed a 1971 policy statement of the Warning Steering Committee, an interagency group chaired by OTP, to protect the privacy of the public from undue government intrusion.

THE McLendon COLLECTION



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The perfect compliment to The McLendon Collection or any other beautiful music format. Twenty-four hours of the finest traditional religious music is now being programed by several leading FM stations as a graceful transition into their regular format.

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Technical Briefs

Lightweight color unit. CEI Inc., Mountain View, Calif., has introduced backpack color TV camera weighing 40 pounds and priced from \$43,000. Standard features include 10:1 Angenieux f2.8 lens, detachable view finder, Bell hip-pack mounting adapters, and camera control unit with NTSC encoder and operating control panel. Camera will operate up to 600 feet from control unit. 880 Maude Avenue, Mountain View, Calif. 94043. (415) 969-1910.

Pair of consoles. Autogram Corp., has introduced two AM/FM broadcast audio consoles: AC-8 (8 channel mono) and AC-10 (10 channel-mono-stereo-dual). AC-10 has 40 audio input capability; AC-8 allows for 27 audio inputs. Both units feature solid state construction. Ten-channel console has integrated circuit phone preamplifiers, shielded plug-in modules, 15 watt RMS monitor output, remote control functions and cassette and headphone jacks. Prices for AC-10 ranges from \$4,700-\$5,400. Standard AC-8 is \$2,695. 631 J. Place, P.O. Box 456, Plano, Tex. 75074. (214) 424-8585.

Remote mike offered. Shure Brothers Inc., has developed model SM82 unidirectional microphone for use in remote broadcasts. Unit features own line-level amplifier, peak limiter, 9.8V battery and built-in "pop" and wind filter for protection against extraneous noise. Line level amplifier allows up to mile of unshielded cable used between mic and broadcast equipment without equalization. Price: \$165. 222 Hartrey Avenue, Evanston, Ill. 60204.

Follow the bouncing signal

A technique for establishing an artificial ionosphere that would serve to bounce radio and TV signals over long distances has been announced by Stanford Research Institute, Menlo Park, Calif. Development of the process of producing a man-made "bubble" through heat effects of shortwave transmitters in the upper atmosphere began in 1970 under a SRI contract with the Office of Naval Research.

The bubble is seen by SRI scientists as having special direct-to-receiver application for narrowband communications (voice, teletypewriter, facsimile), but not so for wideband modes (FM radio and television channels) since signals reflected from the heated region are weaker than the strength of those normally broadcast to the home, the SRI scientists said. Furthermore, they added, the reflected signal suffers from fading.

The technique could, however, be used to relay TV and FM broadcast signals across large distances, up to 1,000 miles from the originating transmitter. The new technology is expected to be discussed at an international scientific meeting that will be held next summer at Lima, Peru.

Music

Breaking In

Never Let Her Go—David Gates (Elektra) ■ As leader and principal creative force behind the softest of soft rock groups, Bread, in the early seventies, David Gates accumulated an enviable string of gold singles and albums. When he decided to go the solo route, similar success was predicted, but audience association of his name with that of his former group was hard to come by, and this single is bringing him his greatest radio recognition. It has been added by KPRC(AM) San Francisco, KIMN(AM) Denver and KMEN(AM) San Bernardino, Calif.

Guava Jelly—Barbra Streisand (Columbia) ■ The Streisand voice and name alone might be enough to make a hit out of any of her single releases, but with this first single from her best-selling *Butterfly* album, the singer is taking no

chances. The uptempo reggae tune was written by Bob Marley of The Wailers, who gave Eric Clapton his greatest top-40 success with *I Shot the Sheriff*, and features arrangement and backup by Tom Scott, prominently featured in recent tours with Joni Mitchell and George Harrison, and a solo artist in his own right. *Guava Jelly* has been picked up in the past two weeks by KIMN(AM) Denver and WINX(AM) Rockville, Md.

Bring It on Home—Dave Mason (Columbia) ■ Mr. Mason has long been a favorite with FM and concert audiences and had some success with a single release of his *Only You Know and I Know* several years ago. His latest bid for pop recognition marks the return of a Sam Cooke tune to the pop lists (his *Another Saturday Night* was a major hit for Cat Stevens last year). *Bring It On Home* is also part of the standard repertoires of Van Morrison and Eric Burden, among others. Mr. Mason's version is mostly acoustic, and has been added by KLOG(AM) Kelso, Wash.

Tracking the 'Playlist.' The "Playlist" has undergone one of those periodic upheavals in which a number of older hits are replaced by surging new ones, as Carl Douglas's *Kung Fu Fighting* ends its three-week tenure in the first position and is replaced by Elton John's *Lucy in the Sky with Diamonds*. The remake, which features John Lennon on guitar, has undoubtedly benefited in single sales and airplay from its unavailability on any album. Several other singles have gotten hot at the same time, most notably Neil Sedaka's *Laughter in the Rain* (on Elton John's Rocket Records), Barry White's *You're the First, the Last, My Everything*, the Carpenters' remake of *Please Mr. Postman* (the Marvelettes had the original hit), and Barry Manilow's *Mandy*, which is bringing rapid recognition to the former producer and musical director for Bette Midler. Gaining in the second 10 are Stevie Wonder's *Boogie on Reggae Woman*, Paul Anka's *One Man Woman*, *One Woman Man*, and the Eagles' *Best of My Love*, which continues to approach their *Take It Easy* in airplay. Heavy disco reaction is providing airplay leverage for several singles, with Gloria Gaynor's uptempo version of *Never Can Say Goodbye* at 16, *Get Dancin'* by Disco Tex and the Sex-o-lettes at 21, and *Pick Up the Pieces* by the Average White Band bolted at 22. *Dancin' Fool* is close to surpassing last year's *Star Baby* in popularity for the Guess Who, overshadowed in top-40 airplay by their offshoot, Bachman-Turner Overdrive, in recent months. The Doobie Brothers also continue to rise, with *Black Water* bolted at 36. Several follow-up releases from established artists make strong gains this week, with Tony Orlando and Dawn's *Look in My Eyes Pretty Woman* (their first Arista single) bolted at 38, *Fire* by the Ohio Players bolted at 45, John Lennon's *#9 Dream* bolted at 47, John Denver's *Sweet Surrender* (his first live single) bolted at 48, and Love Unlimited's *I Belong to You* bolted at 51. Among new additions to the chart, David Gates's *Never Let Her Go* makes the most impressive debut, bolted at 58, and should be the singer's most successful effort since his departure from Bread. George Harrison's *Ding Dong Ding Dong*, which was revivalling *Auld Lang Syne* for New Year's Eve airplay on some stations, enters bolted at 62. Releases from Sugarloaf, Carole King, the Tymes and Joni Mitchell also makes their first "Playlist" appearances.

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The Broadcasting Playlist™ Jan 13

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
5	1	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	1	1	1	1
6	2	Laughter in the Rain (2:50) Neil Sedaka—Rocket	3	2	2	4
4	3	You're the First, the Last, My Everything (3:25) Barry White—20th Century	2	4	4	6
9	4	Please Mr. Postman (2:48) Carpenters—A&M	5	3	7	2
1	5	Kung Fu Fighting (3:18) Carl Douglas—20th Century	4	6	5	3
2	6	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	6	7	3	5
12	7	Mandy (3:15) Barry Manilow—Bell	7	5	8	7
3	8	Cats in the Cradle (3:29) Harry Chapin—Elektra	8	11	6	8
8	9	Angie Baby (3:29) Helen Reddy—Capitol	9	8	9	9
7	10	I Can Help (2:57) Billy Swan—Monument	10	10	10	10
10	11	Junior's Farm (4:20) Paul McCartney & Wings—Apple	13	9	11	11
14	12	Boogie On Reggae Woman (4:05) Stevie Wonder—Tamla	11	12	13	15
19	13	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	14	13	16	14
11	14	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	15	15	14	17
16	15	Only You (3:16) Ringo Starr—Apple	12	14	18	20
18	16	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	17	16	15	13
17	17	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	21	20	12	12
26	18	Best of My Love (3:25) Eagles—Asylum	20	18	17	16
20	19	Doctor's Orders (2:56) Carol Douglas—RCA	18	19	20	18
25	20	Morning Side of the Mountain (2:55) Donny & Marie Osmond—MGM	16	17	21	21
24	21	Get Dancin' (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	22	21	19	19
36	22	Pick Up the Pieces (3:00) Average White Band—Atlantic	19	25	22	23
21	23	You Got the Love (2:54) Rufus—ABC/Dunhill	24	23	23	22
27	24	You're No Good (3:35) Linda Ronstadt—Capitol	23	24	24	27
34	25	Lady (2:58) Styx—Wooden Nickel	25	22	26	25
28	26	Some Kind of Wonderful (3:16) Grand Funk—Capitol	26	26	25	24
13	27	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	27	28	28	28
29	28	Tin Man (3:25) America—Warner Brothers	28	29	29	29
58	29	Dancin' Fool (3:15) Guess Who—RCA	47	34	27	26
22	30	I Feel a Song (In My Heart) (2:48) Gladys Knight & the Pips—Buddah	31	30	30	30
15	31	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	29	27	34	31
37	32	Lonely People (2:27) America—Warner Brothers	30	32	31	34
23	33	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	36	31	41	32
33	34	Rock & Roll (I Gave You the Best Years of My Life) (3:25) Mac Davis—Columbia	32	37	36	41
30	35	Longfellow Serenade (3:30) Neil Diamond—Columbia	41	33	49	33
56	36	Black Water (3:53) Doobie Brothers—Warner Brothers	38	39	38	35
41	37	Back Home Again (4:42) John Denver—RCA	43	35	43	38
54	38	Look in My Eyes Pretty Woman Tony Orlando & Dawn—Arista	35	40	39	44
38	39	Ride'em Cowboy (3:52) Paul Davis—Bang	34	38	40	52
40	40	When a Child Is Born (3:29) Michael Holm—Mercury	40	43	37	43
35	41	Everlasting Love (2:20) Carl Carlton—Back Beat	33	61	32	57

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
39	42	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	46	36	50	40
32	43	Must of Got Lost (2:53) J. Geils Band—Atlantic	48	51	35	37
50	44	Free Bird (4:41) Lynyrd Skynyrd—MCA	45	45	42	39
55	45	Fire (3:12) Ohio Players—Mercury	53	44	46	36
42	46	Jazzman (3:43) Carole King—Ode	37	62	33	58
59	47	# 9 Dream (2:58) John Lennon—Apple	42	48	45	50
60	48	Sweet Surrender (2:50) John Denver—RCA	49	46	44	46
46	49	Dark Horse (3:52) George Harrison—Apple	42	47	48	49
52	50	Sally G (3:25) Paul McCartney & Wings—Apple	50	52	47	48
66	51	I Belong to You (3:12) Love Unlimited—20th Century	52	41	51	47
31	52	Wishing You Were Here (2:54) Chicago—Columbia	39	53	54	60
49	53	Love Me for a Reason (3:45) Osmonds—MGM	59	49	55	42
53	54	Dream On (2:58) Righteous Brothers—Haven	51	53	59	64
43	55	Ain't Too Proud to Beg (3:29) Rolling Stones—Rolling Stones	64	56	52	53
64	56	Sugar Pie Guy (3:36) Joneses—Mercury	66	50	66	51
47	57	Whatever Gets You Thru the Night (3:20) John Lennon—Apple	*	42	*	45
—	58	Never Let Her Go (2:58) David Gates—Elektra	57	59	56	55
63	59	Changes (2:32) David Bowie—RCA	54	58	60	56
72	60	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	68	55	57	54
67	61	Ruby Baby (2:37) Billy "Crash" Craddock—ABC/Dunhill	61	57	58	63
—	62	Ding Dong Ding Dong (3:12) George Harrison—Apple	58	64	53	62
61	63	Ready (3:14) Cal Stevens—A&M	62	63	63	61
44	64	Struttin' (2:38) Billy Preston—A&M	55	67	61	67
62	65	The Entertainer (3:05) Billy Joel—Columbia	65	65	62	65
48	66	Promised Land (2:50) Elvis Presley—RCA	56	60	71	70
—	67	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	67	66	65	59
57	68	I Honestly Love You (3:35) Olivia Newton-John—MCA	60	68	64	71
45	69	I've Got the Music in Me (3:40) Kiki Dee—MCA	63	71	67	73
74	70	Your Bulldog Drinks Champagne (3:29) Jim Stafford—MGM	69	69	69	68
—	71	Nightingale (3:32) Carole King—Ode	70	70	68	66
69	72	My Eyes Adored You (3:28) Frankie Valli—Private Stock	71	73	70	74
—	73	Ms. Grace (3:22) Tymes—RCA	73	72	*	*
—	74	From His Woman to You (3:30) Barbara Mason—Buddah	*	75	73	75
—	75	Big Yellow Taxi (3:10) Joni Mitchell—Asylum	*	*	*	69

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

Finance

WRG gets good response

Wells, Rich, Greene Inc., New York, reported that 1,165,580 shares of its common stock were tendered to the company through an exchange offer to common shareholders which expired on Jan. 3.

As part of its plan to "go private," WRG had offered to exchange up to 1,405,000 shares of its common stock for cash and debentures. Based on the number of shares tendered, the aggregate principal amount of debentures outstanding would be \$9,324,640. Debentures now are being traded on the American Stock Exchange.

Trading in the company's common stock has been suspended on the New York Stock Exchange pending the exchange's application to the SEC for de-

listing. There are 466,270 shares of WRG's common stock outstanding; of these, 226,850 are owned by directors and 38,202 by officers. White, Weld & Co. Inc., New York, is making an over-the-counter market in the common stock which continues to be registered with the SEC.

No more washing machines

Westinghouse Electric Corp. is getting out of the appliance business. The company has announced that it has reached an agreement with White Consolidated Industries Inc., Cleveland, to sell off all of its major-appliance subsidiaries in exchange for cash and securities. The deal was unexpected because, although Westinghouse has been losing money on its major-appliance division in recent years, the company had announced last fall that

it was in appliances "to stay."

Reports circulated last week that the Justice Department was looking into the transaction for possible antitrust violations. (White Consolidated sells Kelvinator and Gibson and private-label refrigerators, freezers, washers and dryers.)

Financial Briefs

Dividends up. MCA Inc., Universal City, Calif., has announced five cent increase on quarterly dividend to 25 cents per share, payable Jan. 14 to stockholders of record Dec. 30, 1974.

Nielsen rate up. A. C. Nielsen Co. board voted raise of quarterly dividend from prior rate of eight cents per share to nine cents. Amount will be payable Feb. 1 to common stockholders of record Jan. 10.

Broadcasting's index of 136 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Jan. 8	Closing Tues. Dec. 31	Net change in week	% change in week	High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capital- ization (000)		
Broadcasting													
ABC	ABC	N	13 3/4	13 1/4	+	1/2	+	3.77	28 3/8	12 3/8	5	17,186	236,307
CAPITAL CITIES	CCB	N	23	22 1/2	+	1/2	+	2.22	39 1/4	19 1/2	8	7,164	164,772
CBS	CBS	N	29 3/4	30 5/8	-	7/8	-	2.85	40	25	8	28,092	835,737
CONCERT NETWORK*	O		1/8	1/8				.00	7/8	1/8		2,200	275
COX	COX	N	12 1/4	10 3/8	+	1 7/8	+	18.07	19 3/8	9 3/8	6	5,831	71,429
GROSS TELECASTING	GGG	A	7 1/2	6 3/8	+	1 1/8	+	17.64	13 5/8	6 3/8	5	800	6,000
LIN	LINB	O	2 7/8	2 1/2	+	3/8	+	15.00	6 3/4	2	3	2,297	6,603
MOONEY*	MOON	O	1 1/4	1 1/4				.00	3 5/8	1	3	385	481
RAHALL	RAHL	O	2 3/8	2 1/2	-	1/8	-	5.00	6	1 3/4	5	1,297	3,080
SCRIPPS-HOWARD	SCRIP	O	14 1/4	14 1/4				.00	17 1/2	13 1/2	6	2,589	36,893
STARR	SBG	M	3 1/4	3 1/2	-	1/4	-	7.14	9	3 1/4	3	1,096	3,562
STORER	SBK	N	13 1/4	12 1/4	+	1	+	8.16	17 3/8	10 7/8	5	4,725	62,606
TAFT	TFB	N	13 1/4	11 5/8	+	1 5/8	+	13.97	23 3/8	10 3/4	4	4,011	53,145
WOODS COMM.*	O		5/8	3/4	-	1/8	-	16.66	1	1/4	5	292	182
TOTAL										77,965	1,481,072		

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	7/8	3/4	+	1/8	+	16.66	2 1/2	3/4	4	1,259	1,101
AVCO	AV	N	2 1/2	2 3/8	+	1/8	+	5.26	8 7/8	2 1/8	7	11,481	28,702
BARTLELL MEDIA	BMC	A	1 3/8	1 1/4	+	1/8	+	10.00	2 3/8	5/8	2	2,257	3,103
JOHN BLAIR	BJ	N	4 5/8	3 7/8	+	3/4	+	19.35	7 1/2	3 1/2	5	2,403	11,113
CAPTOWN INDUSTRIES*	O		1/8	1/8				.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	3	2 1/2	+	1/2	+	20.00	4 1/4	1 1/2	8	4,162	12,486
COMBINED COMM.++	CCA	A	5 1/8	5 1/8				.00	13	5 1/8	3	4,603	23,590
COWLES	CWL	N	4 1/8	4	+	1/8	+	3.12	7 1/8	3 7/8	5	3,969	16,372
DUN & BRADSTREET	DNB	N	20 3/8	19 1/4	+	1 1/8	+	5.84	36	14 5/8	13	26,555	541,058
FAIRCHILD IND.	FEN	N	4 5/8	4 3/8	+	1/4	+	5.71	6 3/4	3 3/4	6	4,550	21,043
FUQUA	FQA	N	4 1/8	3 1/4	+	7/8	+	26.92	10 3/4	3 1/8	4	7,273	30,001
GANNETT CO.	GCI	N	26 1/8	23 1/4	+	2 7/8	+	12.36	38 1/4	20 1/2	17	21,080	550,715
GENERAL TIRE	GY	N	11 1/8	10 5/8	+	1/2	+	4.70	18 1/4	10 1/4	3	21,515	239,354
GLOBETROTTER	GLBTA	O	1 1/4	1 3/8	-	1/8	-	9.09	4 3/4	7/8	3	2,731	3,413
GRAY COMMUN.*	O		6	6				.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N	6 1/2	6	+	1/2	+	8.33	14 1/4	6	5	4,340	28,210
JEFFERSON-PILOT	JP	N	31 3/4	29 1/8	+	2 5/8	+	9.01	38 1/4	20 1/2	14	24,188	767,969
KAISER INDUSTRIES*	KI	A	4 3/4	4 5/8	+	1/8	+	2.70	8 1/2	4 1/4	2	27,487	130,563
KANSAS STATE NET.*	KSN	O	3 1/8	2 3/4	+	3/8	+	13.63	3 7/8	2 3/4	5	1,741	5,440
KINGSTIP	KTP	A	2 1/4	1 3/4	+	1/2	+	28.57	6 3/4	1 1/2	7	1,154	2,596
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	12 3/8				.00	16 1/4	10 3/4	8	3,352	41,481
LIBERTY	LC	N	8 1/2	7 1/8	+	1 3/8	+	19.29	15 5/8	7 1/8	4	6,632	56,372
MCGRAW-HILL	MHP	N	7 1/8	6	+	1 1/8	+	18.75	9	5 1/2	6	23,291	165,948
MEDIA GENERAL	MEG	A	18 1/2	16 1/4	+	2 1/4	+	13.84	26 1/2	15 1/2	8	3,552	65,712
MEREDITH	MOP	N	9 1/4	8 3/8	+	7/8	+	10.44	11 3/8	8	3	2,978	27,546
METROMEDIA	MET	N	5 3/8	5 3/8				.00	10 5/8	4 1/2	5	6,447	34,652
MULTIMEDIA	MMED	O	9	8 3/4	+	1/4	+	2.85	14 1/4	8 3/4	6	4,388	39,492
NEW YORK TIMES CO.	NYKA	A	7 1/2	8	-	1/2	-	6.25	13 3/4	6 7/8	5	10,231	76,732
OUTLET CO.	OTU	N	10	7 3/4	+	2 1/4	+	29.03	10	7	4	1,379	13,790
POST CORP.	POST	O	5 1/4	5 1/4				.00	16 1/2	4 3/4	4	882	4,630
PSA	PSA	N	4 1/2	3 3/4	+	3/4	+	20.00	10	3 3/4	5	3,181	14,314
REEVES TELECOM	RBT	A	7/8	3/4	+	1/8	+	16.66	1 3/4	5/8	15	2,376	2,079
RIODER PUBLICATIONS	RPI	N	10 1/2	10 1/2				.00	16 5/8	9 1/4	7	8,305	87,202
ROLLINS	ROL	N	12	10 7/8	+	1 1/8	+	10.34	19 3/4	6 1/2	10	13,341	160,092
RUST CRAFT	RUS	A	5 3/4	5 1/8	+	5/8	+	12.19	10 1/4	5 1/8	4	2,366	13,604
SAN JUAN RACING	SJR	N	6 1/8	5 1/2	+	5/8	+	11.36	13 3/8	5 1/2	5	2,410	14,761
SCHERING-PLOUGH	SGP	N	49 5/8	52 1/2	-	2 7/8	-	5.47	74 3/8	44 3/4	22	53,823	2,670,966

	Stock symbol	Exch.	Closing Wed. Jan. 8	Closing Tues. Dec. 31	Net change in week	% change in week	High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
SONDERLING	SDB	A	4 5/8	4	+	5/8	+	15.62	10	3 1/2	3	747	3,454
TECHNICAL OPERATIONS	TO	A	2 5/8	2 3/4	-	1/8	-	4.54	6 3/4	2 3/8	2	1,344	3,528
TIMES MIRROR CO.	TMC	N	12 1/4	10 3/8	+	1 7/8	+	18.07	17 5/8	9 1/4	7	31,385	384,466
TURNER COMM.***	O	O	3 3/8	3 3/8			.00	4	3		6	1,373	4,633
WASHINGTON POST CO.	WPO	A	18 3/8	17 1/8	+	1 1/4	+	7.29	24 3/8	14 3/4	6	4,750	87,281
WOMETCO	WOM	N	7 3/8	6 1/2	+	7/8	+	13.46	10 1/4	6 1/4	5	5,985	44,139
TOTAL										369,354	6,437,288		
Cablecasting													
AMECO**	ACO	O	1/4	1/4			.00	1 7/8	1/8		1,200	300	
AMER. ELECT. LABS	AELBA	O	5/8	1/2	+	1/8	+	25.00	2 1/8	1/2	2	1,672	1,045
AMERICAN TV & COMM.	AMTV	O	6 1/4	6 1/4			.00	19 1/4	5 1/2	13	3,292	20,575	
ATHENA COMM.**	O	O	1/8	1/8			.00	1 1/4	1/8		2,374	296	
BURNUP & SIMS	BSIM	O	3	3			.00	24 1/8	2 1/2	4	7,933	23,799	
CABLECOM-GENERAL	CCG	A	2	1 1/2	+	1/2	+	33.33	4 1/2	1 1/2	7	2,560	5,120
CABLE FUNDING*	CFUN	O	4 3/4	4 1/4	+	1/2	+	11.76	7 3/8	3 7/8	119	1,121	5,324
CABLE INFO.++	O	O	1/4	1/4			.00	1 1/4	1/4	1	663	165	
CITIZENS FIN.**	CPN	A	1 1/4	7/8	+	3/8	+	42.85	4 1/4	7/8	1	2,697	3,371
COMCAST*	O	O	1 1/4	1 1/4			.00	2 1/2	3/4	5	1,705	2,131	
COMMUNICATIONS PROP.	COMU	O	1 3/8	1 1/4	+	1/8	+	10.00	3 3/8	1	28	4,761	6,546
COX CABLE	CXC	A	4 5/8	5	-	3/8	-	7.50	15 1/4	3 3/4	8	3,560	16,465
ENTRON*	ENT	O	1/2	3/8	+	1/8	+	33.33	7/8	3/8	4	1,358	679
GENERAL INSTRUMENT	GRL	N	5/8	5 1/8	-	4 1/2	-	87.80	17 1/8	5/8		7,060	4,412
GENERAL TV*	O	O	3/8	3/8			.00	1 1/2	3/8	19	1,000	375	
SCIENTIFIC-ATLANTA	SFA	A	4 7/8	4 1/2	+	3/8	+	8.33	9 1/2	4	5	963	4,694
TELE-COMMUNICATION	TCOM	O	1	7/8	+	1/8	+	14.28	5 3/4	7/8	1	5,181	5,181
TELEPROMPTER	TP	N	1 7/8	1 1/2	+	3/8	+	25.00	8 1/4	1 3/8	1	16,105	30,196
TIME INC.	TL	N	29 3/4	24 7/8	+	4 7/8	+	19.59	40 1/4	24 7/8	6	9,957	296,220
TOCOM*	TOCM	O	2	1 7/8	+	1/8	+	6.66	4 7/8	1 7/8	5	634	1,268
UA-COLUMBIA CABLE	UACC	O	4 5/8	4 5/8			.00	6	3 3/4	9	1,795	8,301	
UNITED CABLE TV CORP	UCTV	O	1 3/8	1 1/4	+	1/8	+	10.00	4 5/8	1/4	11	1,879	2,583
VIACOM	VIA	N	3 1/4	2 3/4	+	1/2	+	18.18	7 1/2	2 5/8	5	3,850	12,512
VIKOA**	VIK	A	3/4	5/8	+	1/8	+	20.00	4	1/2	1	2,534	1,900
TOTAL										85,854	453,458		
Programming													
COLUMBIA PICTURES	CPS	N	2 7/8	2 3/8	+	1/2	+	21.05	4 3/4	1 5/8	13	6,748	19,400
DISNEY	DIS	N	23 1/8	21 3/8	+	1 3/4	+	8.18	54 1/2	18 3/4	14	29,738	687,691
FILMWAYS	FWY	A	2 7/8	2 7/8			.00	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	24 3/8	25 1/2	-	1 1/8	-	4.41	29 1/8	18 3/8	4	15,553	379,104
MCA	MCA	N	28 1/4	28 3/8	-	1/8	-	.44	28 7/8	19 1/4	5	8,465	239,136
MGM	MGM	N	17 1/4	17 3/8	-	1/8	-	.71	17 5/8	9 1/4	5	5,918	102,085
TELE-TAPE**	O	O	1/8	1/8			.00	3/4	1/8			2,190	273
TELETRONICS INTL.*	O	O	1 1/2	1 5/8	-	1/8	-	7.69	4 1/8	1 1/4	3	943	1,414
TRANSAMERICA	TA	N	6 5/8	5 3/4	+	7/8	+	15.21	10 3/8	5 1/2	7	65,025	430,790
20TH CENTURY-FOX	TF	N	6 1/2	5 1/4	+	1 1/4	+	23.80	9 1/8	4 1/2	17	8,004	52,026
WALTER READE**	WALT	O	1/4	1/8	+	1/8	+	100.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	9	8 3/4	+	1/4	+	2.85	18 1/2	6 7/8	3	16,317	146,853
WRATHER	WCO	A	2	1 3/8	+	5/8	+	45.45	8 1/8	1 1/4	25	2,229	4,458
TOTAL										168,058	2,069,589		
Service													
R800 INC.	O	O	11 1/4	11 1/2	-	1/4	-	2.17	14 1/4	10	5	2,513	28,271
COMSAT	CO	N	29 7/8	28 3/8	+	1 1/2	+	5.28	40 3/8	23 3/4	7	10,000	298,750
CREATIVE MANAGEMENT	CMA	A	5 7/8	5 7/8			.00	7 1/4	3		6	1,016	5,969
DOYLE OANE BERNBACH	DOYL	O	6 1/4	5 3/4	+	1/2	+	8.69	11 1/2	5 5/8	4	1,796	11,225
ELKINS INSTITUTE**	ELKN	O	1/8	1/8			.00	5/8	1/8			1,897	237
FOOTE CONE & BELDING	FCB	N	6 3/8	5 3/8	+	1	+	18.60	11 1/4	5 3/8	9	2,061	13,138
GREY ADVERTISING	GREY	O	5 5/8	6	-	3/8	-	6.25	8 3/8	5 5/8	3	1,255	7,059
INTERPUBLIC GROUP	IPG	N	9 3/8	8 1/2	+	7/8	+	10.29	13	8 1/8	4	2,319	21,740
MARVIN JOSEPHSON*	MRVN	O	5 1/2	4 1/4	+	1 1/4	+	29.41	8 1/2	3 1/4	4	802	4,411
MCI COMMUNICATIONS	MCIC	O	1 7/8	1 7/8			.00	6 1/2	1			13,309	24,954
MOVIELAB	MOV	A	5/8	1/2	+	1/8	+	25.00	1 5/8	1 1/2	4	1,407	879
MPO VIDEOTRONICS	MPO	A	1	1 1/8	-	1/8	-	11.11	2 5/8	1		539	539
NEEDHAM, HARPER	NDHMA	O	4	3 7/8	+	1/8	+	3.22	7 1/2	3 5/8	3	918	3,672
A. C. NIELSEN	NIELB	O	10	10			.00	28	7 3/8	10	10,598	105,980	
OGILVY & MATHER	OGIL	O	11 1/4	11 3/4	-	1/2	-	4.25	17 1/4	10	4	1,807	20,328
PKL CO.***	PKL	D	1	1			.00	1 3/4	1/4	6		818	818
J. WALTER THOMPSON	JWT	N	6	4 1/4	+	1 3/4	+	41.17	12	4 1/4	18	2,624	15,744
UNIVERSAL COMM.***	D	D	1/8	1/8			.00	3/4	1/8			715	89
TOTAL										56,394	563,803		
Electronics													
AMPEX	APX	N	2 5/8	2 1/2	+	1/8	+	5.00	4 7/8	2 1/4	3	10,885	28,573
CCA ELECTRONICS*	CCAE	O	1/8	1/8			.00	1 1/8	1/8			881	110
CETEC	CEC	A	1 1/8	1	+	1/8	+	12.50	2 1/8	1	5	2,324	2,614
COHU, INC.	COH	A	1 1/4	1 1/4			.00	3 7/8	1 1/4	5		1,619	2,023
CONRAC	CAX	N	13 5/8	10 5/8	+	3	+	28.23	21	10	6	1,261	17,181
GENERAL ELECTRIC	GE	N	33 3/4	33 3/8	+	3/8	+	1.12	65	30	10	181,988	6,142,095
HARRIS CORP.	HRS	N	14 3/4	14 7/8	-	1/8	-	.84	33 1/2	13 1/8	5	6,204	91,509
INTERNATIONAL VIDEO	IVCP	O	1 1/2	1 1/4	+	1/4	+	20.00	7 1/2	1 1/4	19	2,730	4,095
MAGNAVOX	MAG	N	4 5/8	4	+	5/8	+	15.62	9 7/8	3 3/4	26	17,799	82,320
3M	MMM	N	44 1/8	46 1/8	-	2	-	4.33	80 1/2	44 1/8	16	113,729	5,018,292
MOTOROLA	MOT	N	34 5/8	34 1/8	+	1/2	+	1.46	61 7/8	34 1/8	11	28,053	971,335
OAK INDUSTRIES	OEN	N	6 1/2	5 1/4	+	1 1/4	+	23.80	12 7/8	5 1/4	2	1,639	10,653

	Stock symbol	Exch.	Closing Wed. Jan. 8	Closing Tues. Dec. 31	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
RCA	RCA	N	11 1/8	10 3/4	+	3/8	+	3.48	21 1/2	9 7/8	5	74,661	830,603
ROCKWELL INTL.	ROK	N	19 3/4	19 3/8	+	3/8	+	1.93	28 3/8	18 3/8	5	30,356	599,531
RSC INDUSTRIES	RSC	A	1 5/8	1 5/8				.00	2 1/8	1/2	6	3,458	5,619
SONY CORP.	SNE	N	5 3/8	5 7/8	-	1/2	-	8.51	29 7/8	4 3/4	10	165,625	890,234
TEKTRONIX	TEK	N	18 1/2	19 1/2	-	1	-	5.12	47 3/4	18 1/2	7	8,651	160,043
TELEMETION	TIMT	O	1	1				.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.*	O	O	6	6				.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	6 3/4	6 5/8	+	1/8	+	1.88	13 1/4	6	6	6,617	44,664
WESTINGHOUSE	WX	N	10 7/8	10 1/8	+	3/4	+	7.40	26	8 1/2	8	87,876	955,651
ZENITH	ZE	N	11 1/4	11 1/2	-	1/4	-	2.17	31 5/8	10	9	18,797	211,466
TOTAL										766,678	16,072,511		
GRAND TOTAL										1,524,303	27,077,721		

Standard & Poor's Industrial Average

77.7 76.5 +1.2

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. Earnings 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.

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

CURRENT AND CHANGE							YEAR EARLIER		
Company	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Adama-Russell Co.	year 9/30	13,927,158	+ 3.7%	314,133	- 37.3%	.25	13,426,337	503,143	.40
Ampex Corp.	6 mo. 10/26/74	142,641,000	+ 8.8%	14,897,000	+663.4%	1.35	131,096,000	1,925,000	.18
Citizens Financial Corp.	9 mo. 9/30	25,709,000	- 9.0%	(4,366,000)	*	(1.60)	28,273,000	312,000	.10
Kansas State Network	3 mo. 11/30	2,881,359	+ 16.8%	384,462	+ 23.5%	.23	2,465,699	311,180	.18
Magnavox	9 mo. 9/30	384,542,000	- 12.6%	(7,969,000)	*	(.45)	440,323,000	(5,077,000)	(.29)
A. C. Nielsen Co.	3 mo. 11/30	45,251,656	+ 12.3%	2,410,800	- 7.8%	.23	40,281,478	2,616,364	.25
RSC Industries	9 mo. 9/30	10,169,690	+ 26.5%	839,858	+ 78.5%	.24	8,040,507	470,554	.14
Rust Craft	9 mo. 11/30	61,168,000	+ 5.9%	1,505,000	- 25.3%	.62	57,751,000	2,015,000	.80
Teletronica Int'l.	year 6/30	7,385,087	+ 19.8%	490,214	+ 4.3%	.59	6,161,368	470,184	.53
Wrather Corp.	9 mo. 9/30	15,045,000	- 4.8%	(6,742,000)	*	(3.02)	15,812,000	118,000	.05

*Change too great to be meaningful.

Fates & Fortunes®

Media

Gerald Carrus, VP and controller, Metromedia Radio, New York, elected senior VP and controller.

John Detz, VP-general manager of WABX(FM) Detroit, named general manager, KWST(FM) Los Angeles, succeeding **Gordon Potter**, who became president of Century National Sales (BROADCASTING, Dec. 16, 1974). Representative company and stations are owned by Century Broadcasting Corp., Chicago.

Dave Oakley, VP and member of board, Quincy Newspapers, Quincy, Ill., named general manager of WGEM-AM-FM-TV Quincy, succeeding **Joe Bonansinga** who will retire in mid-1975 but continues as VP of Quincy Broadcasting Co. **James Marwood**, automation field service supervisor, Gates Division of Harris Corp., Quincy, named to newly created position of radio operations manager, WGEM-AM-FM.

Richard A. Snyder, account executive,

WGAN-TV Portland, Me., named general manager, WJBQ-AM-FM Portland.

Earl Higgins, VP-finance, Outlet Co. broadcast group, Providence, R.I., joins WJAR-TV Baltimore, as business manager.

William L. Lauer, manager, WOMC(FM) Detroit, named to same post, WMNI-FM Columbus, Ohio.

Marty Colby, general sales manager, XETV(TV) Tijuana, Mexico (San Diego) named to additional position of manager.

Gary Adler, general manager, WJKS-TV Jacksonville, Fla., elected VP.

Newly elected officers of Metropolitan Phoenix Broadcasters Association: **Eric Hauenstein**, KDKB-AM-FM Mesa, Ariz., president; **Bill McReynolds**, KPHO-TV Phoenix, VP; **Betty Mogk**, KASA(AM) Phoenix, secretary-treasurer. Board members named are **Bob Allingham**, KTAR-TV Phoenix-Mesa; **Ray Odom**, KJZZ(AM) Phoenix; **Chuck Glance**, KTVK(TV) Phoenix, and **Harry Reith** (past president), KBUZ-FM Mesa, Ariz.

Tad Estes, account executive, KBEQ-FM

Kansas City, Mo., named general manager, KTGR-AM-FM Columbia, Mo.

Kent Chatterton, accounting manager, Goodwill Industries, Phoenix, named business manager, KDKB-AM-FM Mesa, Ariz.-Phoenix.

Ken Hastie, station manager, WMT-AM-FM Cedar Rapids, Iowa, retires after 39 years with station.

Richard Novik, former sales manager of WLIB(AM) New York, named general manager of WPUT(AM) Brewster, N.Y.

J. Keith Morgan, art director, WPLG-TV Miami, named to newly created position of news graphics director, WBZ-TV Boston.

Paul C. Hassenplug, director of development, noncommercial WCNY-FM-TV Syracuse, N.Y., named general manager, Northeast New York Educational Television Association, Plattsburgh, N.Y.

Jerry Wishnow, formerly with WBZ-TV Boston, has formed own public service-promotion company in Marblehead, Mass.



Tarheel tapestry team. Roy H. Park (center), president of group owner Park Broadcasting, Ithaca, N.Y., was host to North Carolina Governor James E. Holshouser Jr. (r) and Dr. John T. Caldwell (l), chancellor of North Carolina State University, Raleigh, and 50 executives of major U.S. firms at the Union League Club, New York. Alumnus Park is chairman of university's development council, is working with other alumni executives in commissioning tapestry for the university.

Rose TenEyck, director of research, Jack Masla Co., New York, named research director, KGO(AM) San Francisco.

Broadcast Advertising

Jack W. Copher, VP-account director, Needham, Harper & Steers, Chicago, named managing partner and elected senior VP. **James P. Roos**, VP-assistant account director, NH&S, Chicago, named account director. **Eugene S. Mahany**, VP-account director and director of merchandising, NH&S, Chicago, elected senior VP.

Jack Mulderrig, general manager, Avco Television Sales, VP and member of board, Avco Radio Television Sales, New York, elected senior VP, Avco Television Sales.



Kroll

Alex Kroll, executive VP and creative director of Y & R International Inc., named to additional post of managing director of Y & R-U.S.A., which consists of agency's New York, Detroit and Los Angeles offices. **James E. Mortensen**, vice chairman of

Young & Rubicam International and previously in charge of Y & R domestic offices has been relieved of those responsibilities and has been named chief financial officer for parent company. **Frazier Purdy**, senior VP of company becomes creative director for Y & R New York.

Hal Marquis, president of Hoefer, Dietrich & Brown Inc., San Francisco, named chairman and chief executive officer of

agency, and **Jim Rice**, VP-account management, named president and chief operating officer. Mr. Marquis succeeds **John H. Hoefer** who will remain active as chairman of finance committee as well as in personnel, client relations and business development.

Monte Newman, general sales manager, WRC-TV Washington, named director of Eastern sales, NBC-TV Spot Sales, New York.

David Ross, account executive, WIXY(AM)-WDOK(FM) Cleveland, named national sales manager. **Jim Knowles**, account executive, WDOK, named local sales manager.

James A. Joyella, retail development manager, WCBS-TV New York, named general sales manager, WCAU-TV Philadelphia. Both are CBS-owned stations.

Robert Weiss, sales manager in New York office of Bernard Howard & Co., named VP in charge of national sales.

Robert McNear, account executive, NBC Radio, Chicago, appointed manager of sales, central office, of network.

Allen Embury, writer-producer of syndicated radio shows, Oshkosh, Wis., named assistant manager and sales manager, KMAQ-AM-FM Maquoketa, Iowa.

Al Gordon, manager of advertising and promotion, WPVI-TV Philadelphia, named director of advertising and promotion, WHC-TV Pittsburgh.

Howard Gerber, media director, Altman, Stoller, Weiss Inc., New York, joins Case & McGrath Inc., New York in same capacity.

Ron Woods, with Avco Radio Sales, Los

Named to NARB. National Advertising Review Board, which consists of 50 regular and 10 alternate members, has elected following 22 members: Annette Baxter, Barnard College, New York; Mira Berman, Allerton, Berman & Dean, New York; Victor G. Bloede, Benton & Bowles, New York; Orville G. Brim Jr., Foundation for Children Development, New York; Derek J. Carroll, Thomas J. Lipton, Englewood Cliffs, N.J.; Richard C. Christian, Marsteller, Chicago; Joseph W. Curran, RCA Corp., New York; Peter Geer, Geer, DuBois, New York; William H. Genge, Ketchum, MacLeod & Grove, Pittsburgh; O. Milton Gossett, Compton Advertising, New York; Chester R. Green, Kraftco Corp., Glenview, Ill.; Paul C. Harper Jr., Needham, Harper & Steers, New York; George Hinckley, Travelers Insurance Co., Hartford, Conn.; Gordon G. Hurt, Zenith Sales Co., Chicago; David B. McCall, McCaffrey and McCall, New York; Roger J. Mohr, Arthur Meyerhoff Associates, Chicago; M. Morris, Life Savers, New York; Howard Sandage, University of Illinois, Urbana; Howard Shank, Leo Burnett Co., Chicago; George B. Tyrrell, Johnson & Johnson, New Brunswick, N.J.; Evin Varner, Shotwell, Carven, Varner, Charlotte, N.C.; Max Ways, *Fortune* magazine, New York.

Angeles, named assistant sales manager, that office.

Michael J. Byrnes, assistant treasurer, Pickard China, Antioch, Ill., named controller, A. Eicoff & Co., Chicago advertising agency.

Susan Breakefield, local sales manager, WASH(FM) Washington, named general sales manager.

Verl D. Wheeler, general sales manager, KBES-AM-FM Bellevue, Wash., named sales manager, WUBE-AM-FM Cincinnati.

Dorothy Cameron, spot broadcast buyer, Cunningham & Walsh, New York, named broadcast supervisor, media department.

Earl Schoborg, general sales manager, KGLO-AM-TV Mason City, Iowa, assumes additional duties in national sales.

Duane Schlichting, broadcast business manager, Omaha office of Bozell & Jacobs International, named VP-broadcast business for company, remaining in Omaha.

M. J. Groothand, local-regional sales manager, WPTZ-TV Plattsburgh, N.Y., named general sales manager.

Jack England, account executive, KKEE(AM)-KWYT(FM) Salinas, Calif., named local sales manager.

Charles C. McCreery, salesman, Jack Masla & Co., New York, elected VP. **George Maris**, local sales manager, WDAI(FM) Chicago, joins Masla as Chicago office manager.

John E. McGowan, area sales manager, New York; **M. C. Via Jr.**, sales manager, Dallas, and **J. Barry Weed** and **Thomas R. Will**, team sales managers, Chicago, all elected VP's of Peters, Griffin, Woodward. **Robert Steres**, salesman for PGW, named to new post of sales manager, Los Angeles.

Ellen Schapps, media planner, D'Arcy-MacManus & Masius, New York, joins Kenyon & Eckhardt Advertising, New York, in same capacity.

Dick Kryder, account supervisor at Kelly, Nason, San Francisco, named manager of that office.

Mike Cotter, VP and art director of Cunningham & Walsh, New York, named VP and senior art director, Clyne Dusenberry Inc., New York.

Robert Neidhardt and **Eli Kramer**, creative directors at Benton & Bowles, New York, named VP's.

Robert Z. Goldberg, sales manager, WANN(AM) Annapolis, Md., elected VP-sales.

Charlie O'Donnell, with Prime Time Marketing, New York, joins Ries Cappiello Colwell, New York, as VP-media and research services.

Adrienne Cohen, with Young & Rubicam, New York, joins Weltin Advertising, Atlanta, as associate creative director.

John J. Albert, sales manager, WWJ-AM-FM Detroit, appointed broadcast administrator for Detroit Tigers baseball on WWJ-TV Detroit under new five-year contract in which station will handle sales

(BROADCASTING, Dec. 23, 1974).

Peter Sisam, general manager of All-Canada Radio and Television Ltd., Toronto, elected president, Station Representatives Association of Canada, Toronto.

Boyd Browning, account executive, Selcom Broadcast Representatives, Los Angeles, joins KDKB-AM-FM Mesa, Ariz.-Phoenix as local sales manager.

Programing

Peter H. Engel, VP-television programming, Metromedia Producers Corp., joins Universal Television, Los Angeles, as production executive. He will continue to serve as executive producer of *How to Survive a Marriage*, daily, half-hour NBC drama, recently acquired by Universal's parent, MCA. **Irv Wilson**, executive producer of ABC's *Missiles of October* (BROADCASTING, Dec. 9, 1974), formerly VP-programing for Viacom Enterprises, joins Universal Television as producer of TV and development pilots.

David Goldsmith, manager, program development, MGM-Television, named director of specials and TV pictures, same company.

David Evans, assistant in advertising and promotion department, National Telefilm Associates, Los Angeles, named manager, NTA's London office.

Kenneth E. Schwedop, senior producer-director, KING-TV Seattle, joins KOMO-TV same city, as producer-director.

Scott Palmer, anchorman, WJKS-TV Jacksonville, Fla., named sports director, WSPA-TV Spartanburg, S.C.

John Wade, talk-show host, WTVN-TV Columbus, Ohio, named host for *AM Atlanta* which premiered Jan. 6 on WXIA-TV Atlanta.

Norm Winer, program director, WBCN-FM) Boston, elected VP-programing.

Tom Hayes, announcer, WCRT(AM)-WQEZ(FM) Birmingham, Ala., named program director for stations.

Bob Phillips, producer-director, WUTR-TV) Utica-Rome, N.Y., named production manager.

Frank Muldowney, formerly VP-account supervisor, Bozell & Jacobs, Chicago, elected president of six-month-old company, The Syndication Works, Chicago.

Dean Landfear, program manager, WMT-AM-FM Cedar Rapids, Iowa, retires after 32 years with stations. **Howdy Roberts**, early-morning announcer, retires after 31 years with WMT-AM-FM.

S. Anders Yocom Jr., VP-programing and programing manager, Connecticut Educational Television Corp., named coordinator for programing, Public Broadcasting Service, Washington.

Steve Glick, production manager, WGBH-TV Boston, named assistant director of operations, Eastern Educational Network, Boston.

Lister Sinclair, writer, producer and broadcaster with Canadian Broadcasting Corp., Ottawa, elected VP-program policy and development.

Capitol Hill broadcast officers. William Greenwood, VP and news director for Mutual Broadcasting System, is newly elected chairman of the Radio and Television Correspondents Association, 650-member organization of broadcast congressional correspondents. He succeeds Marya McLaughlin of CBS News, who remains on association's executive committee as ex officio member. Robert F. Foster of WGN Continental Broadcasting Co. was elected vice chairman for 1975; Sam A. Donaldson, ABC News, secretary, and Paul Duke, Public Broadcasting Service, treasurer. Newly elected executive committee members-at-large are Ray Scherer, NBC News, Ted Capener, Bonneville International Corp., and G. Bradford Kress, NBC News.

Broadcast Journalism

John Sheahan, CBS News correspondent in Bonn, reassigned to Cairo.

Ralph Howard, anchorman-reporter, WBBM(AM) Chicago, joins WCBS(AM) New York, in same capacity. Both are CBS stations.

Kim Peterson, anchorman, WSB-AM-FM Atlanta, named news director, WGSO(AM) New Orleans.

Lee Schell, acting news director, KNTV-TV) San Jose, Calif., named news director.

Paul Berry, weekend anchorman and public affairs show host, WMAL-TV Washington, named weekday co-anchorman. He succeeds **Fred Thomas** who joins WRC-TV Washington as co-anchorman and featured reporter.

Harry Wappler, with WNBC-TV New York, rejoins KIRO-TV Seattle as meteorologist. **Ron Barr**, weatherman, KIRO-TV, named sportscaster. **Ron Forsell**, sportscaster, KIRO-TV, assumes reporting role.

Jim Warren, from KVOA-TV Tucson, Ariz., named sports anchorman, KPHO-TV Phoenix.

Richard Jerschied, photographer, WBAL-TV Baltimore, joins news staff, WHTN-TV Huntington, W. Va. **Tom Steyer**, newsman, WDTV-TV) Clarksburg, W. Va., joins WHTN-TV's Charleston, W. Va., news bureau.

West Moore, District of Columbia correspondent, WMAL-AM-FM Washington, named public affairs director, succeeded by **Lewis Jones**, 1974 Harvard University graduate.

Charles Tornell, coordinator, Communications Arts and Instructional Media Services, Wilmington College, New Castle, Del., joins news staff, WWAY-TV) Wilmington, N.C., as late night anchor.

Thomas W. Cheatham, European news editor, UPI, Brussels, named UPI London bureau manager. **Peter G. Uebersax**, UPI news editor for Iberia, named Madrid bureau manager and chief correspondent for Iberia. **John C. DePrez Jr.**, editor, UPI Chicago bureau, named regional executive for UPI operations in Iowa, Nebraska and South Dakota. He succeeds **R. G. (Chip) Faircloth**, who resigned.

Stephen Strassberg, manager of newspaper publicity, ABC, New York, named director of news information, handling publicity for ABC News.

Karen L. Stone, general assignment reporter, *Geneva* (N.Y.) *Times*, and **Jack Rotholz**, 1974 graduate of Northwestern University's Medill School of Journalism, named producers-reporters in news and public affairs department, noncommercial WXXI-FM-TV Rochester, N.Y.

Cable

David S. Hanson, regional manager of Tele-Vue Systems Inc. in Marin county, Calif., named to new post of VP-marketing, Television Signal Corp., San Francisco. Both cable TV companies are subsidiaries of Viacom Communications.

Audrey M. Sculthorpe, from affirmative action and insurance/pension plans, Sealtest Foods, Philadelphia, named personnel manager of cable division of Teleprompter Corp., New York.

Equipment & Engineering

Joseph E. Padgett, assistant controller, Electronic Industries Association, Washington, elected treasurer.

Allied Fields

James Graf, of Office of Plans and Policy, FCC, Washington, named special assistant to FCC Chairman Richard E.

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Former Senator Burton K. Wheeler (D-Mont.), who as chairman of the Senate Commerce Committee played an important role in the drafting of communications regulation, died Jan. 6 at his home in Washington. He was 92.

Senator Wheeler was elected to the Senate in 1922 and became a leading investigator. He figured in the Teapot Dome prosecutions in 1923 and was a candidate for the Vice Presidency in 1924 on the Progressive Party ticket headed by the late Senator Robert M. La Follette Sr. of Wisconsin. He was the Senator leader in opposing President Franklin D. Roosevelt's plan to reorganize the Supreme Court in the 1930's.

Since leaving the Senate in 1946, Senator Wheeler has been identified with the Washington law firm of Wheeler & Wheeler, with one of his sons, Edward Kendall Wheeler. He is also survived by two other sons, John L. Wheeler, of Maryland, Richard B. Wheeler, of Denver (a broadcaster and owner of KSPO[AM] Spokane, Wash.) and two daughters, Mrs. Elizabeth Colman of Hartland, Wis., and Mrs. Marion Scott of Bethesda, Md.



Senator Wheeler in Washington last November at a dinner celebrating the 40th anniversary of the FCC.

Wiley. He succeeds **James Hobson**, new chief of renewal branch and transfer division (BROADCASTING, Dec. 9).

L. J. Fishkin, formerly assistant to head of U.S. Office of Telecommunications Management, named manager, Audiovisual Services and Coordination Center, Office of Secretary of the Interior, Washington.

Ian D. Volner named partner, and **Bruce P. Saypol** joins Cohn & Marks, Washington communications law firm.

John D. Hershberger, director of Educational Television Center, Cornell University, Ithaca, N.Y., named director of University Television, University of South Florida, Tampa, Fla.

Deaths



Cross

Milton Cross, 77, narrator of Metropolitan Opera radio broadcasts for 43 years, died at his New York home Jan. 3, apparently of heart attack. Since 1931 when broadcasts began, Mr. Cross had missed only two programs, both in 1973 following death of his wife, Ellegood Fowler Cross. Program has been sponsored on Saturday afternoons for 35 years by Texaco Inc. and is carried on 120 commercial and 90 college radio stations. Broadcasts are packaged by G. H. Johnston Inc., New York, which said Peter Allen of WQXR(AM) New York, who has been Mr. Cross's standby for several years, will handle opera assignment at least on temporary basis. Mr. Cross leaves two sisters, Margaret and Edith.

Richard B. Rawls, 66, VP and general manager of KPHO-AM-TV Phoenix from 1952 to 1968, died Jan. 4 at Phoenix. He had been with ABC from 1946 to 1952, serving as manager of TV operations in helping to get ABC-TV network started and then as director of affiliate relations. After leaving KPHO stations he managed WPGH-TV Pittsburgh before retiring to

Phoenix in 1970. Survivors include his wife, Helen, and brother, John.

Major General James McCormack (USAF-retired), 64, chairman of Communications Satellite Corp. from 1965 to 1970, died Jan. 3 in Hilton Head, S.C. He also had been VP of Massachusetts Institute of Technology, Cambridge. Survivors include his wife, Eleanor, one son, and one daughter.

Edward G. Gallagher, 52, executive VP and director of creative services, N. W. Ayer ABH International, New York, and member of board of directors of agency since 1967, died Jan. 3 after lengthy illness. He is survived by his wife, Musette, and four sons.

Arthur Pierson, 73, TV producer-director as well as stage and screen actor-writer-director, died Jan. 1 at St. John's hospital, Santa Monica, Calif., following massive stroke. His TV credits include production and/or direction of *China Smith*, *Sheena*, *Queen of the Jungle*, *Terry and the Pirates*, and *Do You Trust Your Wife?* Surviving are his wife, Marjori, and son, Timothy.

Paul Cahill, 42, former executive producer, WBBM-TV Chicago, died Dec. 28 in Veterans hospital, Chicago, after brief illness. He is survived by his wife, Jill, and daughters, Melissa and Carrie.

George F. Walsh, 47, director, WBBM-TV Chicago and formerly with WBBM(AM) died Dec. 22 at Passavant hospital, Chicago, after brief illness.

Charles W. Stump, 56, business manager and chief meteorologist, WFTV(TV) Orlando, Fla., died Dec. 31 of heart attack, while vacationing in Franklin, N.C. Survivors include his wife, Barbara, three sons and one daughter.

Ray Morgan, 61, TV and radio announcer, died Jan. 5 of cancer in Englewood hospital, Englewood, N.J. Mr. Morgan during 1950's announced for such TV shows as *Toast of the Town*, *The Ted Mack Amateur Hour*, *The Kraft Music Hall* and *Studio One*. Earlier, he was actor and announcer on *Gangbusters* and *We the People* radio shows. He is survived by wife, Ruie, and one daughter.

For the Record®

As compiled by BROADCASTING, Dec. 27 through Jan. 3 and based on filings, authorizations and other FCC actions.

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

New stations

TV licenses

Broadcast Bureau granted following licenses covering new stations:

- ***WWPB-TV** Hagerstown, Md., Maryland Public Broadcasting Commission. (BLET-368). Action Dec. 20.
- **WVEO** Aguadilla, Puerto Rico, Video Empresas del Oeste Inc. (BLCT-2334). Action Dec. 20.

AM applications

- **McRae, Ga.**—William T. Dodd and John W. Davidson seek 1410 khz, 1 kw-D. P.O. address: 127 Glynn St., Jesup, Ga. 31545. Estimated construction cost \$5,000; first-year operating cost \$55,000; revenue \$70,000. Format: C&W. Principals: Mr. Todd (50%) is former general manager of WDAX(AM) McRae and grocery store owner. Mr. Davidson (50%) is president-treasurer of WLOP(AM)-WFOF(AM) Jesup, Ga. Messrs. Todd and Davidson request interim authority for deleted facilities of WDAX. Ann. Jan. 2.
- **Manti, Utah**—Sanpete County Broadcasting Co. seeks 1340 khz, 250 w. P.O. address: 122 W. Union St., Manti 84642. Estimated construction cost \$28,456; first-year operating cost \$28,800; revenue \$58,000. Format: MOR. Principals: Lee R. Barton (50%), owner of farm-sheep ranch and partner in livestock company; and sons Douglas L. (40%), university faculty member; and Kay C. (10%), student. Ann. Dec. 30.

AM action

- **St. Matthews, S.C.**—FCC denied petition to deny filed by WTND(AM) Orangeburg, S.C., and granted Central Carolina Broadcasting Corp. 710 khz, 1 kw-D, DA. P.O. address Box 1462, Orangeburg, S.C. 29115. Estimated construction cost \$23,929; first-year operating cost \$48,450; revenue \$92,000. Principals: Richard E. and Gwendolyn T. King (together 50%), Nancy Wactor (21%), Robert H. Hutto (14%), et al. Mr. King owns retail furniture store and Mr. Hutto construction business, both Orangeburg, S.C. Action Dec. 17.

AM start

- **WEEO** Smithfield, Va.—Authorized program operation on 940 khz, 1 kw-D, DA. Action Dec. 18.

FM actions

- ***Tucson, Ariz.**—University of Arizona-Tucson. Broadcast Bureau granted 90.5 mhz, Arizona Board of Regents, 12.5 kw, HAAT 3,590 ft. P.O. address University of Arizona, Tucson 85721. Estimated construction cost \$75,000; first-year operating cost \$93,363; revenue none. Principals: Margaret Christy is president of Arizona Board of Regents (BPED-1729). Action Dec. 23.
- ***Grand Junction, Colo.**—Mesa College. Broadcast Bureau granted 91.3 mhz, 10 w, HAAT 80 ft. P.O. address: 1175 Texas Ave., Grand Junction 81501. Estimated construction cost \$3,356. First-year operating cost \$3,500. Principal: Charles R. Hendrickson, director of audio visual services (BPED-1899). Action Dec. 27.
- ***Statesboro, Ga.**—Georgia Southern College. Broadcast Bureau granted 91.3 mhz, 10 w, HAAT 69 ft. P.O. address: c/o Dr. Roger Branch, Statesboro 30458. Estimated construction cost \$12,397; first-year operating cost \$5,603. Format: ed. Principal: Dr. Branch, assistant professor of sociology (BPED-1888). Action Dec. 19.

■ ***Carlinville, Ill.**—Illinois Bible Institute. Broadcast Bureau granted 91.1 mhz, 23.5 kw (horiz), 15 kw (vert), HAAT 260 ft. P.O. address: R.R. 3, Box 225, Carlinville 62626. Estimated construction cost \$51,957; first-year operating cost \$35,000. Principal: Richard W. Dortch, president (BPED-1810). Action Dec. 19.

■ ***Fort Wayne, Ind.**—Acting chief, Broadcast Bureau, granted joint petition for approval of agreement providing for dismissal of Cedarville College application, and grant of competing application of Fort Wayne Bible College. Fort Wayne Bible College will reimburse Cedarville College \$1,000. Fort Wayne Bible College granted 90.3 mhz, 50 kw, HAAT 269 ft. P.O. address: 1025 West Rudisill Boulevard, Fort Wayne 46807. Estimated construction cost \$58,718; first-year operating cost \$38,760. Principal: Timothy M. Warner, president. Action Dec. 20.

■ **Carthage, Tenn.**—Broadcast Bureau granted Carthage Broadcasting Co. mod. of CP to change trans. and ant. (BMPH-14338). Action Dec. 26.

■ **El Paso, Tex.**—Media Corp. Broadcast Bureau granted 92.3 mhz, 100 kw, HAAT 1,860 ft. P.O. address: Box 149, Humble City, N.M. 88251. Estimated construction cost \$76,580; first-year operating cost \$69,600; revenue \$120,000. Principals: Glen L. Houston (50.1%), John A. Parry (25%), Theodore R. Johnson (24.9%). Messrs. Houston and Johnson are law partners in Hobbs, N.M., and Mr. Parry is president of KCIA Radio. Media Corp. owns KCIP(AM)-KPOE(FM) Humble City (BPH-9078). Action Dec. 19.

■ **El Paso, Tex.**—KAMA Radio. Broadcast Bureau granted 93.1 mhz, 100 kw, HAAT 1,160 ft. P.O. address: 4141 Pinnacle St., El Paso 79902. Estimated construction cost \$47,700; first-year operating cost \$30,000; revenue \$35,000. Format: Spanish. Principals: Jack R. McVeigh (51%) and Billie M. McVeigh (49%) own KAMA(AM) El Paso (BPH-9136). Action Dec. 23.

■ **Elkins, W. Va.**—Board of Trustees of Davis and Elkins College. Broadcast Bureau granted 90.3 mhz. Estimated construction cost \$3,100; first-year operating cost \$2,400. Principal: Dr. Gordon Hermanson, president (BPED-1909). Action Dec. 27.

FM starts

- **KAAM** Berryville, Ark.—Authorized program operation on 107.1 mhz, ERP 1 kw, HAAT 450 ft. Action Dec. 13.
- **KVRE-FM** Santa Rosa, Calif.—Authorized program operation on 99.3 mhz, ERP 135 w, HAAT 1,100 ft. Action Dec. 20.
- **WFWA** Sullivan, Ill.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 18.

FM license

- Broadcast Bureau granted following license covering new station:
- ***WSPS** Concord, N.H., St. Paul's School (BLED-1303). Action Dec. 30.

Ownership changes

Applications

- **KEZS(FM)** Sacramento, Calif. (96.9 mhz, 64 kw) —Seeks assignment of license from PSA Broadcasting Co. to Cleveland Broadcasting Inc., subsidiary of ASI Communications for \$700,000. Seller owns KLVE(FM) Los Angeles, KEZL(FM) San Diego and KEZR(FM) San Jose, Calif. Buyer owns McGavren-Guild-PGW station representative firm, as well as KROY(AM) Sacramento, Calif.; KFAC-AM-FM Los Angeles; WRYT(AM) Boston and KJTV(TV) Bakersfield, Calif. Ann. Dec. 30.
- **WNTN(AM)** Newton, Mass. (1550 khz, 10 kw-D) —Seeks transfer of control of Newton Broadcasting Corp. from Charles A. Bell (100% before; none after) to Orestes T. Demetriades and John A. Booras (both none before; 50% each after) for \$285,000. Principals: Messrs. Demetriades and Booras are Greek language program directors for WNTN and WLYN(AM) Lynn, Mass. Ann. Dec. 30.
- **KLAW(FM)** Lawton, Okla. (101.5 mhz, 29.5 kw) —Seeks assignment of license from Security Broadcasting Corp. to Lawton Broadcasting Corp. for \$125,000. Sellers: Grover B. White, president, and nine other bankers. Buyers: Lon H. Williams

(89%), Mary M. Morrison (10%), et al. Mr. Williams and Ms. Morrison are stockholders in KIXS-AM-FM Killean, Tex. Ann. Dec. 30.

■ **KCAS(AM)** Slaton, Tex. (AM: 1050 khz, 250 w-D) —Seeks transfer of control of Star of Plains Broadcasting from James B. Hughes, Kermit S., Ruthmary and Kermit C. Ashby (100% before; none after) to Elmer F. and Amy H. Smith (none before; 100% after). Consideration: \$90,000. Principals: Mr. and Mrs. Smith, (50% each) have investments in real estate, stocks and bonds. Ann. Dec. 30.

Actions

- **WPRN(AM)** Butler, Ala.—Broadcast Bureau granted assignment of license from Julian A. Watters III (100% before; 51% after) to Mr. Watters and Debra W. Jackson (none before; 49% after); consideration \$41,000 (BAL-8306). Action Dec. 24.
- **KUPD-AM-FM** Tempe, Ariz.—Broadcast Bureau granted assignment license from Ben P. Marshall to Tri-State Broadcasting Co. for \$392,602. Seller: Mr. Marshall (100%) as receiver. Buyers: John N. Norris and Robert L. Melton (each 50%). Mr. Melton is general manager of KUPD-AM-FM and Mr. Norris has interest in school equipment firm in Phoenix (BAL-8071). Action Dec. 23.
- **KCRI(FM)** Helena, Ark. (103.7 mhz, 3 kw) —Broadcast Bureau granted assignment of license from Radio Helena to Phillips County Broadcasters for \$85,000. Seller: C. D. Saunders (100%) owns WSWG-AM-FM Greenwood and WXXX(AM) Hattiesburg, both Mississippi. Buyer: W. Barry Medlin (100%) has interest in KAGH-FM Crossett, Ark. (BAPH-569). Action Dec. 27.
- **KWAV(FM)** Monterey, Calif.—FCC granted assignment of license from Johnston Broadcasting Co. to the A-B Chemical Corp. for \$450,000. Seller: Stoddard P. Johnston (100%), president. Buyers: National Distillers and Chemical Corp. (100%). John E. Bierwirth is president of A-B Chemical. Action Dec. 23.
- **KZON(AM)** Santa Maria, Calif.—Broadcast Bureau granted involuntary acquisition of negative control of Hospitality Broadcasters by Joan Saueressig, individually and as administratrix of estate of Stanley C. Saueressig (BTC-7613). Action Dec. 19.
- **KTHO-AM-FM** South Lake Tahoe, Calif.—Broadcast Bureau granted relinquishment of negative control of Emerald Broadcasting Co. by each Robert W. Breckner and Donald C. McBain (both 50% before; 49% after) thru sale of stock to Norman Hankoff (none before, 2% after); consideration \$600 (BTC-7623). Action Dec. 24.
- **KRLN-AM-FM** Canon City, Colo.—Broadcast Bureau granted transfer of control of KRLN Inc. from Norton E. Warner (100% before; 65.8% after) to KIMB Inc.; his wife Diana H. acquiring 34.2%; condition (BTC-7616). Action Dec. 24.
- **WETO(AM)** Deland, Fla.—Broadcast Bureau granted assignment of license from WETO Inc. to West Volusia Broadcasters, both owned 100% by Keith E. Walker (BAL-8300). Action Dec. 24.
- **WERD(AM)** Jacksonville, Fla.—Broadcast Bureau granted transfer of control of Radio Station WERD Inc. from Ruth H. Cohn, trustee, to Ruth H. Cohn, Harold S. Cohn II, and Ronald H. Cohn (BTC-7593). Action Dec. 27.
- **WLOF(AM)** Orlando, Fla., WLOQ(FM) Winter Park, Fla.—Broadcast Bureau granted transfer of control of Home Security Broadcasting Co. from Home Security Life Insurance Co. to Capital Holding Corp., in merger between Home Security Life and Capital. No consideration (BTC-7302). Action Dec. 30.
- **WBIT(AM)** Adel, Ga.—Broadcast Bureau granted transfer of control of Timberland Communications from W. George Deen Sr. (60% before; 48.9% after), to Ralph L. Deen (40% before; 51.1% after). No consideration (BTC-7612). Action Dec. 24.
- **WYEA-TV** Columbus, Ga.—Broadcast Bureau granted transfer of negative control of Eagle Broadcasting Co. from Inland Broadcasting Co. to David Rothschild, II, J. Kyle Spencer, John H. Swift and Douglas Smith, all Inland stockholders, in dissolution of Inland. No consideration (BTC-7633). Action Dec. 27.
- **WEBQ-AM-FM** Harrisburg, Ill.—Broadcast Bureau granted assignment of license and CP from First Trust Association to Harrisburg Broadcasting Co., liquidating First Trust. No consideration (BAPL-455). Action Dec. 24.

■ **WKAK(FM)** Kankakee, Ill. (99.9 mhz, 6.6 kw) —Broadcast Bureau granted transfer of control of WKAK Inc. from Claude P. Baker and Luella M. Feller (100% before; none after) to Harry C. Fitzgerald, Howard S. Dybedock and Benedict G. Cerven Sr. (none before; 100% after). Consideration: \$121,384. Principals: Mr. Fitzgerald (50.4%), CPA, has interest in land development and grain dealing companies. Mr. Dybedock (20.4%) is general manager of WKAK. Mr. Cerven (29.2%) is employed by U.S. Steel Co. (BTC-7591). Action Dec. 27.

■ **WOC-AM-TV-KIKK(FM)** Davenport, Iowa —Broadcast Bureau granted assignment of licenses from WOC Broadcasting Co. to Palmer Broadcasting Co., parent company (BAL-8320). Action Dec. 30.

■ **KSO(AM)-KFMG(FM)** Des Moines, Iowa; **WVEZ(AM)** Louisville, Ky.; **WGNT(FM)** Huntington, Va. (Stoner Broadcasting System); **WNBF(AM)-WQYT(FM)** Binghamton, N.Y. (Stoner Broadcasting System of New York) —Broadcast Bureau granted transfer of control of licensee corporations from Stoner trust, Ruth Hamilton Stoner trust, Thomas H. Stoner irrevocable trust, Ruth H. Spencer irrevocable trust, Glenn K. Bell, et al. to Stoner Broadcasting System, in merger. No consideration (BTC-7624). Action Dec. 24.

■ **KABI-AM-FM** Abilene, Kan. —Broadcast Bureau granted transfer of control of KABI Inc. from Norton E. (75.9%) and Diana H. Warner (24.1%) to KIMB Inc. owned 65.8% by Mr. Warner and 34.2% by Mrs. Warner; condition (BTC-7615). Action Dec. 24.

■ **WJKY(AM)** Jamestown, Ky. —Broadcast Bureau granted assignment of license from Russell Broadcasting Corp. to Lake Cumberland Broadcasters, dissolving Russell corporation. No consideration (BAL-8315). Action Dec. 27.

■ **WDXR-TV** (ch. 29) Paducah, Ky. —Broadcast Bureau granted voluntary transfer of control of WDXR-TV Inc. from George T. Bailey (50% before; none after) to Lady Sarah McKinney-Smith (50% before as executrix of estate of Mr. McKinney-Smith; 100% after). Consideration: \$8,917 (BTC-7582). Action Dec. 19.

■ **WPAD-AM-FM** Paducah, Ky. —Broadcast Bureau granted assignment of licenses from Edward B. and Ruth O. Fritts to Paducah Broadcasters, owned by Mr. and Mrs. Fritts (BAL-8312). Action Dec. 27.

■ **WLVI-TV** Cambridge, Mass. —Broadcast Bureau granted assignment of Kaiser Broadcasting of Massachusetts to Kaiser Broadcasting Co., parent company (BALCT-557). Action Dec. 23.

■ **WREB(AM)** Holyoke, Mass. (930 khz; 500 w-D) —Broadcast Bureau granted acquisition of positive control of Algonquin Broadcasting Corp. from Gregory J. Montalbano (50% before; none after) to Joseph J. Alfano (50% before; 100% after) through sale of stock to licensee corporation. Consideration: \$144,000 (BTC-7634). Action Dec. 27.

■ **WCCM(AM)-WCGY(FM)** Lawrence, Mass.; **WBBX(AM)** Portsmouth, N.H. (Curt Gowdy Broadcasting Corp.); **KOWB(AM)** Laramie, Wyo.; **WEAT-AM-FM** West Palm Beach, Fla. (Curt Gowdy Enterprises) —Broadcast Bureau granted assignment of licenses to Curt Gowdy Broadcasting Corp., in consolidation of two existing corporations. No consideration (BAL-8319). Action Dec. 31.

■ **WBCM(AM)-WHNN(FM)** Bay City, Mich. —Broadcast Bureau granted acquisition of positive control of Tri-Media Inc. by Robert G. Liggett Jr. (48% before; 51.2% after), through purchase of stock from Cicero John Holmes (5.5% before; none after); consideration \$11,880 (BTC-7625). Action Dec. 24.

■ **WEBC(AM)** Duluth, **KRSI(AM)-KFMX(FM)** St. Louis Park, all Minnesota —Broadcast Bureau granted assignment of licenses from Roy H. Park Broadcasting of Midwest to Roy H. Park Broadcasting of Duluth, of Minnesota and of Lake County respectively, to effect individual corporate control. No consideration (BAL-8321-2, BALH-2087). Action Dec. 31.

■ **KEMM(AM)** Marshfield, Mo. (1510 khz) —Broadcast Bureau granted transfer of control of Webster County Broadcasting Co. from Paul C. Beckerdite, Warren R. McKnight and Pinkney B. Cole (jointly 51% before, none after) to Earl A. Steinert Jr. (49% before, 100% after). Consideration: \$30,500. Principal: Mr. Steinert, Springfield, Mo., CPA, owns several apartment houses (BTC-7581). Action Dec. 24.

■ **KFLN(AM)** Baker (960 khz; 5 kw-D), **KXXL(AM)** Bozeman (1450 khz, 1 kw-D, 250 w-N) and **KWYS(AM)** West Yellowstone (920 khz, 1 kw-D), all Montana —Seeks transfer of control of Empire Broadcasting Corp. from Eldon Mengel, Eugene Russell, R. L. Culver, et al (83% before; none after) to Gary N. Petersen, 17% before; 59% after, et al. Consideration: \$715,735. Principals in Petersen group: Mr. Petersen is general manager of Empire. Eight other Empire employees, buying up to 5% each. Ann. Dec. 30.

■ **KVCK(AM)** Wolf Point, Mont. —Broadcast Bureau granted transfer of control of Hi-Line

Call letters

Applications

Call	Sought by
	New FM's
*WSWM	Southwestern Inc., Memphis
WXYX	RAAD Broadcasting Corp., Bayamon, Puerto Rico
KRWS	Alfred E. and Melodie Sargent, Hardin, Mont.
KRAI-FM	Northwestern Colorado Broadcasting Co., Craig, Colo.
*KCSS	California State College Stanislaus, Turlock, Calif.
WXXY	Carolinas Broadcasting Co., Fairmont, N.C.
*WOCR	Board of Trustees of Olivet College, Olivet, Mich.
*WONY	State University of New York, Oneonta, N.Y.
*WSBU	St. Bonaventure University, St. Bonaventure, N.Y.
KQGR	Grand Rapids Radio, Grand Rapids, Minn.
*WUEC	Board of Regents of University of Wisconsin System, Eau Claire, Wis.
KDKD-FM	Osage Broadcasting Co., Clinton, Mo.
WRFE	Aurio Motos, Aguada, Puerto Rico
*KNCC	Board of Regents, Navajo Community College, Tsalie, Ariz.
*KCBX	Community Broadcasting, San Luis Obispo, Calif.
	Existing AM's
WVIN	WGHT Bath, N.Y.
KQAM	KBER San Antonio, Tex.
	Existing FM's
KQCR	KICR Cedar Rapids, Iowa
WVIN-FM	WEKT Hammondsport, N.Y.
WAVV	WDAE-FM, Tampa, Fla.

Grants

Call	Assigned to
	New TV
*KQSD-TV	State Board of Directors for Educational Television, Lowry, S.D.
	New AM
WEQO	Country Roads Broadcasting Corp., Whitley City, Ky.
	New FM's
*WDNA	Bascom Memorial Broadcasting Foundation, Miami
KCRV-FM	Pemiscot Broadcasters F-M, Caruthersville, Mo.
KMRJ	Douglas Broadcasting Corp., Pittsburg, Kan.
KLCM-FM	Montana Broadcasting Communications, Lewistown, Mont.
WRKM-FM	Carthage Broadcasting Co., Carthage, Tenn.
KRAD-FM	KRAD Inc., East Grand Forks, Minn.
*WVMH-FM	Mars Hill College, Mars Hill, N.C.
*WAHS	Avondale School District, Auburn Heights, Mich.
WJJR-FM	Buffalo Valley Broadcasting Co., Millinburg, Pa.
*KGED	Arkansas College, Batesville, Ark.
KEZH	Parkell Broadcasting, Prescott, Ariz.
KPAS	El Paso Broadcasting Corp., El Paso, Tex.
*WKET	Kettering City School District, Kettering, Ohio
WCVM	Addison Broadcasting, Middlebury, Vt.
	Existing TV's
KAAL	KAUS-TV Austin, Minn.
KMCC	KSEL-TV Lubbock, Tex.
	Existing FM's
KHOP	KTRB-FM Modesto, Calif.
WAKQ	WRUS-FM Russellville, Ky.
WEIZ	WXLE Phenix City, Ala.
KAUS-FM	KAAL Austin, Minn.
WJFR	WSLI-FM Jackson, Miss.
KFMS	KRGV Las Vegas
WQCY	WTAD-FM Quincy, Ill.

Broadcasting Co. from Howard Rasmussen (50% before; none after) to Richard C. Fisher (50% before; 100% after). Consideration: \$15,000 (BTC-7617). Action Dec. 24.

■ **KGMT(AM)** Fairbury, Neb. —Broadcast Bureau granted acquisition of control of Great Plains Broadcasting by Frank R. Newell (38% before, 100% after) through stock purchase from George E. Powers (62% before, none after). Consideration: \$96,100 (BTC-7535). Action Dec. 31.

■ **KICS-AM-FM** Hastings, Neb. (AM: 1550 khz, 500 w; FM: 93.5 mhz, 3 kw) —Broadcast Bureau granted assignment of license from Hastings Broadcasting to Apache Broadcasting Corp. for \$160,000. Sellers: J. A. Dinsdale, president. Buyers: Charles B. Sweat (2.3%), chairman of board; Raymond Plank (2.3%), president of Apache Corp.; John A. Kocur (1%), president of Apache Broadcasting Corp., et al. Apache Corp., parent corporation of Apache Broadcasting is manufacturing and oil exploration company (BAL-8286). Action Dec. 24.

■ **KIMB(AM)** Kimball, Neb. —Broadcast Bureau granted acquisition of positive control of KIMB Inc. by Norton E. Warner (50% before; 65.8% after) through issuance of additional stock by licensee corporation in corporate reorganization; condition (BTC-7614). Action Dec. 24.

■ **KGLR(FM)** Reno (105.7 mhz, 31 w) —Broadcast Bureau granted assignment of license from Pendor Communications to KGLR Inc. for \$160,000. Seller: Philip D. and Elise M. Doersam will retain 20% control of KGLR. Buyer: Leisure Time Communications (80%), licensee of WDMV(AM) Pocomoke City, Md., and WIVI-FM St. Croix, V.I. Joseph T. McInerney, president of Baltimore and partner in Washington public relations firms, is president of Leisure Time (BALH-2073). Action Dec. 27.

■ **WHLI-AM-FM** Hempstead, N.Y. —Broadcast Bureau granted acquisition of positive control of FM Broadcasting Corporation by Paul Godofsky (40% before; 55% after) through purchase of stock from Benjamin Godofsky (15% before; none after). Consideration: \$29,400 (BTC-7635). Action Dec. 27.

■ **WHOM-AM-FM** New York (AM: 1480 khz, 5 kw, DA-2; FM: 92.3 mhz, 5.4 kw horiz., 3.8 kw vert.) —Broadcast Bureau granted assignment of license from Progress Broadcasting Corp. to SJR Communications for \$4,000,000. Sellers: Fortune Pope and family (100%). Buyers: Hyman N. Glickstein (21%), New York attorney et al. San Juan Racing Association, parent corp. of SJR, owns race track and several radio stations, including WUST (AM) Washington, WKLS(FM) Atlanta and WYSP (FM) Philadelphia (BAPL-451). Action Dec. 31.

■ **WWVC(AM)** Wilkesboro, N.C. —Broadcast Bureau granted assignment of licenses from Wilkes County Radio to WWVC Inc. Principals: Jeff B. Wilson Jr. (50%) and Paul L. Cashion (50% before; 40% after) desired to operate as corporation and to permit Harry Galifanakis to acquire 10%. Consideration: \$2,523 (BAL-8304). Action Dec. 24.

■ **WAIR(AM)** Winston-Salem, N.C. —Broadcast Bureau granted relinquishment of negative control of Holiday Broadcasting Corp. by John W. Googe (50% before; 40% after) through sale of stock to Anthony William Packer (none before; 10% after), employee of corporation; consideration \$27,564 (BTC-7606). Action Dec. 24.

■ **KRDR(AM)** Gresham, Ore. —Broadcast Bureau granted assignment of license from Action Broadcasting Co. to Community Communications Corp., sole stockholder (BAL-8310, BALRE-2798). Action Dec. 24.

■ **KBOY-AM-FM** Medford, Ore. (AM: 730 khz, 1 kw-D; FM: 95.3 mhz, 800 w) —Broadcast Bureau granted transfer of control of KBOY Broadcasters Inc. from Isabel A. Card (100% before; none after) to Linn-Benton Broadcasting (none before; 100% after). Consideration: \$155,000. Principals: Mrs. Card represents estate of Kenneth Card. Linn-Benton is owned by Robert Allen (51%) and Mary Ann Esty (49%). Estys own and operate KRKT (AM) Albany, Ore. (BTC-7496). Action Dec. 24.

■ **WWBR(AM)** Windber, Pa. (AM: 1350 khz, 1 kw-D) —Broadcast Bureau granted assignment of license from Windber Community Broadcasting System to WWBR Inc. for \$55,000. Sellers: Dr. E. Z. Eperjessy and William H. Myers wish to retire from broadcasting. Buyer: Louis Popp (100%), welding and machine shop owner, had 33.3% interest in Windber Community Broadcasting (BAL-8281). Action Dec. 27.

■ **KFJZ(AM)-KWXI(FM)** Ft. Worth, Tex. —Broadcast Bureau granted assignment of licenses from First Illinois Cable T.V. to CP1 Radio, in corporate reorganization. No consideration (BAL-8311). Action Dec. 27.

■ **KJIM(AM)** Ft. Worth, Tex. (870 khz, 250 w-D) —Broadcast Bureau granted assignment of license from Broadcast Consultants Corp. to Ft. Worth KJIM Inc. for \$502,000. Seller: O. T. Forman Jr., president. Buyers: William S. Hill (51%), Robert C. Walke (35%) and Frances B. Hill (14%). Mr. and Mrs. Hill own restaurant franchises and theaters in Dallas-Ft. Worth area. Mr. Walke is salesman at KJIM (BAL-8271). Action Dec. 27.

■ **KLBK-AM-FM-TV** Lubbock, Tex.; **KCCN(AM)** Honolulu; **KMOM-TV** Monahans, **KWAB(TV)** Big

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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	4,478
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

Spring, KTXS-TV Sweetwater, Tex.—Broadcast Bureau granted transfer of control of licensee corporation from Dal-Tex Optical Co. (33 1/3% before; none after) to Dr. Ellis Carp. (none before, 33 1/3% after). Consideration: Dr. Carp will pay Dal-Tex's obligations (BTC-7620). Action Dec. 24.

■ KRIG(AM) Odessa, Tex.—Broadcast Bureau granted assignment of license from KRIG Inc. to K-RIG Radio, in effort to separate broadcast and non-broadcast interests of KRIG Inc. (BAL-8305). Action Dec. 24.

■ KSEY(AM) Seymour, Tex. (1230 khz, 1 kw-D)—FCC granted assignment of license from William C. Moss to Floyd Broadcasting Inc. for \$100,000. Seller: William C. Moss is retiring from radio business after 24 years as owner-operator of KSEY. Buyer: W. Dave Floyd (100%) is VP and 20% stockholder, WDSK(AM) and WDLT(AM) Cleveland, Miss. WVOM(AM) and WTIB(AM) Suka, Miss. Action Dec. 17.

■ WOWI(FM) Norfolk, Va. (102.9 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Brinsfield Broadcasting Co. to Metro Communications Corp. for \$765,000. Seller: J. Stewart Brinsfield Sr. and son, J. Stewart Brinsfield Jr. (100% together). Buyers: L. E. Willis (55%); wife Hortense E. Willis (20%), and L. E. Willis Jr. (25%). Mr. Willis Sr., president of Atlantic National Bank in Norfolk, is new owner of WWOI(AM) Portsmouth, Va. (see below) (BALH-2068). Action Dec. 27.

■ WWOI(AM) Portsmouth, Va. (AM: 1440 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Baron Communications to Tidewater Radio Show for \$365,000. Sellers: Ralph and Judith Baron (45% each) and George Lund own WENZ(AM) Highland Springs, Va. and have interest in WEDO(AM) McKeesport, Pa. Barons also have interest in WCUM-AM-FM Cumberland, Md., which is in process of sale. Buyer: L. E. Willis family (BAL-8293). Action Dec. 27.

■ KDUX-FM Ocean Shores, Wash.—Broadcast Bureau granted involuntary transfer of control of KDUX Inc. from Dale M. Gunderson to Gregory Gunderson, personal representative of estate of Dale Gunderson (BTC-7618). Action Dec. 24.

■ KALE(AM) Richland and KEDO(AM) Longview, both Washington—Broadcast Bureau granted involuntary transfer of control of Rainier Theater Co. (parent corporation of KALE Inc., licensee) from Jessie M. Danz (50%) to Frederic A. Danz (50% before, 100% after), trustee of John Danz trust, and executor of estate of Ms. Danz (BTC-7611, 7639). Actions Dec. 24, 30.

■ KMAS(AM) Shelton, Wash.—Broadcast Bureau granted involuntary transfer of negative control of ABT Inc. from Robert E. Sheetz to Dorothy J. Sheetz, executrix of estate of Robert E. Sheetz (BTC-7327); and granted acquisition of positive control of licensee corporation by Bruce E. Jorgenson (50% before, 76% after) through purchase of stock from Dorothy J. Sheetz (50% before, 24% after); consideration \$37,156 (BTC-7328). Action Dec. 19.

■ WBAV-TV (ch. 2) Green Bay, Wis.—Broadcast Bureau granted assignment of license from Norbertine Fathers to Nationwide Communications for \$5,737,121. Sellers: Norbertine Fathers, religious community, is in process of selling WBAV-AM-FM Green Bay and WBBY(AM) Appleton, Wis. Buyer: Nationwide Mutual Insurance Co. Dean W. Jeffers is general chairman of board of Nationwide Insurance. Nationwide Communications owns WRFD(AM)-WNCF(AM) Columbus-Worthington, Ohio; WGAR(AM)-WNCR(FM) Cleveland; WATE(TV) Knoxville, Tenn.; WXEX-TV Petersburg, Va.; and WLEE(AM) Richmond, Va. (BALCT-351). Action Dec. 27.

Facilities changes

TV actions

■ WTVY Dothan, Ala.—Broadcast Bureau granted

CP to change ERP to 100 kw (vis); 17.8 kw (aur); ant. height 1,670 ft.; change trans. location (BPCT-4753). Action Dec. 18.

■ WOCA-TV Ocala, Fla.—Broadcast Bureau granted mod. of CP to change ERP to 933 kw (vis); 186 kw (aur); ant. height 930 ft.; make changes in ant. structure (BMPCT-7557). Action Dec. 20.

■ WPGH-TV Pittsburgh—Broadcast Bureau granted authority to operate trans. by remote control from 750 Ivory Ave. (BRCTV-224). Action Dec. 27.

TV start

■ Following station was authorized program operating authority for changed facilities on date shown: KIVA-TV Farmington, N.M. (BPCT-4639), Dec. 20.

AM applications

■ KTIM San Rafael, Calif.—Seeks CP to make changes in ant. system due to destroyed tower. Ann. Dec. 30.

■ KDKO Littleton, Colo.—Seeks mod. of CP to make changes in nighttime MEOV's. Ann. Dec. 30.

■ WMEX Boston—Seeks CP to change daytime pattern maximum expected operating values, MEOV's. Ann. Dec. 30.

■ WDEW Westfield, Mass.—Seeks CP to make changes in ant. system. Ann. Jan. 2.

■ WPVF Painesville, Ohio—Seeks CP to relax MEOV's for daytime operation. Ann. Jan. 2.

■ WQBS San Juan, Puerto Rico—Seeks CP to change ant.-trans. site to west side of New Rd., 0.3 mile south of Route 167, Cantano, Puerto Rico, and increase daytime and nighttime power to 5 kw, DA-2. Ann. Dec. 30.

■ WEEO Smithfield, Va.—Seeks mod. of CP to change MEOV's. Ann. Jan. 2.

■ WDLB Marshallfield, Wis.—Seeks CP to increase ant. radiation efficiency. Ann. Jan. 2.

AM actions

■ WWOI Waterbury, Conn.—Broadcast Bureau granted CP to increase ant. height and correct geographical coordinates; waiver rules to permit relocation of main studio beyond corporate limits of Waterbury; operate trans. by remote control from CIDCO Bldg., Straits Turnpike, Route 63, Middlebury, Conn. (BP-19851). Action Dec. 23.

■ WLOX Biloxi, Miss.—Broadcast Bureau granted CP to change from series to shunt feed folded unipole (BP-19848). Action Dec. 26.

■ KMAM Butler, Mo.—Broadcast Bureau granted mod. of CP to make changes in ant. system (BMP-13896). Action Dec. 30.

■ KBMI Henderson, Nev.—Broadcast Bureau granted mod. of license to move main studio location and remote control point to 1555 E. Flamingo Rd., Clark county, Nev. (BML-2532). Action Dec. 26.

■ WFNC Fayetteville, N.C.—Broadcast Bureau granted CP to specify MEOV's over nighttime radiation pattern, and change MEOV's in some directions (BP-19840). Action Dec. 26.

■ WWEZ Cincinnati—Broadcast Bureau granted CP to install new ant. (BPH-9239). Action Dec. 26.

FM actions

■ KWAQ Sun City, Ariz.—Broadcast Bureau granted mod. of CP to change studio and trans. location to 10820 Oakmont Dr.; change trans. and ant., make changes in ant. system; ERP 3 kw, ant. height 97 ft.; remote control permitted (BMPH-14331). Action Dec. 30.

■ KFRC-FM San Francisco—Broadcast Bureau granted CP to make changes in transmission line (BPH-9252). Action Dec. 30.

■ *KOPN Columbia, Mo.—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system (BMPED-1194). Action Dec. 26.

■ WROQ Charlotte, N.C.—Broadcast Bureau granted CP to change trans. location to 400 Radio Rd., Charlotte; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 570 ft.; remote control permitted; condition (BPH-9149). Action Dec. 23.

■ KQIV Lake Oswego, Ore.—Broadcast Bureau granted CP to change trans. and studio location to 9494 S.E. Eastview Dr., Portland, Ore.; make changes in ant. system; change ERP to 100 kw (horiz) 87 kw (vert); ant. height 1,020 ft.; condition (BPH-9251). Action Dec. 23.

■ WYTL Oshkosh, Wis.—Broadcast Bureau granted CP to install new trans. and ant., ERP 2.45 kw, ant. height 330 ft. (BPH-9240). Action Dec. 30.

■ WBKV-FM West Bend, Wis.—Broadcast Bureau granted CP to change trans. location to Highway 33, 5.5 miles west of city limits, West Bend; operate by remote control from studio site at Decorah Rd. and Indiana Ave., east of city limits West Bend; install new trans. and ant.; make change in ant. system; ERP 50 kw (horiz); 47 kw (vert); ant. height 500 ft. (BPH-9230). Action Dec. 23.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KBHB-FM Sturgis, S.D. (BPH-8671), Dec. 23; KCUE-FM Red Wing, Min. (BPH-9223), Dec. 23; WASK-FM Lafayette, Ind. (BPH-9089), Dec. 23; WNEZ Aiken, S.C. (BPH-8901), Dec. 17; *KUNI Cedar Falls, Iowa (BPED-1517), Dec. 23; *WPHS Warren, Mich. (BPED-1893), Dec. 23.

In contest

Designated for hearing

■ Huntingdon, Tenn., AM proceeding: David B. Jordan and Bouldin Corp., competing for 1530 khz (Docs. 20296-7)—Broadcast Bureau designated for hearing applications of David B. Jordan and Bouldin Corp. Hearing issues include which proposal would, on comparative basis, better serve public interest. Action Dec. 20.

■ Suffolk, Va., FM proceeding: Town and Country Radio, Voice of People and Tidewater Sounds, competing for 106.9 mhz (Docs. 20268-70)—Broadcast Bureau designated for hearing applications of Town and Country, Voice of People, and Tidewater Sounds. Issues with respect to Town and Country Radio include extent to which duopoly considerations would preclude future improvement of WESR-FM and proposed station; and ascertainment efforts. Action Dec. 20.

■ Parkersburg, W.Va., FM proceeding: Triplett Broadcasting Co. and Electrocom Inc., competing for 95.1 mhz (Docs. 20294-5)—Broadcast Bureau designated for hearing applications of Triplett and Electrocom. Issues include whether tower height and location proposed by Electrocom would constitute menace to air navigation, and Triplett's ascertainment efforts. Action Dec. 20.

Procedural rulings

■ Stamford, Conn., AM proceeding: Western Connecticut Broadcasting Co. (WSTC[AM] Stamford) and Radio Stamford Inc., competing for 1400 khz (Docs. 19872-3)—ALJ Lenore G. Ehrig scheduled hearing for Feb. 19 in lieu of Jan. 27. Action Dec. 23.

■ Tallahassee, Fla., FM proceeding: Capital City FM, Phillips Radio and Amrad Corp., competing for 103.1 mhz (Docs. 20237-9)—ALJ Thomas B. Fitzpatrick scheduled hearing for March 19. Action Dec. 30.

■ Lake Charles, La., FM proceeding: United Broadcast Industries, Dixie Broadcasters, Amalgamated Research and Development and DJ of Lake Charles, competing for 103.3 mhz (Docs. 20114-7)—Review board denied request by DJ of Lake Charles for enlargement of issues. Board and DJ had not demonstrated pattern of conduct by United that would warrant ineptness issue. It said that issue would be added only where applicant's conduct involved relevant matters of significance and where conduct concerned showed pattern of in-advertence and carelessness. Action Dec. 18.

■ Westbrook, Me., FM proceeding: Japat Inc. and Down East Broadcasting, competing for 100.9 mhz at Westbrook (Docs. 20053-4)—ALJ Lenore G. Ehrig granted Japat's request and postponed hearing from Jan. 13 to Feb. 13. Action Dec. 23.

■ WJIM-AM-FM-TV Lansing, Mich., renewal proceeding: Gross Telecasting (Doc. 20014)—FCC denied American Civil Liberties Union of Michigan reconsideration of Aug. 9, 1974 ruling that denied stay of adverse ruling by presiding judge. Action Jan. 3.

■ Rapid City and Lead, S.D., TV proceeding: Western Television Co. and Dakota Broadcasting Co., competing for ch. 7 at Rapid City and satellite

on ch. 5 at Lead (Docs. 20093-6)—Review board granted petition by Western Television to enlarge issues against Dakota Board added issues to determine whether grant of Dakota's application would contravene FCC's cross-interest policy; whether Dakota misrepresented facts in its survey of community leaders and its ascertainment efforts. Action Dec. 19.

Initial decisions

■ **Panama City and Key West, Fla., TV and FM proceeding:** Panhandle Broadcasting Co. (WDTB-TV) and Brannen and Brannen, seeking new FM in Key West (Docs. 19836, 19878)—ALJ Lendre G. Ehrig's initial decision, released Oct. 31, 1974, became effective Dec. 23, 1974. Judge Ehrig ordered Panhandle to forfeit \$10,000 for violations for misrepresenting material facts as to its ownership. Application by Panhandle for license for new TV in Panama City, and application by Brannen and Brannen for CP for new FM in Key West were proposed to be granted by Judge Ehrig. Ann. Dec. 26.

■ **WFMC(AM)-WOKN(FM) Goldsboro, N.C., renewal proceedings:** Southern Radio and Television Corp. (Docs. 19857-8)—ALJ Forest L. McClennin's initial decision, released Oct. 11, 1974, became effective Dec. 23, 1974. Judge McClennin ordered Southern to forfeit \$10,000 for lack of effective management concerning fraudulent billing practices, logging violations, advertising charges to political candidates and various technical violations. Judge proposed granting application of Southern for renewal of license for AM and license application for FM. Ann. Dec. 27.

Review board decision

■ **Bangor, Me., FM proceeding:** Bangor Broadcasting Corp. and Penobscot Broadcasting Corp., competing for 92.9 mhz (Docs. 19165-6)—Review board granted application of Penobscot Broadcasting Corp. and denied competing application of Bangor Broadcasting Corp. Penobscot granted 92.9 mhz, 6.27 kw, HAAT 352 ft. P.O. address: Box 951, Bangor 04401. Estimated construction cost \$41,900; first-year operating cost \$36,180; revenue \$38,400. Format: pub. affrs., semi-classic. Principals: James H. Goff (55%), George E. Wildey (19.9%), et al. Messrs. Goff and Wildey are public relations employees of Universities of Rhode Island and Maine respectively. Action Dec. 18.

FCC decision

■ **WLUX(AM) Baton Rouge, renewal and assignment proceeding:** Erwin A. LaRose, receiver in bankruptcy for Capital City Communications (Doc. 19067)—FCC granted application for renewal and for assignment of license from Mr. LaRose to Jimmy Lee Swaggart (consideration: \$80,000). ECC noted that Mr. Swaggart, Evangelical minister and manager of WLUX, was not associated with station when alleged wrongdoing by Capital City occurred. Action taken as result of remand ordered by U.S. Court of Appeals for District of Columbia Circuit. Action Dec. 18.

Fines

■ **KBIS(AM) Bakersfield, Calif.—Broadcast Bureau notified Westco Media Inc. that it incurred apparent liability for forfeiture of \$1,000, for operation with power in excess of that authorized. Action Dec. 27.**

■ **KIBS(AM) Bishop, Calif.—Broadcast Bureau notified Bishop Broadcasting Corp. that it incurred apparent liability for forfeiture of \$2,000, for failure of operating frequency to remain within 20 Hz of assigned frequency; failure to adhere to specified hours of operation; and logging violations. Action Dec. 31.**

■ **KORV(AM) Oroville, Calif.—Broadcast Bureau ordered Oroville Radio to forfeit \$300 for failing to make required equipment performance measurements. Action Dec. 24.**

■ **WGRA(AM) Cairo, Ga.—Broadcast Bureau directed Grady-Mitchell Broadcasting Co. to forfeit \$250 for repeated failure to announce and log sponsors of certain commercial announcements. Action Dec. 31.**

■ **KTEE(AM) Idaho Falls, Idaho—Broadcast Bureau notified Benay Corp. that it incurred apparent liability for forfeiture of \$250 for failing to vary trans. output power between sufficient limits to compensate for excessive variations in line voltage or other factors which affect power output. Action Dec. 24.**

■ **WPRC-AM-FM Lincoln, Ill.—Broadcast Bureau ordered Virginia Broadcasting Corp. to forfeit \$750 for station operation by operator who held third class radiotelephone permit without broadcast endorsement. Action Dec. 31.**

■ **WAYE(AM) Baltimore—Broadcast Bureau ordered Adler Broadcasting Corp. to forfeit \$1,000 for numerous logging violations and noncompliance with terms of its station authorization. Action Dec. 31.**

■ **KDKD(AM) Clinton, Mo.—Broadcast Bureau ordered Osage Broadcasting Co. to forfeit \$2,000 for commencing operation at full power during**

presunrise hours; making incorrect log entries; and failing to enter in operating log time station ceased to supply power to ant. Action Dec. 24.

■ **KRBN(AM) Red Lodge, Mont.—Broadcast Bureau ordered Carbon County Broadcasters to forfeit \$300 for failure to make equipment performance measurements. Action Dec. 31.**

■ **WBNO(AM) Bryan, Ohio—FCC notified Williams County Broadcasting System that it incurred apparent forfeiture liability of \$4,500 for operating beyond hours. Action Dec. 23.**

■ **WTOY(AM) Roanoke, Va.—Broadcast Bureau notified T & H Broadcasting that it incurred apparent liability for forfeiture of \$500, for failure to make entries of ant. current indications in operating log. Action Dec. 27.**

■ **KAGT(AM) Anacortes, Wash.—Broadcast Bureau ordered Island Broadcasting Co. to forfeit \$500 for allowing unendorsed operator in control of trans. Action Dec. 31.**

■ **KYAC-FM Seattle, Wash.—Broadcast Bureau notified Carl-Dek Inc. that it incurred apparent liability for forfeiture of \$600, for failure to sign operating logs when operators entered and went off duty, and for station operation by unauthorized person. Action Dec. 27.**

Other action

■ **WMYQ(FM) Miami—FCC censured Bartell Broadcasting of Florida, licensee of WMYQ, for its conduct in broadcast of "Magnum One" contest. FCC said WMYQ "fell far short of its responsibilities" to insure "Magnum One" contest was conducted as advertised to public. Prize "was considerably overstated," and listening public was deceived into believing that "massive treasure" was being awarded when total value of prize was only \$10,000. Action Dec. 18.**

Allocations

Action

FCC took following actions on FM allocations:

■ **Arizona—Broadcast Bureau proposed adding ch. 260 or ch. 300 to Phoenix; adding ch. 261A to Sedona; adding ch. 300 to Chandler; deleting ch. 264 from Tolleson; adding ch. 264 to Scottsdale (Doc. 20312). Action Dec. 19.**

■ **Bastrop, La.—Broadcast Bureau proposed assignment of ch. 261A to Bastrop (Doc. 20313). Action Dec. 23.**

Rulemaking

■ **FCC amended its rules to provide mileage separation protection to noncommercial FM channel assignments within 199 miles of common border between U.S. and Mexico. Since Mexico makes full use of FM spectrum for commercial use, it is necessary to include in allotment plan channels that in U.S. are reserved for noncommercial use (Doc. 19987). Action Dec. 17.**

Translators

Applications

■ **UHF-TV Inc., Willmar, Minn.—Seeks ch. 69, rebroadcasting KTCA-TV Minneapolis (BPTT-2756). Ann. Jan. 2.**

■ **Board of Cooperative Educational Services of Broome-Delaware-Tioga counties, Kattellville, Endicott, East Binghamton, Berkshire and Newark valley, all New York—Seeks chs. 59, 62, 68 and 69 respectively, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2752-5). Ann. Dec. 31.**

■ **Sweetwater Television Co., Eden and Farson, Wyo.—Seeks chs. 8, 10 and 12, rebroadcasting respectively KUTV, KCPX-TV, KSL-TV, all Salt Lake City (BPTT-5202-4). Ann. Jan. 3.**

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Dec. 27 (stations listed are TV signals proposed for carriage):

■ **Orange County Cable Communications Co., 3005 S. El Camino Real, San Clemente, Calif. 92672, for Camp Pendleton, Calif. (CAC-4598):** KFMB-TV, KGTV, KCST-TV, KPBS-TV San Diego; XETV, XEWT Tijuana, Mexico; KABC-TV, KCOP, KHJ-TV, KNBC, KNXT, KTLA, KTTV Los Angeles.

■ **Teleprompter Florida CATV Corp., Box 9786, Riviera Beach, Fla. 33404, for Riviera Beach (CAC-4591) and Holiday country club community (CAC-4592), both Florida: Add WCIX-TV Miami and**

delete WKID Ft. Lauderdale, Fla.; and for Jupiter (CAC-4593) and Pahokee (CAC-4594), both Florida: Add WCIX-TV Miami.

■ **Cable Vision Inc., 256 Lisbon St., Lewiston, Me. 04240, for Lewiston (CAC-4596) and Auburn (CAC-4597), both Maine: Add CKSH-TV Sherbrooke, Quebec.**

■ **Caltex, 6505 York Rd., Baltimore, Md. 21212, for Randallstown (CAC-2521-A1), Catonsville (CAC-2521-A2), Pikesville (CAC-2521-A3), Woodlawn-Woodmoor (CAC-2521-A4), Arbutus (CAC-2521-A5), Lansdowne-Baltimore Highlands (CAC-2521-A6), Edgemere (CAC-2521-A7) and Baltimore county (CAC-2521-A8), all Maryland: WMAR-TV, WBAL-TV, WJZ-TV, WBFF-TV, WMPB-TV Baltimore; WRC-TV, WTIG, WMAL-TV, WTOP-TV, WDCA-TV, WETA-TV, Washington; WWPB-TV Hagerstown, Md.; *WNVN-TV Goldvein, Va.; WOR-TV, WPIX-TV New York; WITF-TV Hershey, Pa.; for Lutherville-Timonium (CAC-2521-B), Reisterstown (CAC-2521-B2) and Baltimore county (CAC-2521-B3), all Maryland: WMAR-TV, WBAL-TV, WJZ-TV, WBFF-TV, WMPB-TV Baltimore; WWPB-TV Hagerstown, Md.; WITF-TV Hershey, Pa.; WPHL-TV Philadelphia; WTIG, WDCA-TV, WETA-TV Washington; *WNVN-TV Goldvein, Va.; and for Overlea (CAC-2521-C1), Owings Mills (CAC-2521-C2), Towson (CAC-2521-C3), Parkville (CAC-2521-C4), Perry Hall (CAC-2521-C5), Middle River (CAC-2521-C6), Rosedale (CAC-2521-C7), Essex (CAC-2521-C8), Dundalk (CAC-2521-C9) and Baltimore county (CAC-2521-C10), all Maryland: WMAR-TV, WBAL-TV, WJZ-TV, WBFF-TV, WMPB-TV Baltimore; WWPB-TV Hagerstown, Md.; WITF-TV Hershey, Pa.; WPHL-TV Philadelphia; WTIG, WDCA-TV, WETA-TV Washington; *WNVN-TV Goldvein, Va.**

■ **Tele Media Co. of Adill, 40 N. Park Ave., Lisbon, Ohio 44432, for Flushing, Ohio (CAC-4595):** WTRF-TV Wheeling, W.Va.; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAE-TV, *WOED Pittsburgh; WOUC-TV Cambridge, Ohio; WKBF-TV Cleveland; WJAN Canton, Ohio.

Certification actions

■ **North Stonington and Voluntown, Conn.—FCC granted in part applications of Coastal Cable TV Co. for certificates of compliance to begin cable service at North Stonington and Voluntown, located in Providence, R.I.—New Bedford, Mass., major TV market. Coastal proposed to carry *WGBH-TV, WCVB-TV, WSBK-TV and WBZ-TV Boston; WFSB-TV and WHCT-TV Hartford; WTEV, WJAR-TV and WPRI-TV Providence; WTNH-TV New Haven; *WEDN Norwich, Conn.; WKBG-TV Cambridge; WSMW-TV Worcester; WHNB-TV New Britain; WWLP and WHYN-TV Springfield, Mass.; WNEU-TV, WOR-TV, and WPIX New York, and WATR-TV Waterbury, Conn. Action Dec. 17.**

■ **Spring Hill, Fla.—FCC granted application of Sunshine Communications for certificate of compliance to begin cable service at Spring Hill, unincorporated area of Hernando county. Sunshine proposed to carry WFLA-TV, WLKY-TV, WTVT, *WEDU and *WUSF-TV Tampa; WTOG St. Petersburg; WDBO-TV, WFTV, *WMFE-TV Orlando; WESH-TV Daytona Beach, and WCJB Gainesville, all Florida (CAC-3970). Action Dec. 23.**

■ **New York—FCC denied applications for certification by STV Cable Television to add WPIX and WOR-TV New York to its existing cable systems at Niagara Falls, town of Niagara, village of Lewiston and town of Lewiston. Four cable systems are located in Buffalo, N.Y., major TV market. FCC said no strong showing of minimal distance and overwhelming community existed to warrant waiver of leapfrogging provisions by in-state cable system. Action Dec. 17.**

■ **Virginia—FCC granted applications of Bayshore CATV for certificates of compliance for its cable systems at Onancock, Onley, Parksley, specified unincorporated areas of Accomac county, Accomac, and Bloxom. Bayshore's systems, located outside all markets, carry WTIG Washington; WBOC-TV Salisbury, Md.; *WHRO-TV and WVEC-TV Hampton, WJAR-TV Norfolk, WTVR-TV and WSEX-TV Richmond, WAVY-TV and WYAH-TV Portsmouth, Va. (CAC-3595-99, 3824). Action Dec. 17.**

Other actions

■ **Carmel Valley Village, Calif.—FCC granted Monterey Peninsula-TV Cable special relief authority to carry KBHK-TV San Francisco on its cable system at Carmel Valley Village. Action Dec. 18.**

■ **Hanford and Kings county, Calif.—FCC granted Pappas Television, licensee of KMPH Tulare, Calif., partial reconsideration of Aug. 9, 1974, action, which denied certification for cable systems at Hanford and Kings county. Pappas argued that since Hanford Cable Co. failed to seek reconsideration within required 30-day period, denial of applications had become final, and Hanford must apply anew for certification of cable systems in Hanford and Kings county. Action Dec. 17.**

■ **Seattle—FCC denied petitions by two Seattle licensees, Fisher's Blend Station, (KOMO-TV), and KIRO Inc., (KIRO-TV), for reconsideration of July 2, 1974 grant of certificate of compliance to Vanhu Inc. for new cable system at Seattle. Action Dec. 18.**

Classified Advertising

RADIO

Help Wanted Management

Upper Midwest 500 watt daytime 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 facility 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.

Need GM for new FM in small Illinois city. CP just granted. You build the station, program it, sell it, run it. Great opportunity! Send complete resume, references and salary needs. Box A-107, 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

Account Executive. Major St. Louis radio station has immediate opening for an Account Executive who has had several years radio sales experience. Position offers good starting salary, plus commission, an attractive fringe benefit program and good advancement opportunities. Equal Opportunity Employer. Please send complete resume, including earnings history in confidence to Box A-99, BROADCASTING.

Experienced Account Executive, Lincoln, Neb. (pop. 165,000). Top ARB ratings (18-34). Five figure salary, commission. KFMY Radio, 1025 Terminal Bldg., Lincoln, NE.

Creative A.E. for fulltime 5 kw AM/FM. Career opportunity, new management. Donald Sherman, KMYC, Box 631, Marysville, CA 95901. 916-742-2396.

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 Millar, 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.

Attention college broadcasters. Need commercial experience: Sales/announcer/news. Our staff stays one year and then makes a major market move. The one you will replace moved to the #1 station in Minneapolis, others to Washington, D.C. and Indianapolis. We demand major market quality and we pay better than most, but it's hard work in sales, news and air work. We expect you to stay one year and then we'll help you make the big move, if you want. WKCM is an ABC net affiliate, "clear channel" station serving regionally, Western Kentucky and Southern Indiana. Tape and resume: WKCM, Hawesville, KY 42348. Equal Opportunity Employer.

Immediate opening. General Sales Manager, KYA, San Francisco. Must have proven track record with major market stations and be capable of taking complete charge of a high energy sales staff. Excellent compensation package. Contact Cliff Hunter, Vice President/General Manager, at 415-397-2500. An Equal Opportunity Employer M/F.

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.

Midwestern contemporary requires first phone person for all night shift. Will consider beginner. Salary in accordance with experience. Box A-16, BROADCASTING.

Experienced Announcer. Single, 5 1/2 hr. board, news, production. Major ski resort in mountain West. Resume to Box A-83, BROADCASTING.

Aggressive AM/FM station in La. college town needs capable announcer w/prod. capability. Good future. Box A-97, BROADCASTING.

Opportunity plus Outstanding MOR (contemporary) announcer and great production a must. In return, good salary, great benefits, and solid future with growing group. Write Jerry Larsen P.D., KDTM Dubuque IA 52001.

Personality, Top 40 Jocks. If you're really a great jock and looking for a break to get into the L.A. market at a 20K salary, send your reasons why you think you've got it, plus a demonstration of your prowess to Dan Mitchell/Mark Denis, KEZY Radio, Inc., 1190 E. Ball Rd., Anaheim, CA 92805.

We don't have an announcer salesperson that earned less than \$12,000 in 1974. We need another one. Must have first phone and desire to earn money. Send complete resume, air-check, and photo, first mailing. Roy Mapel, KIML Radio, Gillette, WY.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY82435. An Equal Opportunity Employer.

Immediate opening, KYA San Francisco, needs morning drive rock air personality. Must have major market experience and proven track record. No time and temp jocks, only pros. Contact Roger W. Morgan, Program Director, at 415-397-2500. Equal Opportunity Employer M/F.

Bright, young MOR personality for exciting, ambitious Maine coastal AM-FM. 6 days; 7-8M starting. Immediate opening. Send tape to WKXA, Brunswick, ME 04011.

Florida. Top 40 announcer, strong in commercial production. Send tape, resume, asking salary. Manager, WKXY, Box 2500, Sarasota, FL 33578.

Experienced announcer for regular radio shift with opportunity for TV sports and weather. Sports knowledge necessary. Salary open. Male, female applicants from all races desired. Send resume, audition tape and recent photograph to: Program Director, WSBT AM, FM, TV, 300 W. Jefferson Blvd., South Bend, IN 46601.

Top-100 market stereo contemporary, seeking mature on-air production and copywriting talent. Excellent pay and growth opportunity for the right people. Tape and resume to Steve Marshall, WSGH-FM, Box 11967, Winston-Salem, N.C. 27106.

Stan was busy! Can you do creative copy and production work? Occasional airshift? Assist the PD? Work at a well equipped new facility with great people. Air/production check, copy samples, resume to Mike Berlak, PD, WSJM, Box 107, St. Joseph, MI 49085.

Tired of rat race? Come to America's vacationland. Aggressive, modern country station seeks fast-paced, bright-sounding entertainer. Individual wanted already in large or medium market. Creative, productive, follows instructions. We're tightly formatted utilizing best jingles and hit music. Modern studios, insurance, security. Will pay right professional. Larry James, WSKY, Box 2956, Asheville, NC.

Announcer for all night slot needed. Third endorsed, some experience. MOR AM, automated FM. Available immediately. Contact PD, WSNO/WORK, Box 1, Barre, VT 05641.

Central Wisconsin contemporary station needs experienced personality announcer immediately. Good pay and excellent benefits. Rush resume and tape to Jim Schuh, WSPT, Box 247; Stevens Point, WI 54481.

5 station group needs ass'n news director/DJ for its contemporary rock station WTSN, Dover, N.H. 1 hour North of Boston. Send resume and tape.

Help Wanted Announcers Continued

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.

Regional 5 kw NBC affiliate seeks first ticket night jock. Best market in Vermont. Format blend of oldies and contemporary hits. No maintenance. Immediate opening. Send air check and resume to Brent Jarvis, WVMT, Box 1044, Burlington, VT 05401.

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 914-292-5533. Equal Opportunity Employer.

Announcer/Engineer with first for daytime/country format. Would train to become Chief Engineer. Beautiful living. Send tape, resume, requirements, snapshot to Box 5085, Charlottesville, VA 22903.

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.

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.

Chief engineer for successful small market AM/FM stereo. Station likes to design own equipment and believes strongly in maintenance. Midwest EOE. If this interests you send resume to Box A-106, BROADCASTING.

Chief engineer. Creative type for California fulltime 5 kw AM/FM. DJ skills a plus. Outdoorsman's paradise New management. Career opportunity. Box A-108, BROADCASTING.

Technical engineer wanted for growing two station chain in central Massachusetts with heavy maintenance experience. Excellent salary plus top benefits including profit sharing box and under radio news. Newperson wanted to be news director of suburban Springfield, Mass. station where news is all important. Interview a must. Contact Bob Bouchard, WDEW, Westfield, MA 01083.

Maintenance. AM-FM stereo. Strong on audio. Nights. Join us as chief or break into position with experience. Prefer Ham. Bob Rooney, WKFM, Fulton, NY 13069.

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.

Top rocker in major eastern market seeks energetic news reporter. Street work with occasional studio shift. Minority applicants encouraged. Box A-73, BROADCASTING.

Newsperson. Work hard and learn with #1 upstate NY news team. Send resume to Box A-103, 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.

News director. New educational station with public radio format. Heavy emphasis on local and area news. Board shift also required. Bachelor's degree required. Up to \$8,000. Excellent opportunity for individual to work on advanced degree. EOE/Affirmative Action Employer. Resume and references. Station Manager, KEIR, East Texas Station, Commerce, TX 75428. No telephone calls.

Help Wanted News Continued

Morning shift plus local news. Top-notch station, small market, NE Montana. Good opportunity for bright, young announcer with journalism background. Send tape, resume, references to Linda Madson, P.O. Box 671, Glasgow, MT 59230. Phone: 406-228-9336.

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 Programing, Production, Others

Producer/director to develop, plan, produce and/or direct community programming. Experience with commercial or large ETV station required. Salary \$10,000, plus benefits. Need resume, references and samples. Box A-114, BROADCASTING.

Copy writer and production person with ideas, able to make local spots the best in competitive Michigan market. Middle road AM and Top 40 FM. Send resume, copy samples to Box A-115, BROADCASTING.

Program manager. New educational station with public radio format. Requirements include bachelor's degree and three year's commercial or public radio experience. Up to \$8,500. Excellent opportunity for individual to work on advanced degree. EOE/Affirmative Action Employer. Resume and references. Station Manager, KETR, East Texas Station, Commerce, TX 75428. No telephone calls.

Wanted Program and Operations Director KTRR-KZNN Radio, Rolla, Missouri. Well equipped AM/FM will be responsible for air sound. Start at \$8,500 or above. Box 727 or call 314-364-2525.

WGSO, New Orleans, needs a big-voiced creative producer to handle production and air shift. Call Dan Milham, 504-581-1280.

Mature experienced person for PD job or are ready to move up. Must be qualified for air and creative production work, well organized and community oriented, for medium market community involved contemporary adult station. Must be a dedicated broadcaster. Pay not the best, work is hard, long hours, but it could be the chance you need to establish your identity in programming. Send tape, photo and resume to: Box 70, Fort Knox, KY.

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.

Looking for challenge, not job. GM, 14 years experience, sales, management, programming. South, Southwest. Will consider all. Box A-55, BROADCASTING.

Manager, top-notch pro. All phases, strong sales, programming. Good administrator with eye on bottom line. Solvent with cash to invest. Prefer market size 10-25K. Available mid-February. Box A-57, BROADCASTING.

If you make promises, and don't keep them, don't answer this ad. Presently working in small market. In last three months I wrote \$48,000 in new business, but owner will not pay commissions he contracted to pay. I'll make money for you, but I want mine too. Presently Sales Manager, desire Station Management. Ten years Radio & TV experience. What can you lose by inquiring? What will you lose by not inquiring? Box A-59, BROADCASTING.

GM, currently running highly successful AM in 250,000+ market wishes to relocate in similar or larger market in southeast. Particularly strong in sales promotions and sales development. Tight control in all departments. Box A-65, BROADCASTING.

Ambitious young Wharton MBA with over 3 years medium market management experience. Especially strong in planning, finance, and people management. Seeking general, business, or sales management or staff position with group broadcaster. Excellent combination of education and experience plus desire to succeed. Box A-67, BROADCASTING.

Results oriented GM/GSM seeks opportunity. Increase sales, improve programming, cut costs, make money. 39, family man. Box A-68, BROADCASTING.

General manager. 18 years experience, strong on sales, sober, reliable, 42, employed. Pennsylvania preferred. Box A-84, BROADCASTING.

Experienced volume-producing manager, heavily sales/promotion oriented. Selected by RAB to address manager's 1973 Southeastern Conference. Degree in radio/TV/film, graduate work, experienced in teaching advertising. Will relocate. Must participate in ownership. My enthusiasm is your profit. Box A-85, BROADCASTING.

Situations Wanted Management Continued

Seven years radio, sales to sales manager/manager. Station tripled billing. Highly motivated selling manager, very creative and highly promotionally minded. Looking for sales manager or general manager. Also possible opportunity for ownership in all size markets. Have been selling national syndicated radio/television. Desire to return to radio. Available within thirty days. Call 312-658-5238. Box A-90, BROADCASTING.

G.M./G.S.M. looking for organization where he can create, sell, program, lead, inspire, innovate, manage, profit. Successful, ethical, outstanding professional. Box A-113, BROADCASTING.

Christian broadcaster seeks employment with Christian radio or similar. Experienced in media. Michigan. 616-775-8404.

Experienced radio and television sales and management man desires new connection. 404-892-8850, or 404-233-9090 after 5 p.m.

Situations Wanted Sales

Versatile sales manager. Ideal second man adult station, Southern community. Box A-66, BROADCASTING.

Experienced salesman, newsmen, announcer, both television and radio. Want position with future at growing Northeast station. Box A-89, BROADCASTING.

Aggressive salesman with small and top-20 market experience seeking immediate opportunity. Straight sales or combination sales, play-by-play. First phone, references. Phone: 205-586-4151.

Situations Wanted Announcers

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

Top-ten major-market Rock Jock available. Write Box N-149, BROADCASTING.

Personality, PD and MD experience for top-40 or contempor. 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.

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.

10 year broadcast veteran, 1st phone, tight board, good voice. Experience as PD, newsmen, and production. Box A-70, BROADCASTING.

Articulate Top-40/MOR DJ, six months NYC experience, looking for all night slot within 100 mile radius NYC. MBA 3rd, versatile performer, good news, commercials. Will sell time. Very negotiable. Box A-75, BROADCASTING.

Dependable, mature, disciplined. Seven years experience announcing, copy, production, managing, FCC renewal. Beautiful music or country preferred. Midwest, Midsouth. Box A-76, BROADCASTING.

Start the New Year with new talent. No experience, third not endorsed, but could give a "dynamite" show. Would like to work "behind the scene" to get experience. I was born to be a disc-jock. Box A-86, BROADCASTING.

Ohio, Indiana, Pennsylvania, Michigan, Illinois. First phone DJ looking. 13 years experience, college, married. Box A-105, BROADCASTING.

First phone, medium market, 4 years experience. Will relocate. Play-by-play. Box A-121, BROADCASTING.

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-E03-558-3558 Sun.

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 Irachman, 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.

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.

Situations Wanted Announcers Continued

3 years experience. Pleasant voice. Looking to team up with a good station. Call after 5. Bill, 516-731-6168.

Experienced professional, available immediately, major to medium market, strong personality, Top-40. Call Bill, 215-821-4989.

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

Mature entertaining voice with 4 years experience assures you of right move by contacting Don Wight, Watertown, SD 57201. Call 605-886-4761. Prefer upper Midwest.

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 as chief of a great station or chief of a group. Heavy experience includes high power AM directional and FM stereo. I am an audio bug and my current station, a 50,000 watt AM with FM stereo in a Top 10 Western market, is by far the best sounding in the city. If you are looking for a sharp, take-charge chief, write to Box A-72, BROADCASTING.

Engineer, first phone. Experienced in AM broadcasting. Southern stations only. Will consider manager-engineer position. Box A-118, 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

Experienced female newswoman. Solid skills, reading, writing. Adaptable. Degree. Looking for the right move. Interested? Contact Box A-24, BROADCASTING.

Sports-newsmen combo. 2 yrs. football, basketball play-by-play during college. 1 yr. commercial exp. (news). Degree and AFN. Box A-43, BROADCASTING.

Looking? Major market all-news anchor/editor, also looking. Former ND, network correspondent, documentary narrator, talent. Box A-54, BROADCASTING.

3 1/2 years experience, program-news director, 3rd phone. Box A-60, BROADCASTING.

Broadcast journalist with heavy background. 5 years in Top 3 market. I've been ND, morning drive anchor with major group, currently with Net O+O, seeks NDship with top 30 station, will consider street anchor in top 10. For tape and resume, Box A-62, BROADCASTING.

Mid-west sports director seeks similar position. Hard working. Respected. Dedicated to fair sports coverage. 7 years experience. Box A-82, BROADCASTING.

Sports, but versatile, BA, AFRTS, 6 years TV. Prefer small town station with a future. Box A-87, BROADCASTING.

Thirteen years experience, last seven in same station near NYC. Want career opportunity in established news department. Prefer East. Box A-102, BROADCASTING.

News director, or larger market newsmen. Experienced all phases of human interest, audience-building, sponsor attracting news and talk programming. Call 419-691-3377.

Southeastern New England! Need hard working news or sports reporter? Tonight call or write Rod Morrison, 23 Harriet Ave., Belmont, MA. 617-484-2069. Have experience.

Newsmen. Gather, write, deliver. BA, telecommunications. 3rd endorsed. 2 years commercial radio, 1 year college radio ND. Ralph Gonzalez, 3327 Thornton Ave., Anaheim, CA 92804. 714-828-8151.

News director, town of 15,000. I built award winning news department from ground up. Looking for reporter job in upper Midwest town of 50-100,000. Call Robb, 918-756-0576.

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

Team of two, instrumental in taking this turkey to the top. A music and production director have combined philosophies, talents and various experiences to formulate a powerful contemporary programing package. Now prepared to offer you an opportunity to smoke them there other guys. Box A-58, BROADCASTING.

Syracuse grad, background in news. Willing to start in other department. Pennsylvania-Ohio preferred. Box A-79, BROADCASTING.

One of the nation's top music directors is now available for the right station. I have a track record of being able to break the hits months before anyone else and I have done it in one of the nation's most competitive major markets. If you want a rock, MOR, or country mix that is guaranteed to bring you big numbers, write Box A-101, BROADCASTING.

First phone DJ, over 12 years experience, looking for challenge as PD in small to medium Midwest market. Box A-104, BROADCASTING.

Six years in programing, sales. First phone, with know-how on music, sales, operation. Box A-109, BROADCASTING.

Producer/director. Experience in commercial and educational television. Can coordinate all aspects of production, including scripts, casting, music, set design and scheduling studio facilities. Sample tape available. 502-426-2654, Box A-110, BROADCASTING.

First phone, program director, experienced in all phases of radio, wishes to move up. Box A-119, BROADCASTING.

WMEX Boston, KROQ Los Angeles. Top my resumé 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.

Well produced air sound, excellent 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

General Manager: Strong entrepreneurial type-proven ability for all aspects of fast-growing small independent. Part ownership, other incentives for right person. Sord salary requirements, complete resume. Box M-44, BROADCASTING.

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

Film unit manager for major ETV production center. Must be creative, well-versed film unit administrator who can serve as catalytic agent for all film projects. Professional level experience and portfolio of work required. Salary commensurate with experience. Send resume to P.O. Drawer 1101, Jackson, MS 39205. The Mississippi Center for Educational Television is an equal opportunity employer.

Help Wanted Announcers

Announcer for group-owned VHF-TV affiliate, experienced in commercial announcing, weather and sports. Applications should be accompanied by resume. An Equal Opportunity Employer. Write Box A-100, BROADCASTING.

Help Wanted Technical

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.

Immediate opening for chief engineer to head up department in Mid-Atlantic top 60 station. Excellent equipment, must be strong on studio equipment, tape cart and people management. Excellent company benefits and an Equal Opportunity Employer. Send complete details with first reply to Box A-51, BROADCASTING.

New York based electronic animation facility needs innovative video maintenance technician/engineer for advanced video facility. Needs to know Ampex and IVC VTR's, Norelco cameras, monitors, etc. Exciting, challenging, hard work with a great future. Write, giving full details and salary requirement to Box A-69, BROADCASTING.

Help Wanted Technical Continued

Video Tape Recorder Technician: We need an electronics technician type person with experience in video tape recording and playback. 40-hour week using Ampex 1200's and IVC 1" machines. Full color public broadcast station in South Central Texas. Equal opportunity, affirmative action employer. Contact: George Shearer, KAMU-TV, Texas A&M University, College Station, TX 77843. 713-845-5611.

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.

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

TV Sports Director needed for large southeast market. Must have TV experience and, on occasion, be able to shoot own film. Will be anchoring on-air early and late news plus gathering during day. Generous salary. Send resume and photo to: Box A-91, BROADCASTING.

Reporter. Major Ohio TV. Some air work possible. Send picture and resume. Equal opportunity employer. Box A-112, BROADCASTING.

KQED-TV newsroom has opening for assignment editor with strong journalistic and TV background. Reporters with background in business and community affairs also being interviewed. Minorities and women candidates encouraged. Send resume, references and demonstration tape to: KQED, Inc., 1011 Bryant St., San Francisco, CA 94103.

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.

Experienced Journalists needed in expanding Gulf Coast market. Must be capable of handling all aspects of news production: S.O.F., editing, scripts and production. Equal opportunity employer. Resumes and air checks to: Bill Jordan, News Director, WKRG-TV, 162 St. Louis St., Mobile, AL 36601. 1-205-438-9392.

Help Wanted Programing, Production, Others

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.

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.

Immediate opening for Promotion Director with solid on-the-air promotion experience and knowledge of other media promotion. Excellent opportunity for the right person to handle their own budget and department. Excellent company benefits with Mid-Atlantic V. An equal opportunity employer. Send complete details with first reply to Box A-50, BROADCASTING.

Assistant/Associate Professor to teach programing, writing, educational broadcasting and direct theses. Ph.D. and professional experience. Write Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74074. OSU is an equal opportunity employer. Applications from women and minority group members are encouraged.

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.

20 years experience: Operations, programing, news dir./anchor, promotion, production. Know ARB, Nielsen, license renewal. Looking for medium market mgt. or any of above categories. Prefer California or Southwest. Vince Fleming, 4805 Eve St., Bakersfield, CA 93307. 805-833-0707.

Situations Wanted Technical

Director of engineering, small group. Degree, 25 years experience, network and stations. Looking for improvement. Box A-14, BROADCASTING.

First phone maintenance technician with 4 years experience in television and solid state troubleshooting seeking position with campus TV or AV department. B.A. Box A-74, BROADCASTING.

Chief, familiar with construction, both public and commercial TV. Relocate anywhere U.S.A. Box A-80, BROADCASTING.

Presently employed and secure. Over 20 years experience as chief engineer. Successful at present but want to be with better company. Box A-94, BROADCASTING.

Chief Engineer: TV, CCTV, CATV. 15 years experience, BSEE. Box A-111, BROADCASTING.

Situations Wanted News

Sports anchor in Top 50 with all the tools and credentials seeking solid opportunity. Box A-40, BROADCASTING.

Experienced, young professional news director/anchor-man seeks position in stable major-medium market operation. Excellent credentials, reputation, references. Box A-42, BROADCASTING.

Attention General Managers: Aggressive, innovative, hard-working news director (top 25 market) looking for new challenge. Seven years broadcast journalism including network O&O's in NYC. Salary, market size not important but station commitment to news is. Box A-53, BROADCASTING.

NYC reporter seeks TV/radio. Will travel. Box A-61, BROADCASTING.

Sports. Personable, smooth delivery. Two years anchor, visual casts. Filming, editing, produce specials. Combine with news. Box A-78, BROADCASTING.

Meteorological Personality. Television is a visual media. My show includes such visual effects as film, animations, timelapse and special effect films. I am also a good meteorologist. Box A-81, BROADCASTING.

Anchorman: Experienced writer-performer. Specializing in editing and reporting audience-impact, human interest material. Box A-92, BROADCASTING.

Asian-American male, young, six years TV news background, small market, wishes opportunity in larger market. Tapes available. Box A-93, BROADCASTING.

26 year old woman with three years TV news reporting experience desires reporting position in major TV market. Box A-95, BROADCASTING.

Newsman. Experienced reporter, sharp, creative writer. Also proven performer as anchorman and producer. Call 419-691-3377.

Experienced Sports Director with extensive production background. P.O. Box 23, West Trenton, NJ 08628.

Need a Sports Director with TV-radio experience, coverage of pro and college sports, commentaries. Gene Blahut, 412-481-7323.

Situations Wanted Programing, Production, Others

Traffic, production assistant, programing experience in top 5 New York television station. Veteran, college graduate, creative, dependable. Seek challenging position. Box A-63, BROADCASTING.

For Sale-Executive Producer. 13 years major market experience. Want production/programing/operations management. Strong all phases production with complete understanding all areas programing. More interested in job satisfaction than market size. Excellent reputation, top references. Box A-64, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Production Manager, major market, wants to relocate. Heavy sports, comm'l background. Excellent credentials. Box A-120, BROADCASTING.

Desire return to broadcasting after working in family business. Experience announcing, programing, news, community relations, office management. Master's, commissioned service AFRTS. Consider all offers with growth, commercial, public. Burton Schneider, 5645 E. Burns, Tucson, AZ 85711. 602-886-6132.

Excellent background in directing studio/remote productions. Top references. Commercial operations only. 414-354-0789 after 5:00 p.m. C.S.T.

Administrative/Production Assistant. Female, B.S. Mass Communications, professional experience. Ellen Landau, 71 Brentwood Lane, Valley Stream, NY 11581.

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

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

Wanted. New or used Type SRL-7C Klystrons. Contact Jim Locker, KSWO-TV, Box 708, Lawton, OK 73501. 405-355-7000.

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

Used 5 kw AM transmitter in good condition. Call G.M. or C.E., 915-544-7876.

300 Foot Tower for Ohio FM Station. Phone A. Bleski, 216-244-1645.

FOR SALE EQUIPMENT

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

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

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.

Sonorex 16-16 double system projector. Two years old, low recording time on heads, excellent condition. Two 16mm Beaulieu w/17-68 zoom lens, 1000 ma. batteries, complete. Write or call Terry Johnson, WGR-TV, Buffalo, NY. 716-856-1414.

For Sale: 1 Model 15RM62 Kohler Remote Electric Plant. Complete accessories. Natural gas. Can be converted. Never used. 6 RCA Type 77 mikes, 2 RCA Type BK58 mikes, 14 EV mikes; Types 635, 647, 654, 665, 666, WNIC, Box 747, Dearborn, MI 48126. Phone 313-846-8500.

RCA TR 22 Low Band with mono and color ATC and RCA TR5 Low Band color video tape recorder. Dinar TS-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, WQQW, Waterbury, CT 203-753-2121.

Marli. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

For Sale Equipment Continued

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

Heliast-Styroflex. Large stock. Bargain prices. Tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Will trade (2) Scullys Model 270 2-speed reversing stereo for (3) stereo carousels. Call George Guertin, 615-586-7993.

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.

Great comedy material at a fantastic price! Sample will convince you. \$3 (applied to purchase). Comedy, 864 Kennedy St., Kelowna, British Columbia, Canada.

Thunderbunzz: Monthly comedy for personalities! One month, \$5.00; 6 months, \$20.00. Thunderbunzz, P.O. Box 222, Belgrade, MT 59714.

MISCELLANEOUS

Airchecks of South's most unique stereo rocker. Five hours. \$5.00 dubbing charge. KTM, Drawer 1570, Summerville, SC 29483.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

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

RADIO Help Wanted Sales

REGIONAL SALES MANAGER

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

**ANTHONY R. PIGNONI
BOSCH FERNSEH**

279 Midland Ave.
Saddlebrook, NJ 07662

Help Wanted Announcers

Creative Morning Radio Personality: Major Market.

One of America's Great Cities: One of America's Great Radio Stations is Looking for this person.

An Equal Opportunity Employer.

Box A-56, BROADCASTING

Miscellaneous Continued

Daily Almanac of important country events, birthdays, record information. Free details: write Country Almanac, Box 978, Beloit, WI 53511.

INSTRUCTION

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

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

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

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

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

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.

FCC license the right way, through understanding. Home study. Free catalog. Genn Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

Help Wanted Sales Continued

SALES PERSON

Must Have Recent Experience
Beautiful Music
Format

Master Broadcast Services, Inc.
212-687-4104

For Sale Equipment

Complete IGM 500 Series automation system. Good condition. Includes accessory equipment. For details contact David McGowan, Chief Engineer, KWPC, Muscatine, Iowa 52761. Phone 319-263-2442.

Situations Wanted Management

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, programing, 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

Jock, one to one communicator, presently at 50 KW in top 5 market, looking for contemp-MOR, non-screaming Rocker, or PD position.

Box A-77, BROADCASTING

1st phone, B.A., speech grad with 9 yrs. experience and mature voice seeks position in warmer climates. Will relocate any time. Must be stable position.

Box A-117, BROADCASTING

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR

I'm a major market personality who wants to be your next PD. I have no magic formula, but I know what sounds good, and why. 28 years old with eight years experience. All offers will be considered, providing you are: honest, sincere, competitive, creative and straight with your people. Patrick Jay (8-10 pm) 55/KSD St. Louis (314) 867-6835

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Television

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Help Wanted News

Profile

Independent-minded Jim Terrell of INTV

For Jim Terrell, as for many another broadcaster before and since, becoming manager of an independent TV station meant many changes, one of the most startling of which was "all that programing," meaning some 18 hours a day to be filled and no network to turn to. Since all independents are in that boat, it is not surprising that the Association of Independent Television Stations (INTV) has given programing high ranking of the agenda for its second annual convention, being held today and tomorrow (Jan. 13-14) at Atlanta, or that Mr. Terrell, who is chairman of INTV, is anxious to have the membership explore "new directions in programing."

"There are a lot of creative people in independent television," Mr. Terrell says. "They have to be creative," he adds wryly, "because they're programing 18 hours a day in most cases." But he isn't joking when he suggests that one of the "new directions" may be found in local output: Don't some or many local programs being produced by independents lend themselves to syndication to other independents?

It's challenges such as that that make Mr. Terrell call independent television one of the "most exciting" areas he can think of, offering "a lot of opportunities and room for more growth."

This enthusiast has been in independent television since 1962, when Oklahoma Publishing Co.'s WKY Television System Inc. acquired KTVT(TV) Fort Worth and moved him from WKY-TV Oklahoma City to take charge. He has built the station not only as a profitable operation but as one of the country's top independents in terms of audience share, and has impressed other independents with his sense of station promotion as well.

He broke into broadcasting as a newsman, but his hankering for the field went back a lot farther. "As a kid," he recalls, "I used to read *Time* magazine aloud." When he graduated from high school in Little Rock, Ark., where he was born and grew up, he toyed briefly with the idea of becoming a lawyer, but that apparently was a very passing engagement. "I thought about it," he says, "but then I started working parttime for a radio station, and once I did that, that was that."

He started out working parttime for UPI, covering the state legislature and the capitol, and that led to night news jobs with two Little Rock stations, KGHI(AM) and KLRA(AM), while he was attending Little Rock University. In 1943 the Army intervened, and after Officer Candidate School he was commissioned and rose to captain in the Air Force before he was released in 1946.

Then it was back to radio news, this time at KARK(AM) Little Rock, where he handled the 10 p.m. news for years. In 1951 he moved to WKY-TV starting as a newsman and becoming news director a year later. Three years of that and management broadened his horizons, making him national sales manager. Two years



James Robinson Terrell—vice president and general manager, KTVT(TV) Fort Worth, and chairman, Association of Independent Television Stations (INTV); b. Dec. 5, 1922, Little Rock, Ark.; attended Little Rock University (now University of Arkansas, Little Rock) and worked parttime at UPI, KGHI(AM) and KLRA(AM) Little Rock, 1941-43; Army Air Force (rank of captain), 1943-46; newscaster, KARK(AM) Little Rock, 1946-51; newsman, WKY-TV Oklahoma City, 1951; news director, WKY-TV, 1952-55; national sales manager, WKY-TV, 1955-57; general sales manager, WKY-TV, 1957-58; assistant manager, WKY-TV, 1958-62; station manager, KTVT, 1962-67; present job since 1967, member of board of parent WKY Television System Inc. since 1964; m. Betty Falk Jan. 18, 1947; one child, Jim 2d, 15; member of NAB television code board; immediate past president, Texas Association of Broadcasters.

later, in 1957, he was made sales manager and the year after that, assistant manager of the station—the post he held till the station owners bought KTVT and made him station manager there.

Mr. Terrell's background in news may be reflected in KTVT's treatment of news, which is not slouchy by either independent or affiliate standards. It totals an hour and a quarter a day and is put together by a staff of 10, four of whom are based in Dallas where KTVT has a studio, technicians and a sales office. KTVT does four newscasts a day: 15 minutes in the morning (including five minutes in Spanish), a 30-minute block at noon, a quarter-hour at 10 p.m. and a quarter-hour at sign-off, usually around 1 a.m.

Indicative of some of the innovations that independents make, the 10 p.m. news interrupts the evening movie, apparently with no harm to the ratings of either. "We tried it at 9:30 and at 10:30 and finally went back to 10 o'clock," Mr. Terrell says. At 10, the movie has been playing for an hour, and the news at that time generally "carries about the same rating as the movie."

Like many other broadcasters he has found value in working with local organizations. A 30-

minute weekly program produced in cooperation with the Parent-Teachers Association has been on the air since 1966 and is a state award winner, for instance; a half-hour series in which sign-language is introduced into dramatic and information programs, in cooperation with the Tarrant County Association for the Hearing Impaired, has been part of a KTVT rotation of local college shows for the past two years.

"We try to put something into the community both personally and corporately," says Mr. Terrell, echoing a philosophy that many broadcasters have proved valid over the years. He himself holds office, or has just held office, in a dozen or more civic organizations, with current responsibilities ranging from chairmanship of the Tarrant county 1975 United Way campaign to president of the County Health Planning Council, vice president of the County Safety Council and vice chairman of the County Red Cross.

He is also active in broadcast affairs in Texas and nationally, serving on the National Association of Broadcasters television code board as well as in the INTV chairmanship. He will obviously represent independents on the NAB code board and will be their missionary there, if present INTV plans proceed on schedule, in seeking a little more commercial time than the code currently gives them at night. In any event, INTV is moving toward adoption of its own time standards.

The organization, formed in 1972, has already come a long way, in his judgment. "One thing it's done in its short existence," he says, "is an excellent job in generating enthusiasm among the membership and in getting recognition of independents." The membership now exceeds 50 stations, including "all the major" independents, and one of INTV's big weapons in getting greater recognition is a major sales presentation to top-100 advertisers, which is being made available for local adaptation and use. "We think the future is bright for independent TV and we're going to keep telling its story," says Mr. Terrell.

If he is enthusiastic about INTV and its cause, INTV leaders seem no less hearty in their regard for him. He was said to have the unanimous backing of the other INTV board members when they elected him chairman last fall.

He is soft-spoken, but that, according to close associates, could be misleading. As one put it, "There's plenty of steel beneath that soft manner." This associate thought he might best be described as a man "sane, sensible and sound, who doesn't go to extremes," and added: "He can tell a funny story, too, but that is not his forte." As chairman of INTV, many think, his forte may prove to be reconciling differing points of view. The INTV membership includes, as one observer put it, "a bunch of rugged individual types—and they are very comfortable with Jim Terrell." For his part, Jim Terrell gives every appearance of being comfortable, but not in any way complacent. And he retains his enthusiasm for his work. "Broadcasting," he says, "has been my one and only job, and I can't imagine being out of it."

Editorials

Not this time

The television code review board of the National Association of Broadcasters was wise last week to resist urgings that it rush to write new rules for "family viewing" periods in evening television. It has referred the matter to a committee for study—which will surely lead to the conclusion that the code has no business extending its restrictions this way.

As has been noted here before, the enlargement of the code apparatus to declare specific time periods off limits to programs deemed unsuitable for general audiences would lead only to the creation of program standards to be ultimately enforced in the FCC's licensing process. First the code would be obliged to define the programming it proscribed. Next the FCC would begin looking for that kind of programming in the forbidden time periods. Once again broadcasters would in effect provide the government with rules that it could not write for itself without violating the First Amendment and the no-censorship provision of the Communications Act.

This publication has some sympathy for the arguments advanced by advocates of this code excursion. No network really wants to bind itself to the presentation of relatively bland programming in the valuable first hour of prime time without at least some insurance against a rival's counterprogramming with sex and action. Network affiliates, understandably, are similarly concerned over counterprogramming by independents.

Greater dangers lie, however, in the expansion of the code to make everyone conform to a "family viewing" hour. If the FCC, at whose chairman's instigation this whole episode began, succeeds in bringing off another tightening of the code, it will have all but perfected the mechanism to get almost anything it wants by government nudge and industry response. It pioneered the technique by adopting the radio code's commercial time standards as its own. It improved it by persuading the NAB to adopt new standards for commercial loads in children's television programming. A third application would complete the institutionalizing of code amendment as an easy substitute for government rulemaking.

If broadcasters submit to this, they will have abandoned all reasonable claims to any independence of action.

Fair enough

Some of the very worst features of broadcast regulation by the government would be eliminated by adoption of the bill that Senator William Proxmire (D-Wis.) is preparing for introduction in the 94th Congress (BROADCASTING, Jan. 6). The bill would give legislative endorsement to the principle that broadcasting is entitled to the full freedom of the press that the First Amendment guarantees.

As this publication has reported, Senator Proxmire has emerged as an unexpected champion of constitutional liberties for radio and television. It was he who introduced the fairness provision in the 1959 amendment of the political broadcasting section of the Communication Act, thus elevating a loosely defined FCC policy to the status of a federal law. But however unexpected, his 180-degree reversal of opinion is perhaps the most salutary sign for broadcasters in Washington these days.

Mr. Proxmire has no illusions about the obstacles he faces in his attempt to emancipate broadcasters not only from the pernicious fairness doctrine but also from the repressiveness of other federal controls over broadcast content. A declaration of opposition has already been issued by the formidable Senator John O. Pastore (D-R.I.) (BROADCASTING, July 22, 1974). Mr. Pastore is chairman of the Communications Subcommittee, to which the Proxmire bill will presumably be referred.

Still Mr. Proxmire is not without resources of his own, including a reputation for independence that convincingly refutes any notion that his conversion was arranged by broadcasters. A less suspect champion would be hard for broadcasters to find.

Whatever other legislative objectives broadcasters assign themselves for 1975, support of the Proxmire bill must be given high priority.

The bargain medium

When the heads of radio networks and radio rep firms get together to support a project, you can bet that something more than purely selfish interest is at stake. On this basis alone, then, we could commend the current campaign, led by the Radio Advertising Bureau, to sell radio as advertising's "adflation fighter" (BROADCASTING, Jan. 6).

The past couple of years have not been fantastically good to radio despite its obvious values. Now, with the economy in a crunch, those values stand out more than ever. As just one example, some Ted Bates & Co. estimates reported elsewhere in this issue show radio is by far the biggest cost-per-thousand value obtainable anywhere in media. Aggressive promotion of all of radio's values could turn 1975 from a questionable year into a good one. It wouldn't be a wholly selfish exercise, either, because 1975 would be better for a lot of advertisers, too.

Only the beginning?

The FCC may have performed one of its slickest tricks of recent time in the Alabama Educational Television Commission decision that came out last week. On a verdict of inadequate programming for a specific audience, the agency applied the maximum penalty, denial of license renewal. But it then effectively diluted whatever urge the Alabama commission may have had to appeal by declaring the AETC eligible to reapply for its facilities.

The precedent for commercial broadcasters can only be unsettling. Without a test of constitutionality the FCC has made a life-or-death judgment of program content, which in this case happened to be in context with the black segment of the television audience but could as well pertain to any other element of the public that claimed to be underserved. The facilities at issue in Alabama are reserved for noncommercial use and are therefore not particularly inviting to rival applicants. That condition would not apply to, say, a major-market VHF in commercial operation.

The end of this decision is out of sight.



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