

NAB circling warily 'round family hour plan
Special report: radio's revenue posture for 1973

Index to department on back cover

Broadcasting Jan 20

The newsworthy of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER

36112LIBRA B5184MCK DEC/76
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMRY AL 36112

Twentieth Century-Fox Television
announces the exciting new

Century
8

25 OUTSTANDING MOTION PICTURES IN COLOR INCLUDING:

The French Connection • Lady in Cement • Vanishing Point •
The Hot Rock • The Great White Hope • The Secret Life of an
American Wife • The Salzburg Connection • Battle for the Planet
of the Apes • Conquest of the Planet of the Apes • The Chairman •
Star! • John and Mary • Prudence and the Pill • Mrs. Sundance.



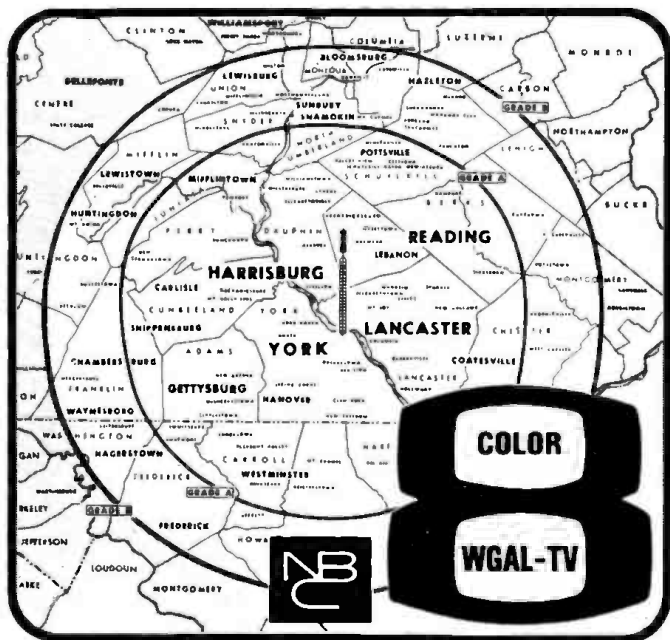


PENNSYLVANIA Pioneer and still the Leader

WGAL-TV was the first television station in this historic area. And today it's still first in that it delivers more audience than other area stations combined.* Thus advertisers enjoy increased sales.

WGAL TV 8

LANCASTER-HARRISBURG YORK-LEBANON, PA.



(1) Shortly after end of Revolutionary war, patriot General Edward Hand built family home "Rock Ford", near Lancaster. Historic building furnished with Hand heirlooms and authentic period pieces. (2) Typifying pioneer spirit is historic Cloister, built at Ephrata (circa 1730-50) by religious sect under leadership of Conrad Beisel. Housed wounded Revolutionary war soldiers. (3) Donegal Presbyterian church, built 1740 near Mt. Joy. In 1777 members met under great oak to pledge allegiance to U.S. "Witness Tree" still stands. (4) Pioneer glass manufacturer Baron Von Stiegel founded Zion Lutheran church in Manheim in 1772. Church still pays annual rent of one red rose to Stiegel heir.

*Nielsen, Nov. '74, Sun. thru Sat., 9 a.m. to midnight. Audience estimates subject to limitations published by Nielsen.

STEINMAN TELEVISION STATIONS

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

Closed Circuit®

On the block. If Council of Economic Advisers' economic report to President Ford follows draft, it will contain section likely to curl broadcasters' hair. As presented to FCC for comment, draft recommends junking present system of broadcast regulation and substituting for it one in which frequencies are auctioned off to highest bidder. Council says its proposal — which has been advanced by others in past — would not only lighten regulatory load on commission but also provide for freer, more efficient use of airwaves. Furthermore, council says, it would eliminate any need for government actions that might raise First Amendment questions. Report, along with one by President, is scheduled to be submitted to Congress on Feb. 4.

FCC Chairman Richard E. Wiley has criticized report, commenting on behalf of commission. He explained background of Communications Act and said its concept of public interest is at odds with system CEA was proposing. He also said he personally favors open-market economy, but because of public-interest questions involved regulated free market appears to be wiser approach for broadcasting.

Reluctant reform. It's all but certain that National Association of Broadcasters will in some way amend television code to rule out sex and violence in family viewing time, as accommodation to FCC Chairman Richard E. Wiley (see page 14). But trick will be to write language that gives chairman trophy to display without, as one broadcaster put it, "pinning us to the wall."

Difficulty of that assignment was recognized by NAB TV board when it passed it back to TV code review board last week. Among most members of NAB board there was no eagerness for fast action. Prevailing view was one of grudging recognition that NAB was caught in political trap with Mr. Wiley and had to make some effort to help itself and him out. There seemed to be overwhelming agreement on one point: Judgments on programs to be put in family time must be left to individual broadcasters in whatever language code adopts.

Early campaigning. Politics were in desert air at National Association of Broadcasters board meetings in Palm Springs, Calif., last week in anticipation of elections for chairmanships at next board meetings in June. Here's how candidates, announced or otherwise, lined up. For joint-board chairmanship: Wilson Wearn (Multimedia, Greenville, S.C.), now TV board chairman.

For chairmanship of TV board: Walter Bartlett (Avco, Cincinnati), now vice chairman. For vice chairmanship, TV: Kathryn Broman (Springfield [Mass.] TV), who announced candidacy, and Robert M. Bennett (WCVB-TV Boston). For re-election to chairmanship of radio board: Harold Krelstein (Plough Broadcasting, Memphis). For vice chairmanship, radio (now held by Charles Dickoff [WEAQ(AM) Eau Claire, Wis.] whose term is ending): Virginia Pate Wetter (WASA[AM]-WMDG[FM] Havre de Grace, Md.).

First things first. For time being communications matters are taking back seat to energy problems on agenda of House Communications and Power Subcommittee, reports subcommittee's new counsel, Harry M. Shooshan. Rumored

possibility that subcommittee would split in two is no longer considered probable. Word is subcommittee chairman, Torbert Macdonald (D-Mass.), has determined that consideration of President Ford's energy policy should be first priority and will call energy hearings soon.

First priorities for Senate Communications Subcommittee this year will probably be hearings on Corporation for Public Broadcasting board nominations, renewed CPB long-range funding bill and FCC oversight, according to subcommittee's counsel, Nicholas Zapple.

Golden Rule. This year's Gold Medal of International Radio and Television Society, its highest award, will go to Elton H. Rule, president and chief operating officer of ABC Inc. Presentation is scheduled March 11 at IRTS's 35th anniversary banquet, in New York.

Bargains: Station trading is feeling effects of recession and sluggish stock market, according to leading media negotiators. There's been decline of as much as 25% in sales prices for profitable stations. Rough formula formerly used to price AM and FM stations was eight times pre-tax profits. Multiple is now down to six or seven. Formula in TV used to be 10 times operating income (before depreciation). Now it's seven to seven and a half.

Formulas vary widely, of course, with variations in markets and media competition and, in case of television, availability of network affiliation. Money-losing radio properties are still being traded, at prices based to large extent on market potentials and speculative gains from better management.

For 'family viewing'? CBS and Lorimar Productions have purchased controversial nonfiction best-seller about Charles Manson trial, "Helter Skelter" by prosecutor Vincent Bugliosi, for reported \$300,000. One industry source says, however, that TV version may take years getting under way because "there are a lot of people still living who simply won't sign releases allowing them to be portrayed in a movie." Obviously CBS and Lorimar do not envision such problems.

Island magic. One blockbuster series set to be introduced in syndication at convention of National Association of Television Program Executives Feb. 8-12 in Atlanta is *Hawaii Five-O*, now in its seventh year on CBS-TV. Viacom Enterprises is offering series (more than 150 episodes to date) on "when available" basis and is understood to have completed sales to Westinghouse Broadcasting and several other group operators.

Big load. Five new series for syndication are due for announcement by Worldvision Enterprises at next month's NAPTE. One is ABC-TV's continuing hit, *The Rookies*, scheduled for September 1977 start. Another is package of films from producers with which Worldvision has exclusive distribution agreements — to which list was added, last week, Filmways Inc. for worldwide distribution of six made-for-TV movies: "Stranger Who Looks Like Me" (with Beau Bridges, Meredith Baxter); "My Father's House" (Cliff Robertson, Robert Preston); "Hustling" (Lee Remick); "Powder Keg" (Rod Taylor); "Pioneer Woman" (David Janssen, Joanna Pettet) and "Moon of the Wolf" (David Janssen, Barbara Rush).

Top of the Week

Halfway. NAB board tells code board to come up with recommendations on "family viewing" by Feb. 15 — date FCC Chairman Wiley will report to Hill on sex and violence. But joint board doesn't impose time limit on itself. This and other Palm Springs actions — Page 14.



Fireside theater. Elaborate preparation and coaching from TV adviser Bob Meade (pictured above) went into President Ford's pre-State of the Union prime-time talk. Page 15.

Roll your own. Delegates to INTV Atlanta convention were urged to come up with independent programming to boost their ratings and respectability. Bristol-Myers offers bank-roll. Page 16.

Ratings are in. Common Cause ranks Commerce Committee power (and renewal bill stonewall) Harley Staggers among lowest of committee chairmen. This fazes not the chairman nor fellow Democrats, who vote to keep him at his post (see page 6). Earlier story, Page 18.

Dwindling list. Only two challengers remain to renewal of Post-Newsweek Stations license in Jacksonville as Florida-Television Broadcasting drops out of the battle. Page 19.

Tugging at the cable wishbone. Office of Telecommunications Policy's new bill for cable regulation would leave FCC largely out in the cold, which will apparently occasion showdown in Congress over who will get regulatory power. Page 25.

Who will rule? FCC's animosity to Teleprompter's Johnstown, Pa., cable operation has raised question of governmental vs. local control: City wants to keep service; commission wants someone to choose new franchisee. Page 26.

How many weeks? Proposals to extend television ratings sweeps from four to eight weeks have many opponents at INTV. But outside the convention it's still a stalemated split issue. Page 27.

Forecasting. Three top network newspeople indulged in some speculation about future of TV news at New York gathering. Cronkite divines home computer news. Page 34.

Squaring off. Loyalties of Chicago's country and western music fans are about to be tested as NBC's high-powered WMAQ takes aim at long-established WJJD. Page 36.

All the marbles. Radio's financial landscape in 1973 is subject of a Broadcasting special report. Many stations did quite well, and no one fared too poorly. Detailed tabular analysis and general overview begin on Page 49.

On the way back up. ABC President Fred Pierce faces the task of recouping the network's fall prime-time losses and has a variety of notions about how to do it. Page 77.

Index to departments on back cover

Lowered fee schedules for broadcast, cable, other constituents adopted by FCC — but some individual items go up

FCC has adopted new schedule of fees to be imposed on those it regulates that, over-all, reduces amount it will collect. But in some areas — including some affecting broadcasters — it is increasing charges.

Action was taken in response to decision of Supreme Court last March that declared basis on which commission had been collecting fees since 1970 — apportioning them with view to collecting 100% of its budget — was illegal (*Broadcasting*, March 11, 1974). Commission said new schedule, which becomes effective March 1, is designed in accordance with court's directive to charge fees that reflect only direct benefit received by those paying them. As result, only \$16.5 million, or 35.3%, of commission's 1975 budget will be recovered.

In separate but related action, commission was expected to deny all pending requests for refunds of fees collected under 1970 schedule. Commission in November began refunding some \$4.1 million in annual fees paid by cable television systems since those fees were involved in Supreme Court suit.

Commission's refusal to return other fees — in order being circulated among commissioners for final vote — is certain to generate law suits. However, FCC is known to be concerned about advice from key members of Congress not to be generous in making refunds.

Commission will recover total costs in connection with renewal applications (\$1,509,178) and assignment and transfer applications (\$908,272). However, it will recover only \$1,200,000 of \$4,558,184 that facilities applications processing is expected to cost.

Yet, applicants for permits in some broadcast services will pay more under new schedule than they would under existing one. For instance, applicant for permit for FM class A station will pay \$200 to file and \$1,350 for grant fee, rather than \$100 and \$900. Applicant for unlimited-time, 5 kw AM will pay \$800 to file and \$5,400 for grant, rather than \$400 and \$3,600.

Annual fees, however, are lower. Television stations will pay fee equal to 4.25 times highest 30-second spot rate, but in no case will fee be less than \$100, rather than fee 12 times highest 30-second rate with \$144 minimum. For AM and FM stations, multiplier will be 8.5 against station's highest single one-minute spot, with minimum of \$25. At present, one-minute spot is multiplied 24 times, and minimum is \$52.

Commission has also reduced filing fees for assignment and transfer applications, from \$1,000 to \$200. And it has altered basis on which grant fees are charged. Instead of flat 2% of consideration involved, grant fee will be based on gross revenues of stations — from 0.9% of gross of AM and AM-FM combination with revenues of less than \$400,000 to \$8,000 plus 1.6% of gross revenues in excess of \$800,000. (In case where gross revenue cannot be determined, grant fee will be 0.4% of consideration.)

Total of \$3.6 million to be recovered represents 35% of \$10.2 million that commission expects to spend on broadcast-related activities. FCC expects to recover \$1.16 million — or about 45% — of anticipated 1975 costs for cable television and cable television relay service activities. Fees in these services have been reduced to about 40% of what they had been in previous schedule. Annual fees, which had been 30 cents per subscriber, will now be 13 cents.

FCC topped off action on fees with plea to Congress for legislative guidance. Statement by Chairman Richard Wiley, in which all members joined, says Supreme Court's fee decision limits commission's ability to recover costs and is "sufficiently ambiguous to encourage renewed litigation."

Stretching the silver lining. National Association of Broadcasters combined boards on Friday adopted resolution urging broadcasters to accentuate positive news about economic conditions. Resolution, submitted by C. Edward Little, MBS, said "obsessive preoccupation with the negative can become a self-fulfilling prophecy."

Narrow escape for OTP, which survives budget office's plan for dismemberment

Office of Telecommunications Policy has survived effort to eliminate it as organ of government, little more than four years after it was established as White House agency. President Ford, acting last Monday on recommendation of Roy Ash, director of Office of Management and Budget, made tentative decision to transfer OTP's frequency-assignment functions to Commerce Department and eliminate 50-odd jobs at OTP. But after heavy barrage of critical comment from Congress and elsewhere, President by week's end reversed himself.

"The President has decided that communications-policy formulation has a role and that it is best fulfilled within the executive office of the President," White House News Secretary Ronald Nessen said on Friday. He also said he was "not aware" President's decision was result of congressional "pressure."

However, effort to persuade President to reverse his decision began almost as soon as word was received at OTP. John Eger, acting director, wrote memorandum stating his concern. Key members of Congress, hearing of President's decision, began to contact White House to protest. Word leaked to press, and President found himself with small but serious controversy on his hands.

Senator Howard Baker (R-Tenn.), ranking Republican on Senate Communications Subcommittee; Representatives Clarence Brown (R-Ohio) and Lionel Van Deerlin (D-Calif.), both members of House Communications Subcommittee, and Representative Jack Brooks (D-Tex.), who is expected to be elected chairman of House Government Operations Committee (which held hearings on creation of OTP in 1970) telephoned and/or wrote White House to state view that question of whether OTP should be eliminated should not be decided without congressional consultation. Senator Baker was readying legislation that would have prevented President from dismantling OTP without specific congressional approval. Defense Dept. is also said to have expressed concern; it has had its differences with OTP but, as major user of telecommunications, would rather consult on frequency-assignment matters with White House than with another cabinet office.

By week's end, fire was out.

New commercial load limits for INTV

As expected ("Closed Circuit," Jan. 6), Association of Independent Television Stations adopted commercial time standards at Atlanta convention last week (early story, page 16). Amount of time allowed nonprogram material in prime time exceeds that in National Association of Broadcasters television code, but INTV guidelines count promotional and public interest announcements with commercials, while NAB's do not. INTV set seven-minute limit for nonprogram material in 30-minute period or multiples thereof in prime time, eight minutes in other time. (NAB code permits 12 minutes per hour for independents in prime time, 16 minutes per hour in other time.)

INTV set program interruption limits at four in half-hour program, seven in hour, 10 in 90-minute, 13 in two-hour programs in all time periods. New standards are not applicable to children's programs, for which special standards were set last July (*Broadcasting*, July 22).

FCC makes it official with PTAR III, which emerges more like PTAR I than PTAR II but with exemptions that could cause trouble

FCC has formally adopted third version of its prime-time access rule. It will become effective in September. New rule follows outlines of proposal disclosed by commission in November (*Broadcasting*, Nov. 18, 1974), thus contains no major surprises. Commission has, however, included language aimed at preventing exemptions built into rule from being used to wreck it.

Action was on 6-1 vote. But concurring statements by some, including Chairman Richard Wiley, indicated support for new rule is less solid than vote would indicate.

Essentially, PTAR III resembles PTAR I, which is existing law: Network-owned or affiliated stations in top 50 markets are limited to three hours of network or off-network programming between hours of 7 and 11 p.m. Eastern and Pacific time (6-10 Central and Mountain time). But it differs in two respects: It includes exemptions, lifted from ill-fated PTAR II, for network or off-network children's, documentary and public affairs programs, and permits showing in access time of feature films not previously shown on network (PTAR I banned use of such films if they had been shown in market within preceding two years).

Several other exemptions are carryovers from PTAR I or result from waiver practices commission has followed in connection with access rule. They cover special news or political broadcasts, regular half-hour network news following hour local news, sports runovers and time-zone differences. Another exemption applies to international sports events, such as Olympics, New Year's Day college football games or other special network material that fills entire evening.

Chairman Wiley expressed confidence latest version of rule would withstand court challenge. But he also made it clear he has gone as far as he can in defending rule. "If the rule does not survive a court appeal," he threatened last week, "look for repeal."

Commission sought to ease fears about exemptions with clarifying language. "Programs designed for children" are those intended for children between 2 and 12 years of age," commission said. And documentary programs are those that are nonfictional and educational or informational but "do not include programs that feature contests among participants in program or that relate to visual entertainment arts if more than 50% of program is devoted to presentation of entertainment itself."

Commission said networks and stations are expected not to abuse exemptions, to keep access-time children's, documentary and public affairs programs to minimum. Stripping of material on theory that it is children's or documentary program would not be consistent with spirit and objectives of rule, commission said. Networks were urged to avoid expanding programming on Saturday night because of importance of that time to hour-long access programs. Commission sought to justify exemptions on ground that PTAR I had effect of inhibiting presentation in prime time of children's, public affairs and documentary programs, which FCC felt should be aired in prime time. It expresses particular concern about children's programs that networks frequently began at 8 p.m. or later under schedules resulting from rule. And in extending exemption to regular programs, commission said they could be beneficial to public as special programs.

Commissioner Robert E. Lee, in concurring opinion, said PTAR III has removed uncertainty over fate of rule. But FCC itself said it was specifically passing over suggestion to put minimum limit on rule's life — five years had been suggested. Lone dissenter was Commissioner Glen Robinson.

NAB boards vote to take another look at their own composition

National Association of Broadcasters joint board voted Friday to consider reorganization that could consolidate radio and television boards or reduce number of directors. By-laws committee, headed by Donald A. Thurston, WMNB-(AM) North Adams, Mass., was instructed to submit recommendations at board meeting next June. Some TV directors have been critical of disproportionate balance with radio directors who outnumber TV board members two to one.

Other actions at closing session of meetings that went on all week (see page 14):

Board confirmed Chicago in 1976 and Washington in 1977 as sites of annual convention (in Las Vegas next April) and chose Royal Biscayne hotel, Key Biscayne, Fla., as site of next winter board meeting week of Jan. 18, 1976.

John Summers, NAB general counsel, told board NAB would petition FCC for reconsideration of its denial of refunds of license fees (see page 4) and would study court appeal.

Day earlier radio board adopted same code amendments as TV board adopted Wednesday, lifting restrictions on advertising for legal lotteries and betting.

Robert H. Harter, WHO (AM) Des Moines, Iowa, was named chairman of radio code board, succeeding William Hensen, WJOL (AM) Joliet, Ill. New code board members: James Wesley, KFI (AM) Los Angeles, and Michael Lareau, WOOD (AM) Grand Rapids, Mich., for two-year terms; Ross E. Case, KWAT-AM-FM Watertown, S.D., and Steve Shannon, KCMO (AM) Kansas City, Mo., for one-year terms.

Proxmire freedom bill leads legislative pack

Second bill introduced in Senate last week was Senator William Proxmire's (D-Wis.) First Amendment Clarification Act of 1975 (S. 2). As promised, bill would (1) not only repeal fairness doctrine, but would amend Communications Act to forbid FCC from influencing in any way program content or scheduling; (2) repeal whole of Section 315, equal-time section of Act; (3) strike out wording in Section 312 which says station may lose license for "willful or repeated failure" to permit access to political candidates, and (4) repeal Section 399 which says noncommercial licensees may not editorialize. Proxmire bill was referred to Commerce Committee.

In Brief

Ford's turn. Tailing Chrysler Corp.'s massive rebate program launched with heavy advertising support (*Broadcasting*, Jan. 13), Ford Motor Co. is set to launch today (Jan. 20) six-week effort in broadcast and print media to stimulate sales for five of smaller car lines through rebates ranging from \$200 to \$500. Included: network and spot TV in top 100 markets during first week, with addition of spot radio in top 40 markets in second and succeeding weeks. Agency is J. Walter Thompson, Detroit and New York.

Softens blow. FCC has rescinded \$1,000 fine staff had imposed on WMCA (AM) New York for violating personal attack rule in connection with talk show in which Representative Benjamin S. Rosenthal (D-N.Y.) was referred to as "coward." Commission reduced sanction to admonishment.

15's the limit. FCC has decided no modifications are indicated in its policy toward length of cable franchises, now mandated at maximum 15 years, thus resolving rulemaking looking into that issue.

Staggers remains in Commerce saddle. On day last week when two committee chairmen were toppled and jobs of two others were in doubt, Representative Harley Staggers

(D-W.Va.) was re-elected (194-to-54) chairman of House Commerce Committee.

New face. Senate Democratic Caucus added Senator Wendell Ford (D-Ky.) to Senate Commerce Committee, bringing Democratic total to 12, one more than last year. Republican vacancies (two) will be filled this week. Subcommittee assignments have not yet been made.

Loading the clears? Duplication of service on 12 clear channels that remain in AM broadcasting is aim of study reportedly under way at FCC. Harold Kassens, veteran FCC engineer who retired Jan. 1 as assistant chief of Broadcast Bureau, may be re-employed on special assignment to supervise design of plan to put other stations on frequencies now reserved for single occupancy, as is said now to be feasible without undue interference to dominant stations.

Thickening UHF saturation. Almost nine out of 10 U.S. television homes — 89% — are equipped to receive UHF TV, and in 29 markets at least 95% are so equipped, Arbitron Television estimated Friday (Jan. 17). It put U.S. UHF total at 61.6 million homes, up 7.3% in 12 months. Four markets were said to have 99% UHF penetration: Bakersfield and Fresno, Calif.; Springfield, Mass., and Zanesville, Ohio; while in eight others penetration level was put at 98%. Estimates are as of last November.

Headliners



Storer

Reed, Shurick

George B. Storer Sr., founder and now executive committee chairman of broadcast group bearing his name, will receive 1975 Distinguished Service Award of National Association of Broadcasters. Selection was made by joint boards of directors in Palm Springs last week. Also voted: special award to late Jack Benny. Both will be presented April 7 during 53d annual convention in Las Vegas. Mr. Storer was subject of *Broadcasting* "Retrospective" Nov. 11, 1974.

Dwight S. Reed Sr., founding partner and chairman of H-R Television since 1950, has resigned but will continue to serve company in consultancy capacity and as board member. **Edward P. Shurick**, vice chairman and treasurer of H-R Television since 1970, becomes chairman and continues as chief executive officer. **Harry H. Wise Jr.** continues as president. Mr. Reed co-founded H-R Television in 1950 with late Frank M. Headley. Last November H-R Television and Broadcast Data Base Inc. merged. H-R/Stone, once part of H-R, is now separate radio representative firm.

Donald H. McGannon, president of Westinghouse Broadcasting, Learning and Leisure Time division, loses that post as learning and leisure activities are transferred in corporate restructuring of parent Westinghouse Electric Co., but will continue as chairman and president of Westinghouse Broadcasting Co., reporting directly to chairman of parent company. Changes are effective Feb. 1 when **Robert E. Kirby** is due to succeed retiring **Donald C. Burnham** as chairman and chief executive of Westinghouse Electric. Parent company, retrenching, has sold its major-appliance business (*Broadcasting*, Jan. 13) and last week ended its mail-order business (records, books, etc.), which had been in learning and leisure-time division.

WKRC-TV

Cincinnati, Ohio
ABC Channel 12
announces the
appointment of
Harrington, Richter
and Parsons, Inc.
as national
representative



hrp

Datebook.

■ Indicates new or revised listing

This week

Jan. 19-21—*Illinois-Indiana CATV Association* eleven 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; Starley 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* midwinter managers' conference. James Rodio, WRD1-AM) Hammonton, chairman. Princeton University.

■ Jan. 24—*Radio Television News Directors Association* members briefing on economic and other domestic matters by top administration figures—possibly including President Ford—at old Executive Office Building, Washington.

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.

Also in January

Jan. 26-29—*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. 27—Comments due at FCC on network reruns shown in prime time. Reply comments due Feb. 24.

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. 29—*South Dakota Broadcasters Association* legislators' luncheon. Pierre Elks Club, Pierre.

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.

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.

■ May 29-31—*Associated Press Broadcasters* convention. Palacio del Rio, San Antonio, Tex.

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.

February

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, SDJ, 35 E. Wacker Drive, Chicago 60601.

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

Feb. 2-4—*Wyoming Association of Broadcasters* 1975 convention. Hitching Post, Cheyenne.

Feb. 3—Deadline for entries, *American Medical Association 1974 Medical Journalism Awards Competition*. \$1,000 award in each of five categories: magazines, newspapers, radio, TV and editorial. Rule information: 535 North Dearborn Street, Chicago 60610.

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

Feb. 5-6—*18th Executives' Symposium*. Speakers include: Elizabeth Hanford, FTC member, and Charles Osgood, CBS News commentator. Saint Mary's College, Moraga, Calif.

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

Feb. 7-8—*Utah Broadcasters Association* midwinter 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* fifth 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. 14-16—*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. Ex-

Doubleday Media Offers

FLORIDA TV EXCLUSIVE!

Unusual opportunity
in growing Florida market.
Priced for quick sale.

Call Bob Dalchau collect at 214-233-4334.



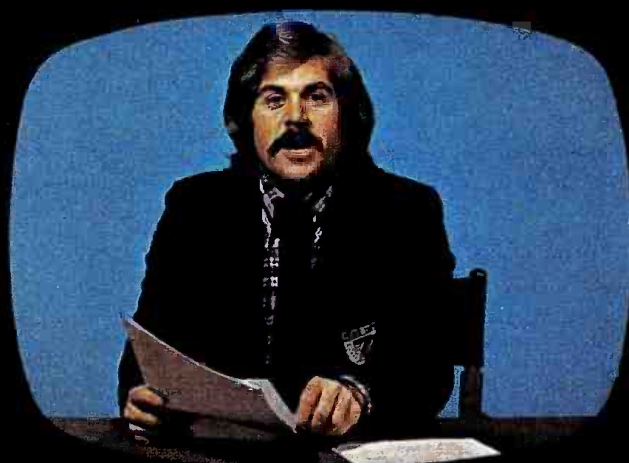
Doubleday Media

Brokers of Radio, TV, CATV, and Newspaper Properties

Regional Managers

Bob Dalchau, 13601 Preston Rd., Dallas 75240, 214-233-4334
Neil Sargent, 1202 E. Maryland Av., Phoenix 85014, 602-264-7459
Peter V. O'Reilly, 1730 M. St. N.W., Washington 20036, 202-872-1100
Conway C. Craig, P.O. Box 28182, San Antonio 75228, 512-434-4900
Don Malcolm, 1224 Tranquilla, Dallas 75218, 214-324-4231

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.

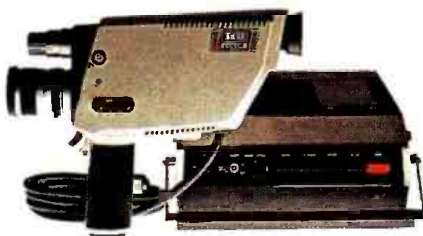


The Akai VTS-150. It can make the difference between news you can only talk about and news you can show:

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.

M&H ECONOMY!

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

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

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

Call us for a presentation with no obligation.

M&H

McHUGH AND HOFFMAN, INC.
Communications Consultants

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

Executive Director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.

■ Feb. 25-26—Association of National Advertisers television workshop. Speakers include Richard E. Wiley, FCC chairman; Frederick Pierce, ABC Television president; Thomas Dillon, BBDO president. Plaza hotel, New York.

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

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

March

March 1—Deadline for entries. American Bar Association Gavel Awards, 1155 East 60th Street, Chicago 60637. Materials published, broadcast or presented Jan. 1, 1974, to Dec. 31, 1974, considered.

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

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

■ March 11—New York State Broadcasters Association 21st annual membership meeting and legislative dinner. Perry B. Bascom, WNBC-AM-FM New York, chairman. Silo-Ramada Inn, Albany.

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

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

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

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

March 17—Reply comments due at FCC on Inquiry into need for federal regulations to avoid non-duplicative CATV rules at state and local levels.

■ March 17-18—Ohio Cable Television Association annual convention. Jim DeSorrento, chairman, (216) 464-1800. Scott's Inn, Columbus.

March 24-28—Corporation for Public Broadcasting spring radio conference. Statler Hilton hotel, Washington.

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

April

■ April 1—Deadline for applications, 1975-76 Edward R. Murrow Fellowship, Council on Foreign Relations, 58 East 68th St., New York 10021. Contact: Zygmunt Nagorski.

■ April 1—Deadline for applications, National Endowment for the Humanities fellowships for journalists. C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305; or Department of Journalism, University of Michigan, Ann Arbor, Mich. 48104.

■ April 2—U.S. Court of Appeals in Washington rehears en banc *Pensions* fairness-doctrine case (Broadcasting, Dec. 23).

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

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

■ April 8—Association of Maximum Service Telecasters, Washington, 19th annual membership meeting. 2 p.m. MGM Grand hotel, Las Vegas.

April 8-9—National Association of Broadcasters annual convention. Las Vegas Convention Center.

■ April 8-9—International Industrial Television Association annual conference. Sahara hotel, Las Vegas.

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

Open Mike®

Equal time

EDITOR: BROADCASTING has now devoted two editorials to the CBS code proposal. Your Jan. 6 editorial states that if the CBS proposal for a code provision reserving the first network prime-time hour as suitable for family viewing "imparts either the right or suggestion of prescreening" the proposal constitutes "a form of censorship."

CBS is not proposing National Association of Broadcasters prescreening of its programs and we have consistently stated over the years that such prescreening would not be acceptable to us. Rather, our new code proposals would be subject to industry self-regulation under the code in exactly the same manner as the existing strictures in the code having to do with program content. Most of these strictures involve the exercise of a degree of subjective judgment, as do our proposals. This does not make them unsuitable for responsible self-regulation under the code.

Moreover, while most existing code strictures are prohibitory, those CBS is now proposing merely address themselves to appropriate scheduling and the use of admonitory notices.

We recognize that the editorial position expressed by you on Jan. 6 and again on Jan. 13 is part of your consistent opposition to any self-regulatory code on the ground—which BROADCASTING has frequently and eloquently argued—that the very existence of a code tempts government to use the code as a

regulatory tool. From a standpoint of industry responsibility, however, what is significant is not that [FCC] Chairman [Richard E.] Wiley is "jaw boning" the issue; that is merely a symptom. What should concern broadcasters, and what has evoked our proposal, is that a significant portion of our audience is concerned about the exercise of parental guidance.

Finally, we disagree with applying the word "censorship" to private self-regulation. Censorship embodies government control over content. Broadcast licensees are free, and many of them have exercised that freedom, to refuse to adhere to the code if they so wish. Let's reserve the term "censorship" for the real thing. —Richard W. Jencks, vice president, CBS Inc., Washington.

(BROADCASTING understands the CBS discomfort with the word "censorship"; Mr. Jencks is not the first to want to attach a less disturbing name to the sort of process going on now. Moreover, the editors disagree that it's only "censorship" when done in the government's name and by its own hand. Surrogate censorship is just as real and can be more insidious. Nor are broadcasters "free" to ignore any code standards that the FCC borrows as its own guides in license renewals—as it will surely borrow any "family viewing" standards that the NAB may incorporate in its code.)

View from union's side

EDITOR: Your comprehensive, well-written essay on [radio] broadcast journalism in the Jan. 6 issue unfortunately has some remarks dealing with the influence of union labor that might give the false

Monday Memo®

A broadcast advertising commentary from Stephen Gebb, vice president, Helena Rubinstein Co.,

Courant perfume hitches itself to a singing star with four weeks of radio

Along with tinkling bells of street-corner Santas and reading from Dickens, there is now another traditional Yuletide sound—the Christmas media noise created by almost all leading fragrances during the gift-buying season.

Getting through this barrier to the consumer has become increasingly difficult for seasonal or semiseasonal promotions. Increasingly, a blockbuster budget is needed to achieve any real impression. This is particularly true in television, which, from the standpoint of perfume ad budgets, is tremendously expensive.

This problem of creating a short-term, hard-hitting campaign—a problem not unique to fragrances by any means—could easily scare one away from broadcast media in favor of some other avenue to the consumer. Finding a broadcast formula means doing it the hard way, at least from the point of view of finding a good creative formula. It's not something you accomplish overnight. For example, at Helena Rubinstein, we began planning in mid-1974 a major Christmas campaign for our luxury fragrance line, Courant. We knew our market clearly—upscale women (and men buying gifts for such women) in the 25-49 age bracket. But what medium and what creative and audience-targeted approach could be an effective Christmas spearhead for a \$750,000 Courant budget?

That budget would be merely a drop in TV's holiday bucket. Courant, like all perfumes, is sold in an aura of mood and atmosphere, backed by enough advertising repetition to get the message across. It was unlikely that we could afford the kind of weight needed to do this with television, even in a limited-market campaign. Radio made beautiful sense from a budget standpoint, and from a creative standpoint as well. High-fashion perfumes and fragrances call for a beguiling mood, the right music, the right voice—the traditional creative building blocks for radio's theater of the imagination. Our agency, Kenyon & Eckhardt, provided the initial breakthrough we needed in our search for a campaign focal point by turning up a gentle and romantic song, "Heart of a Woman." It was a song in search of a singer. K&E suggested Johnny Mathis, whose velvety voice has earned him 18 gold albums since the 1950's. Johnny also had an important extra for Courant; his name and voice have instant recognition with the primary market for the luxury fragrance. I gave a go-ahead. A demonstration record was cut (Yes, we suddenly found ourselves in the song-plugging business!) last September and we contacted Johnny Mathis. He loved it and agreed to record "Heart," as written (there isn't a single product mention in the song), for an upcoming Columbia album, and to feature it in a concert tour scheduled to begin at New York's Uris theater. For us, he was to record a shorter version of it as a radio minute and to voice the "doughnut copy"—the spoken product message in the center of the spot during a non-vocal music bridge. Firsts were beginning to ac-



Stephen Gebb has been associated with Helena Rubinstein for the past three years, joining the firm as marketing manager of the international division. He became vice president and director of marketing for the cosmetic firm's regular products and creative activities in 1974. Previously, Mr. Gebb supervised Revlon's overseas advertising for two years, and, prior to that, held a similar international ad post at Liggett & Myers. He is a Rutgers University graduate in marketing.

cumulate: the first time the song was to be heard on the air, the first time Johnny Mathis had sung during a national commercial, the first time Johnny had done a voice-over in a spot, the first time a "commercial" song was to be published without having to change any lyrics.

The song was recorded for the album, Columbia Records officials were impressed to the point where the song was pencilled-in as the lead track for the entire album and became the album's title.

This opened even further promotional opportunities, including another first. Traditionally, liner notes on album back covers concern themselves with background on the artist, the music and the performance. Occasionally, there will be a plug for a movie, Broadway show or telecast, if an original soundtrack is involved. Product plugs? For a perfume? Unheard of.

So, we invented one.

We arranged to "cross-sample" Courant with a scratch-and-sniff panel under the record album's protective plastic wrap, utilizing a microencapsulated fragrance patch, the Helena Rubinstein logo, and a photo of the complete Courant line.

The pieces were falling into place nicely.

The agency began to place buying orders for a Thanksgiving-through-Christmas campaign with minutes on radio outlets in the top-20 U.S. markets. Our budget, which might have been lost in the shuffle on TV, enabled us to buy minutes heavily in MOR radio (on such stations as WPAT(AM), New York KPOL(AM), Los Angeles WLAK-FM, Chicago WJIB-FM Boston, to mention a few), going four, five and six deep in several markets.

The campaign was scheduled to run Thursdays, Fridays and Saturdays with an average of

150 spots per week, per market. It began rolling Nov. 27.

Johnny Mathis became—virtually overnight—almost an ambassador-at-large for Courant. He not only featured "Heart of a Woman," in his program but did a two-minute onstage plug for Courant before sellout audiences.

Courant retailers—primarily, prestige department stores and drug outlets—have been enormously impressed by the campaign, and by the link between Courant and the lyrical song that subtly reminds every woman (and man) over 25 that "Courant is the fragrance that can express whatever her heart can feel."

Radio Advertising Bureau highlighted the campaign (and sent copies of the single version of "Heart" in mailings to member stations. Johnny Mathis performed the song during a guest shot on Johnny Carson's late-night network show scheduled in the Christmas buying season. Top DJ Cousin Bruce on New York's WNBC(AM) did a half-hour "musical interview" with Johnny Mathis and me to discuss the Courant marketing philosophy.

One other result: At Helena Rubinstein, I received a lot of compliments from broadcasters for our "discovery" of the media and promotional values of spot radio.

But, in the spirit of the holiday season, I'd like to set *that* record straight. We're not sold on radio. We're re-sold.

If you explore dusty Christmas-season advertising orders you will find—on something then known as the "National Broadcasting Chain and Associated Stations"—a listing for a 1929 radio program called *Helena Rubinstein's Voice of Beauty* at 11:30 a.m. between Thanksgiving and Christmas. It was a break-through for the cosmetics industry. I like to think that our Christmas, 1974 radio campaign—45 years after Madame Rubinstein's pioneering effort—is true to her dynamic tradition. Even though Christmas 1974 is now a memory, it is too early at this point to attempt an evaluation of the Courant four-week Christmas campaign in terms of sales. We won't know the full story until all the figures are in. However, retail executives told us things such as, "Your campaign created real traffic" and "Definitely a standout in product identity," so there's every reason to think the campaign was a success where it counts most—sales. We'll know more of the Courant sales picture in late February and March. That's because the sale of a fragrance is measured by its manufacturer not so much in terms of over-the-counter sales as in "returns" from stores. Anticipating stepped-up demand due to our campaign with Johnny Mathis, we urged our store customers to stock up last August. If the campaign indeed accelerated sales of Courant, we will know it for a fact when store returns and re-orders occur in spring. I'll grant you that more than six months is a long time to wait to know if your campaign's a hit, but that's the nature of the luxury cosmetics business. But we don't have to wait six months to know that radio, as a medium, has a viable place in the cosmetics media mix today, and that its creative potentials are just now being realized.

impression that the presence of organized labor, in itself, hinders the gathering and free flow of news. I do not feel this is the issue that your management-oriented interviewees would have it be.

One "news director of a large all-news station" complains that there are 25 IBEW people at his station "who can't be fired." Aside from the question of just what a "lay-off" is all about, completeness would require that your article point out that at least my particular all-news station, now employing 25 IBEW personnel, began its news-radio career in 1967 with 44 IBEW personnel at the hiring peak. The fact is indisputable that in the last two contract renegotiations in 1969 and 1972, radio management made tremendous inroads in jurisdiction formerly held by the union. Reporters now have a free hand in operation of portable tape gear in the field and operation of two-way UHF radio gear that did not exist just a few years ago. Frankly, we at radio expect to lose a considerable, further amount of jurisdiction in the 1975 renegotiation, as radio is sort of a "throw-away" for the TV negotiation. . . .

Management would find they would get even better and more dedicated service from their various union personnel if they would take a more positive attitude, recognizing for instance that the skillful tape editing and tight production that characterizes major-market all-news operations are things that union labor is trained to provide. When managers lose sight of this and become blinded solely by the profit motive, the entire operation

is bound to suffer.—*Robert Foxworth, technician, WCBS(AM) New York (member International Brotherhood of Electrical Workers).*

Vote for the suburbs

EDITOR: While I regard BROADCASTING as a highly authoritative and accurate publication of the communications field, I find an aberration in the "Closed Circuit" page of your Jan. 13 issue.

It was never anticipated that all of ANPA's staff would reside in Reston. If you wish to term the short drive from Vienna, where I live, to Reston as commuting, then you do not know what a commuter undergoes in any principal city including Washington.

Very little shuttling occurs between New York City and ANPA offices in Reston, but when it does there are convenient flights in and out of Newark, LaGuardia, JFK and Dulles, in addition to the fact that we find National airport as accessible from Reston as any New York City airport ever was from midtown.

Many ANPA meetings are held in the District—naturally. Many are also held in Reston.

ANPA moved from New York City to Reston for convenience and economy. We enjoy both.—*Donald R. McVay, senior vice president, American Newspaper Publishers Association, Reston, Va.*

(As fate would have it, BROADCASTING's "Closed Circuit" about ANPA's difficulties with its Reston site coincided with the beginning of a *Washington Post* series on the difficulties of "new towns" everywhere.)

BROADCASTING PUBLICATIONS INC.

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

Broadcasting® TELEVISION®

The newswEEKLY of broadcasting and allied arts

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

Sol Taishoff, *editor*.

Lawrence B. Taishoff, *publisher*.

EDITORIAL

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

BUSINESS

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

ADVERTISING

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

CIRCULATION

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

PRODUCTION

Harry Stevens, *production manager*.
Susan Cole.

ADMINISTRATION

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

BUREAUS

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

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

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

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



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

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

December, 1974

\$2,000,000

Chillicothe Cablevision, Inc.

Senior Secured Loan, due 1984

We acted as lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.



Becker Communications Associates

1800 North Meridian Street, Suite 410, Indianapolis 46202 • 317/923-2353
Chicago: 312/630-5493 • New York: 212/747-4440 • Los Angeles: 213/553-6231

**Here's the real lowdown.
Low noise at a new low price.**



With the new Mark IV Image Enhancer in your system you'll have an unbeatable signal-to-noise ratio working for you. Better than 55 dB. That means quiet enhancement like you've never seen!

Best of all, better enhancement now costs you less. We've just reduced prices!

So whether you're buying a new live camera or telecine, or updating your present system, don't settle for less. It just doesn't pay to fool around with imitation units. Specify Image Enhancers from CBS Laboratories, the people who created image enhancement. Available for NTSC, PAL or SECAM installations.

For technical information on the Mark IV series, write for Marketing Bulletin 74-01, contact your local distributor, or call us. We'll give you the real lowdown.

CBS LABORATORIES

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

Media

NAB TV board jumps just a little through Wiley's hoop

It tells code board to get going on study of sex and violence but sets no date for its own action; big budget adopted, lottery ban is eased in other board meetings

The television board of the National Association of Broadcasters last week accelerated the schedule for television code review board consideration of restrictions on sex and violence in early prime time. It refused, however, to set a firm date for its own action on the matter, as had been proposed by CBS.

The TV board, meeting during week-long sessions of the NAB boards in Palm Springs, Calif., requested the code board to meet on or before Feb. 15 to consider "principles relating to the scheduling of programs in early evening prime-time periods and the use of suitable advisory legends as to the nature of program content." A week earlier the code board had instructed its program standards committee to submit recommendations for the code board's next scheduled meeting in April at the NAB's annual convention in Las Vegas (BROADCASTING, Jan. 13).

The TV board action last week differed somewhat from resolutions offered by Richard Jencks of CBS and Peter Kenney of NBC. Mr. Jencks proposed that the program standards committee of the code board, at a meeting already scheduled for Jan. 28, draft language incorporating in the code "policies consistent with those announced by the networks." Mr. Jencks wanted the code board to meet on or before Feb. 15 to act on the committee draft and the NAB television board to be committed to taking final action at Las Vegas.

Mr. Kenney said NBC favored amendment of the code to reserve the first hour of network prime time for family programs but wanted to clearly preserve the independence of individual broadcasters to judge the suitability of specific shows. He opposed any code takeover of policies networks have each adopted (BROADCASTING, Jan. 13).

Although no resolution draft mentioned the role that has been played by FCC Chairman Richard E. Wiley in the recent consideration of sex and violence, the Feb. 15 date that Mr. Jencks proposed and the board adopted for code board action coincides with the deadline Mr. Wiley has been given for reports to appropriations subcommittees in the Senate and House (BROADCASTING, Jan. 6). At a meeting Mr. Wiley held with the heads of television networks and the top officers of the NAB on Jan. 9, the heat was put on the NAB to move faster than its code review board had proposed.

Before the Jan. 9 meeting the networks had announced policies reserving the first hour (8-9 p.m.) of prime time for programs suitable for "family viewing." They also promised to broadcast and publicize warnings of programs containing material that might be found offensive. Mr. Wiley was said to have suggested that all prime time before 9 p.m. be reserved for family viewing. Beyond that, he expressed concern that independent stations would not be affected by network policies.

The resolution adopted by the TV board last Wednesday was drafted by the NAB staff and was offered by Eugene Cowen of ABC. It commended the three television networks "for their individual actions with respect to programing in the initial hour of network prime time" and then asked the code board to meet by Feb. 15 to consider whether code action should be taken.

The resolution added: "In recognition of television's exceptional potential for reflecting the dynamics of attitudinal change in society, the board urges all broadcasters—both networks and stations—to exercise a high degree of responsibility in the program service provided in early evening prime time. Likewise, appropriate advisories for other segments of the broadcast schedule should be given serious consideration by every television station."

Vincent T. Wasilewski, NAB president, was reported to have telephoned Mr. Wiley to read the resolution after it had been passed. Mr. Wiley withheld immediate comment.

In other actions, the television board voted amendments in the code to permit advertising of legal lotteries and pari-mutuel and off-track betting. The lottery amendment, repealing what had been a prohibition against such advertising, followed President Ford's signing of a bill that amended antilottery laws to permit the broadcast of information about state-run lotteries (BROADCASTING, Jan. 6).

The NAB TV board adopted code language that reads: "The lawful advertising of governmental organizations which conduct legalized lotteries is acceptable provided such advertising does not unduly exhort the public to bet."

On the advertising of other legalized gambling, the code was amended to read: "The advertising of private or governmental organizations which conduct legalized betting at sporting contests is acceptable provided such advertising is limited to institutional announcements which do not exhort the public to bet."

It was noted that the lottery provision was somewhat more liberal on advertising content than the other new amendment. It was also noted that "sporting contests" applied to legal gambling at such events as jai alai or dog racing in Florida, as well as horse racing anywhere it is legal. The action on lotteries came on appeal by various state lottery organizations (13 states have legal lotteries now). The board also listened to a presentation by a delegation from the New York Off-Track Betting Corp., including Howard Pearson of OTB's agency, Lois Holland Callaway.

The TV board also reaffirmed its adoption of the principle of mandatory code membership for all NAB members; this support was registered on a voice vote, with only a scattering of nays, it was

Budget going up. Directors of the National Association of Broadcasters last week adopted a general budget of \$3,573,500 for the fiscal year beginning next April 1, a \$171,124 increase over fiscal 1974-75. In addition, they budgeted television code operations at \$664,500, a \$21,600 increase over the current fiscal year, and radio code operations at \$238,000, a \$5,000 increase.

It was also revealed that a deficit of \$308,034 is projected for fiscal 1974-75, in large part traceable to the discrepancy between the \$366,461 spent by the NAB's special committee on pay TV and the \$146,490 collected in a special fund-raising drive to support the committee. In the new budget, the committee, which has been given permanent status, is budgeted at \$200,000.

Dues increases from television stations are expected to raise their contribution by \$105,000 over the present fiscal year, to \$1,090,000. Radio dues are expected to reach \$1,465,000. Net income from associate members is budgeted at \$150,000, a \$3,000 decline. The annual convention is expected to adduce \$367,500 next April, a \$39,314 gain over the convention in Houston last year. Rentals in the NAB's Washington headquarters building will bring in \$144,000.

understood. But because there has been substantial opposition to this requirement by many smaller television broadcasters, the board instructed the NAB staff to send a letter to all TV broadcasters asking for their feelings on the matter and agreed that there should be a special TV board meeting the day before the regular June meeting at which the TV board, plus a representative group of TV code members could meet with and hear from interested TV licensees opposing the mandatory requirements that are scheduled to go into effect April 1, 1976.

The TV board also accepted a recommendation by the ad hoc committee on membership that TV dues be raised from the current 20% of the highest hourly rate to 22%. This is expected to bring in some \$100,000 extra from TV members. The TV board also agreed to the continuance of the special committee that is expected to consider restructuring of the TV dues schedule perhaps more like the radio dues structure which brings in more than \$1.4 million. TV, it is said, brings in just less than \$1 million. Any report on restructuring TV dues is expected to be considered at the June board meeting.

Among other highlights of the NAB board meetings, as of Jan. 15:

- Wayne Kearn, KENS-TV San Antonio, Tex., was reappointed chairman of the TV code review board. And Harold Grams of KSD-TV St. Louis was reappointed to that group for a second, two-year term.

- Changes in the wording of the TV code's provisions regarding children's programming were adopted by the TV board as recommended by the code review board last October. These involve such matters as calling for more cultural programs, less violence and a prohibition on a host or leading character appearing in commercials to sell the product to children.

- Named as a regular standing committee the present ad hoc pay TV committee, with Richard Stakes of the Evening Star stations, Washington, as its chairman. Willard Walbridge of Capital Cities Broadcasting, Houston, the present chairman of that committee, asked to be relieved because of other duties. Mr. Walbridge was recently elected chairman of the Houston Chamber of Commerce and to the national board of the Red Cross. The TV board passed a resolution commending Mr. Walbridge for his leadership.

- A continuation of support for same-day nonduplication requirements for CATV systems was voted by the TV board, as requested by Rocky Mountain broadcasters. The FCC has been considering changing same-day nonduplication in that area to the simultaneous nonduplication that prevails in other parts of the country.

- In a move directed at various engineering proposals for the use of TV transmissions for other purposes, the TV board passed a resolution declaring that ancillary TV signals must not be visible, or audible, or degrade the TV picture.

- Earlier the joint board accepted a proposal by A. James Ebel. KOLN-TV

Lincoln, Neb., that it begin preparing for the 1979 World Administrative Radio Conference by establishing liaison with U.S. officials to participate in formulating U.S. position.

- And, after a surprising lengthy discussion, at a joint radio-TV board meeting on Tuesday, authorization for the annual contribution of \$6,000 to the Inter-American Association of Broadcasters was bucked to the executive committee. Some members raised questions about the use of the funds.

Although the NAB failed, by fluke some say, in getting a new license renewal bill through the 93d Congress, the consensus among board members meeting in Palm Springs last week was that the staff deserved commendation. And that is exactly what joint board members did early last week, unanimously passing a resolution offered by Thad M. Sandstrom of WIBW(AM) Wichita, Kans.

The library chat: Ford takes White House TV into new dimension

**With aid of television adviser
Bob Meade, President nets a plus
for well-rehearsed informality in
pre-State of the Union economy talk**

President Ford, who for most of his six months in office has been having trouble making the big impression on the American public—at least the big, favorable impression—last week combined careful preparation and an innovative approach to the use of television in an effort to do something about that problem.

The occasion was one of critical importance to his Presidency. He was delivering an extraordinary pre-State of the Union address that was in part designed to keep the spotlight on his plans for aiding the economy—and off any of the Democrats'.

The format seemed designed to capture the spirit, at least, of President Roosevelt's radio fireside chats. When the camera revealed the President, at 9 p.m. Monday, he was not sitting at a desk in the Oval Office, the pages of his text in hand, a fixed smile on his face. Rather, he was in the White House library, standing with White House Chief of Staff Donald Rumsfeld and News Secretary Ronald Nessen. After a moment, the aides moved off camera and the President, with the colored bookbindings providing a warm background, looked straight into the camera, as if into the eye of the viewer at home, and talked about the economic and energy-related problems facing the country—and in language designed to impact on an audience of laymen, not economists.

Part way through his 18-minute address, he sat down at the desk. At times, particularly in the opening moments, he seemed not quite to know what to do with his hands. But Robert Mead, the

former CBS News producer who as the President's television adviser was responsible for the production of the broadcast, proclaimed himself "very pleased" with the results. The President was pleased, too, Mr. Mead said. And, he added, the calls from the outside—including those from "people in the business"—were favorable.

The format reflected Mr. Ford's willingness, indeed eagerness, to try new techniques in communicating with the public. It reflected too the presence on the White House staff of men skilled in the arts of using television.

Several weeks ago, the President asked Mr. Mead to check out rooms in the White House for their suitability for television. Later, he indicated he was not always happy with the lights the networks used in covering him live; they hurt his eyes.

Mr. Mead got busy and in time found several rooms he felt would be satisfactory as settings for different kinds of television appearances—the library among them. Then, two weeks ago, he hired a CBS camera crew so that the President could try out ideas he, Mr. Mead, was suggesting. He wanted "the proper atmosphere" for the experimentation, Mr. Mead said last week.

The crew set up in the library, and the President began going through the motions of a speech, simply using material lifted from newspapers for text. One problem that developed was with the Teleprompter, which had been left over from Lyndon Johnson days; President Ford was unable to read from it without his glasses. Mr. Mead tried other systems, and



CBS News photos

eventually settled on the VPS-100 prompter, a new design from Q-Co. Industries of New York (also see page 33). The VPS-100 allowed the President to look directly at the camera lens while reading his text.

It was not until the Thursday preceding the Monday when the speech was given that Mr. Mead first heard talk of a pre-State of the Union address. A "possible first draft of a speech" was delivered for the President's use, and the President ran through it that day. (At that time, there were indications the speech would be delivered Sunday.) He ran through another version on Friday, a third on Saturday and a fourth on Sunday. Changes were still being made a half-hour before he spoke.

Although the CBS crew was not brought in with the telecast in mind, Mr. Mead said that when the final decision on delivering the speech was made—he received word at 11:15 a.m. Monday—the network news chiefs in Washington decided that even though it was NBC's turn at pool responsibility, CBS should take it since its equipment was already on the scene. The President had suggested doing the speech from the family quarters, but that would have meant stringing cables up the stairs and disrupting things in the quarters.

The first family's convenience was not all that the President had in mind in planning for scheduling the speech. Mr. Mead said that, while watching the Super Bowl game with the President, he was asked what the best time would be for a televised address early in the week.

Mr. Mead said he suggested 9 p.m. Monday—to follow the Smothers brothers' new show premiering on NBC at 8 p.m.—or 8 p.m. on Tuesday before the 8:30 ABC and NBC movies began. (The Smothers brothers called the White House to thank the President for not pre-empting their first show.)

And if the text of the speech got the President's views across to the public better than some others he has made, the CBS camera crew and White House Secret Service can take some credit. The President, Mr. Rumsfeld, Mr. Nessen and various speech writers were huddled in the library before the Super Bowl game on Sunday, working on the speech in the presence of the television technicians and Secret Servicemen. From time to time, the President would come across a phrase that did not strike him quite right, and would sing out to anyone interested in responding, "How does that sound to you?" or "What would you say?" At one point, he turned to the CBS soundman, Willis Webster, and asked, "Do you say gas station or service station?" Mr. Webster said he used to call them gas stations but now that many provide so many different services, he calls them service stations. That made sense to the President.

Later, in running through the speech, the President stumbled over the phrase, "professional life," and changed it when someone from the back of the room contributed, "Say public life."

"Everybody," Mr. Mead said last week, "was trying to help out."

INTV prodded on prime time, offered a carrot

Atlanta delegates told independents must improve their image, programs; Koslow says Bristol-Myers would buy co-op series of entertainment specials; sex-violence come up in discussions

The nation's independent television stations were given a mandate last week to create quality, prime-time programming as the next step in refurbishing their images and gaining wider advertiser acceptance.

These recommendations were outlined in two separate speeches at the second annual convention of the Association of Independent Television Stations Inc. (INTV) in Atlanta Monday and Tuesday (Jan. 13-14). John T. Reynolds, president of the television division of Golden West Broadcasters Inc. and general manager, KTLA(TV) Los Angeles, cited the low state of prime programming on independents and touched upon some projects his organization and others are developing. And Marvin H. Koslow, vice president, marketing services, Bristol-Myers Co., New York, told delegates the time is propitious for the creation by independents of quality, prime-time fare—and he pledged that Bristol-Myers would consider the sponsorship of a first-class entertainment special on a large line-up of stations.

Mr. Reynolds reminded his audience that although independents "have done a good job in early fringe, we have to do a lot better in prime time where we've relied so heavily on off-network series and feature films." There must be a better balance, Mr. Reynolds emphasized, adding "we can compete if we try."

Among programs originating at his station, he said, are *Bowling For Dollars*, *Help Thy Neighbors* and *The Liars' Club*, which have garnered "respectable ratings." He pointed out that all of these shows stress local involvement, but added that programs could be developed that may have potential for syndication.

As examples of creative steps taken or in progress by local stations, he cited Metromedia's *Merv Griffin Show* and the new *Vaudeville* series; WPIX-TV projected 90-minute program to originate in Las Vegas and a 90-minute variety show his company is developing with Viacom Enterprises.

"What we're thinking of is a combination of *Broadway Open House*, the *Ed Sullivan Show* and *Hollywood Palace*," Mr. Reynolds said. "There are things that can be done though I realize we all have to think in terms of costs."

Mr. Koslow declared that the time is appropriate for independent stations to band together into a network of 25 or more outlets and come up with quality entertainment specials that could be played in the same time period on a once-a-month basis. He said that a check of five top agencies showed that there is advertising support for quality entertainment

specials but networks are not inclined to schedule them.

"If you could get together a quality show and set up a 'fourth network' each station would share in the costs and in the revenues," he continued. "The satellite might be the salvation of the independents in beaming this type of program."

"You have a built-in advantage in that you reach the major urban areas advertisers are interested in. The networks reach the C counties where we have little sales potential. I think advertisers will come in if you come up with top programming."

Mr. Koslow suggested such a move would make the independents more competitive with the networks for the advertisers' dollars and would have an impact on decision-makers, rebounding to the reputation of nonnetwork outlets.

Mr. Koslow mentioned that many top advertisers, including Bristol-Myers, the 3M Co. and Mobil Oil, have been funding programs and series on public TV that are not available on commercial TV. He indicated the type of programming developed by public TV might provide a clue for independent stations.

He was asked point blank by a station executive in the audience if Bristol-Myers would sponsor a program if one could be developed and he replied: "Yes, we would. I suggest that INTV form a committee on this. I'd be happy to work with you. And we'd be ready to sponsor a special by September 1975, if a suitable program can be developed."

Two other panel discussions also generated considerable enthusiasm and interest—one on satellite communications and another one on research and the rating services (see pages 27 and 35).

Though INTV members acknowledged privately that independent television still has a long way to go, they were pleased with the accomplishments of the association during the past year. James R. Terrell, board chairman of INTV and vice president and general manager of KTVT-TV Fort Worth-Dallas, reported that membership has grown from 44 to 52 in the past year and that the registration at the convention jumped from 102 in 1974 to 150 at this time. Herman Land, INTV president, said the organization has stepped up its calls on advertisers and intends to redouble its efforts in 1975. He reported that INTV is "welcome" at the office of many advertisers and many companies have expressed interest in using independent TV because of "the clutter on network affiliates."

Robert J. Somerville, director of sales for INTV, showed the organization's film slide presentation which he said has been given over the past few months to more than 60 companies and to more than 400 decision-makers at 25 major advertisers, 20 large advertising agencies and numerous station representatives. He said that several advertisers, which have been "under-users" of independent TV, plan to lift that restriction in the future.

He reported to the convention that the Chrysler Corp., Detroit, which originally had not planned to use independent TV for its current advertising of its rebate promotion program on the sale of new

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

The machinability of a steel bar refers to the ease and economy with which it can be cut . . . a quality directly relating to tool wear, downtime for regrinding, surface finish, and cutting speeds. All of these factors affect the profitability of any machining operation. This is why, for more than 40 years, Republic has applied its technical competence to improving the machining characteristics of its hot rolled and cold finished steel bar products.

It is typical of Republic's determination to make the steel we produce the finest, most consistent in quality, most reliable in performance, and the most economical that a steel user can get.

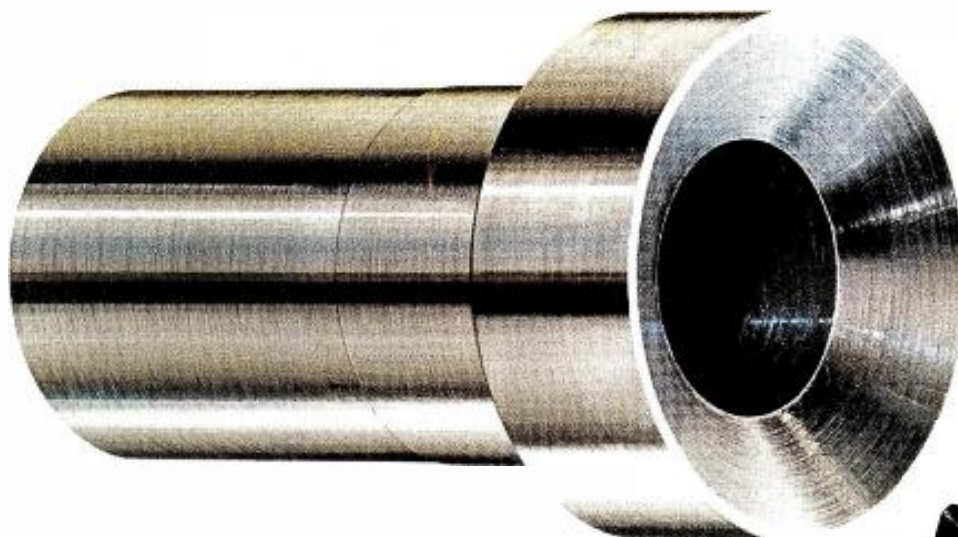
To this end, the combined efforts of our research, process development, and operating control are focused on both customer and industry requirements. The result is the broadest range of steel products for machining applications available . . . backed by Republic's long experience in producing both hot rolled and cold finished alloy, carbon, and stainless steels.

It all adds up to a choice of thousands of grades in a variety of compositions and sizes. With availability assured by multiple mill locations — and a unique system for coordinating and controlling production and delivery. Another of the strengths that make us the new steel company.



MULTICUT* free-machining steels

The result of balanced chemistry combined with improved melting and rolling techniques, the MULTICUT family of carbon and stainless steels offers parts manufacturers cost-saving machinability. Using MULTICUT, producers can utilize the maximum productive potential of modern automatic machine tools while producing close-tolerance parts of consistent reliability.



This specially-designed test piece was developed by Republic as a basis for evaluating various machining operations on all types of metals. It is representative of many thousands produced in Republic's machining laboratories from both standard and experimental steels. We have formed a special Machinability Committee, with representatives from our Research, Technical Service, and Metallurgical departments. They oversee these testing procedures and coordinate customer requirements, mill capabilities, and metallurgical control.

*MULTICUT and Cal-DeOx are registered trademarks of Republic Steel Corporation

Cal-DeOx* fine-grained gear steel

We developed a new deoxidation process specifically for fine-grained gear steels to solve the problem of abrasive inclusions. Cal-DeOx users report as much as 30% to 100% longer tool life over previously used steels.



We do more than just make steel.

**John Beale, Assistant Chief Metallurgist,
Republic Steel.**

"As Chairman of Republic's Machinability Committee, I can assure you that one of our strong points is developing and controlling mill melting and rolling processes to achieve the ultimate in machining characteristics. We make it happen right at the melt shop, so our steels work to your advantage in your plant. Just write and tell me your specific needs. Address John Beale, Republic Steel Corporation, Department 1441, Cleveland OH 44101."



Republicsteel



Terrell



Quello



Land

autos, had reversed its stand after INTV intervened. He held a short meeting with executives of representative firms in attendance following his talk.

Elmer F. Jaspan, executive vice president and general manager of WDRB-TV, Louisville, Ky., told the meeting that his station had taken the basic INTV presentation and had adapted it for the Louisville market. The station invited about 150 agency and advertiser officials in the area to view its version. The result: WDRB-TV was included in four buys, and in one case the station got 35% of the advertiser's spending in the Louisville area.

Thomas N. Dowd of Pierson, Ball & Dowd, Washington counsel for INTV, warned independent TV stations of the implications of the network plans to ban "violent" programs in the 8-9 p.m. slot. He said they should be aware of this trend and indicated that pressures may shift to independent stations, many of which carry action series, such as *The Untouchables*, in the afternoon fringe periods.

FCC Commissioner James H. Quello, after delivering his prepared speech, was asked for his views on the issue of sex and violence. He replied that he preferred that broadcasters settle matters internally rather than face possible regulation.

In his remarks to the convention, Mr. Quello told broadcasters that "if you are doing a conscientious job in affirmative action minority employment, in overall ascertainment of community needs and in programing to meet those needs, you are meeting commission requirements." He added: "You don't have to knuckle under to professional petition-to-deny groups that may represent less than 1% of the total public you serve."

Mr. Quello reported he is trying to "correct the FCC attitude which creates the climate for abuse of responsible stations and managers." He singled out for criticism the National Organization For Women (NOW), which he said represents less than 1% of women, and is "disproportionately active" in its demands. Mr. Quello hastened to say he agreed with most of the principles of NOW but disagreed with its methods.

Hendrik Booraem Jr., vice president in charge of programing, WPix Inc., New York, painted a gloomy picture for chil-

dren's shows, either on major local stations or in syndication. He said attacks on such programs, which began four or five years ago, have had the effect of drying up advertiser support for these offerings. He ventured that even the quality programs in this genre may have to go the barter-advertising route.

But Elmer C. Snow, general manager of WTTV-TV, Bloomington, Ind., dissented from Mr. Booraem's view. He reported his station has had considerable success with three children's programs running three-and-one-half hours each day. The station's approach, he said, is to use carefully screened cartoon material integrated with local production and local hosts who are trained teachers.

Melvyn B. Smith, promotion manager of WFLD-TV Chicago, and Daniel J. O'Brien, operations and promotion manager, WDCA-TV Washington, put together a sample reel of promotional spots from a variety of stations. They also compiled a checklist of ideas likely to be useful during a depressed economy: Use unsold airtime for the station's own promotions in appropriate time periods; cut costs by sharing materials and ideas with stations in other markets; clean up mailing lists by removing duplicated names; upgrade your trade arrangements and place more emphasis on retail sales promotions.

In a session on local advertising, Joe Pate, director of sports development for Cranfill Advertising Agency Inc., Indianapolis, suggested that an agency and a station work together on developing a concept for programing. He said Cranfill and WTTV-TV, Bloomington, devised an extensive package of live sports telecasts for a client, United Farm Bureau Mutual Insurance Co., Indianapolis, which includes both basketball and football contests. The games are telecast over a seven-station network in Indiana and in Chicago and Louisville.

William L. McGee, president, TM Broadcast Marketing Inc., San Francisco, said he has made considerable progress in counseling TV and radio stations on luring retail accounts out of newspapers into broadcast. Among the suggestions he gave to expand retail TV advertising: Have a retail copywriter on staff; analyze the local newspaper activity; plan ahead to create sales opportunities by learning of promotions com-

ing up in the next six or eight months; make a strong try for co-op advertising funds, and concentrate on developing ideas for major store events.

John A. Serrano, executive assistant to the president of Tele-Rep Inc., New York, indicated that a TV station must make a "strong commitment" to land retail accounts if it is to succeed. As an initial step, he suggested that a station hire a copywriter rather than a salesman to build up retail business since the stores are interested in creative ideas to improve their sales.

The convention host was R. E. (Ted) Turner, president of Turner Communications, Atlanta, who served on the planning committee of the convention along with Messrs. Land, Jaspan, Terrell, Snow and Seymour Smith, president of WGNO-TV, New Orleans.

Movement begun to check power of House seniors

Staggers named in report that hits one-man rule of key committees

As chairman of the House Commerce Committee, Representative Harley Staggers (D-W. Va.) "shows significant shortcomings." So said Common Cause, the "citizen's lobby," last week.

Of 14 House committee chairmen whom Common Cause criticized, Mr. Staggers was among seven who drew the lowest marks.

The worst rating went to Representative F. Edward Hebert (D-La.), chairman of the House Armed Services Committee. Mr. Hebert has come under attack from broadcasters for his hand in killing legislation to allow the military to use radio and television for recruitment advertising. Mr. Hebert, Common Cause said, "flagrantly violates" the House's rules and standards of fairness in his conduct as chairman.

Common Cause faulted Mr. Staggers primarily for noncompliance with House and Democratic Caucus rules. It said he has not disbursed enough funds for Commerce subcommittees to carry out their

responsibilities; that three of his subcommittees, whose Democrat-Republican ratios were negotiated by the chairman, have too few Democrats; that he does not permit subcommittee chairmen to floor-manage legislation reported out of their own subcommittees, and that he has often delayed beyond the prescribed two weeks before referring bills to subcommittees. These are violations of caucus rules, according to Common Cause.

The organization further listed four Commerce Committee rules that it said were in direct conflict with caucus rules: (1) The committee rules empower Chairman Staggers to make all subcommittee assignments, while the caucus rules guarantee each Democrat by seniority one assignment of his own choosing; the committee rules give the full committee the power to waive subcommittee consideration of legislation, where the caucus rules give the authority to the majority of the committee's Democrats; the committee rules empower the full committee to decide whether a subcommittee chairman may have a staff aide, but the caucus rules again give this power to the committee's Democrats; the committee rules require the chairman's approval before a subcommittee can meet, whereas the caucus rules give this right to the subcommittee chairmen, as long as they consult the chairman and other subcommittee chairmen to avoid scheduling conflicts.

Finally, Common Cause faulted Mr. Staggers for not being even-handed in assigning committee staff. While the other subcommittees have trouble getting approval for a second staff member, Common Cause said, Chairman Staggers's own Investigations Subcommittee has a staff of 14.

Common Cause debated, but in the end decided not to include the chairman's handling of the broadcast-license renewal bill last year as an example of abuse of power. Although both houses had passed legislation, Mr. Staggers never selected the House's conferees and the bills died for want of a conference (BROADCASTING, Dec. 16, 1974). Common Cause balked at including the incident in its critique, said one Common Cause executive, because it was unable to find out why Mr. Staggers did not choose conferees. Furthermore, the Common Cause spokesman said, the organization was more concerned with patterns than with isolated examples of abuse.

The Common Cause statement was released the week that the Democratic Caucus, the organization of all House Democrats, was to vote on whether to retain the incumbent chairmen. Mr. Staggers, however, was apparently in no danger of losing his job. Last Wednesday, the Democratic Steering Committee, described by observers as an arm of the Democratic leadership and caucus, voted 16-to-8 to retain Chairman Staggers, and several Commerce Committee Democrats were saying they knew of no opposition building to dump Mr. Staggers in voting by the full caucus scheduled last Thursday.

Representative Richard Ottinger (D-N.Y.), one of the Commerce Committee's 11 new Democrats, called the Com-

mon Cause statement "one whale of a job" that hit Mr. Staggers where he is vulnerable. Mr. Ottinger, a former congressman who left in 1970 after three terms to run (unsuccessfully) for the Senate, is temporary chairman of the bloc of 75 new Democrats. He said there are plans to introduce changes in Commerce Committee procedures along the lines of Common Cause's criticisms, distributing staff personnel and budget more equitably, for example. Chairman Staggers is not himself proposing any committee reforms, but, Representative Ottinger said, "I don't think Harley is going to be difficult" when the committee's Democrats get together, possibly this week, to discuss subcommittee jurisdictions, assignments and rule changes.

For himself, Mr. Staggers said he thought he was treated unfairly by Common Cause's statement. He said his committee has in the past handled one quarter of the legislation of all other House committees combined. "We've tried to run a good committee," he said.

Mr. Ottinger said he personally would "fight [another renewal bill] like hell," but that he does not think it possible in this Congress that another renewal bill could die in the hands of the chairman alone.

Winnipeg grant clears way for shutdown of TV in North Dakota

Ch. 12 facility to be relinquished by McLendon may be sought by others

The agreement by the McLendon Co. to sell the equipment and assets of its KCND-TV Pembina, N.D., to Canwest Broadcasting, a Canadian group, has moved closer to fruition with the grant of Canwest's station application by the Canadian Radio Television Commission. The selling B. R. McLendon family had agreed in March to sell the equipment and assets of its North Dakota station, along with the assets of Channel 12 Ltd., the station's Winnipeg, Man.-based advertising and administrative headquarters, for a total of \$774,000. The price includes a consultancy agreement between the seller and Canwest to take effect until closing of the sale.

The McLendon family has already sold WNUS-AM-FM Chicago (BROADCASTING, Nov. 11, 1974) and WYSL(AM)-WPHD(FM) Buffalo, N.Y. (BROADCASTING, Sept. 30, 1974). It retains ownership of KOST(FM) Los Angeles and KNUS(FM) Dallas.

Canwest principals include majority stockholder Paul Morton, Winnipeg theater chain owner, and minority stockholders Robert Chipman, local businessman; Liba G. O. Johnson, KCND-TV general manager, and Seymour Epstein, president of a Toronto communications consulting firm.

The deal does not require FCC approval. McLendon will turn in its license when KCND-TV goes off the air and the facilities become operational in Winnipeg. The date for operation by

Canwest is set for September 1975. As yet, a studio site has not been designated for the new station, nor have Canadian call letters been assigned. Canwest has obtained a transmitter site at Sanford, Man., south of Winnipeg.

Once KCND-TV relinquishes its license, other American applications for the facilities may be filed at the FCC. Already, North American Communications Corp., licensee of KXJB-TV Valley City, N.D., has expressed an interest.

The present KCND-TV is an ABC-TV affiliate on channel 12 and puts a grade-B signal over the Winnipeg market.

Another to drop fight against Post-Newsweek

Florida-Television withdrawal will reduce Jacksonville challengers to two

Post-Newsweek Stations, which in January 1973 was confronted with four challenges to its licenses for two Florida stations, now faces two. Florida-Television Broadcasting Co., which was one of three applicants for Jacksonville, Fla., channel 4, now occupied by Post-Newsweek's WJXT(Tv), last week announced its intentions to abandon the fight.

The announcement was made by its attorney, Lee Shubert, at a prehearing conference in Washington Jan. 15. Mr. Shubert said a formal pleading explaining Florida-Television's action would be filed later in the week.

Florida-Television's decision to pull out followed by a month the withdrawal of Tropical Florida Broadcasting Co. from a contest with Post-Newsweek for its occupancy of channel 10 in Miami, on which WPLG-TV operates (BROADCASTING, Dec. 2, 1974).

At the time the competing applications were filed, in January 1973, President Nixon had just been re-elected, and there was considerable speculation that his well-known antipathy to the parent Washington Post Co. had inspired at least some of the applicants. (The speculation seemed to receive some support last May, with the disclosure of a White House tape, made on Sept. 15, 1972, on which the then-President could be heard saying: "The main thing is the Post is going to have damnable, damnable problems out of this one . . . They have a television station . . . and they're going to have to get it renewed" (BROADCASTING, May 20, 1974).

Both Florida-Television and Tropical Florida appeared to have links to the Nixon administration. George C. Champion Jr., president and 33% owner of Florida-Television, had been Mr. Nixon's chief fund raiser in Florida during the 1972 campaign. Cromwell Anderson, the president and 11% owner of Tropical Florida, had been one of a group of businessmen friendly with the former President who filed and then withdrew a competing application for channel 10 in 1970.

One unusual issue added to the Jacksonville case involved the question of the circumstances under which Florida-Television acquired WJXT program logs. Post-

**"Without question,
the television event of the season."**

Chicago Tribune

THE MISS^{ILE}LES OF OCTOBER

An ABC Theatre Presentation

“ ‘The Missiles of October’ is, without question, the television event of the season, and probably the finest historical drama TV ever has presented... The program carries an escalating excitement coupled with a *deja vu* that is as irresistible as it is intriguing... ‘The Missiles of October’ is a mammoth work... the type that could have been a ponderous bore. Instead, it rates as the jewel of TV in 1974.”

Chicago Tribune

“...Three of the most harrowing hours of television in this or any season, made all the more fascinating because they are dramatized happenings, factual theater... Dramatist Stanley R. Greenberg has skillfully assembled these factual happenings into a series of explosive scenes that bubble and boil beneath the calm facade of the Kennedy government. The suspense is overpowering, even though we know the outcome... Clearly the play is an acting triumph for Devane as JFK. The voice haunts you, the image of the man himself will make you weep.”

Los Angeles Times

“ ‘The Missiles of October’ is a taut and engrossing study of mankind’s last minute escape from impending Armageddon... The show... ‘succeeds amazingly’ in evoking JFK’s finest hour.”

Newsweek

“There must be words other than ‘brilliant,’ ‘imaginative’ and ‘suspenseful’ to describe ‘The Missiles of October’ but none come to mind... it will rank as one of the finest evenings of television ever.”

Arizona Daily Star

“Three hours may seem a long time to stick with one television show, but with ‘The Missiles of October,’ it’s three hours well spent... ‘Missiles’ as an entertainment effort is a consistently engrossing show which largely succeeds in conveying the atmosphere of those tense awful days when the world was at the brink of nuclear war.”

The New York Post

“This viewer gives it high marks as ‘entertainment’ ... for giving us an uncanny, vicarious experience in statecraft and brinkmanship.”

The Denver Post

“William Devane turns in a brilliant performance as JFK... and there’s little doubt he will be a much sought-after performer from now on... Howard DaSilva as Khrushchev is a joy to behold... ‘Missiles’ is well worth a note on your viewing calendar.”

The Cleveland Plain Dealer

“...The home viewer will find these three hours totally engrossing, for ‘The Missiles of October’ is a rare specimen. It captures the image of truth and is captivating besides... The script, direction, and acting all mesh to give the impression that we are seeing the innermost workings of government at a time of crisis, with real live people at the levers of power... If there is such a thing as ‘must’ TV viewing, ‘The Missiles of October’ is it.”

The Wall Street Journal

“One of the most exciting and important events of this television season... suspenseful, well-scripted, splendidly acted and intellectually stimulating... All in the cast are good. Devane, with his JFK mannerisms, outstanding; and so is Martin Sheen as Bobby Kennedy. The latter performance so real that after you’re into the drama a few minutes, you forget completely it’s a portrayal... They have turned in Emmy-winning performances.”

New York Daily News

“ ‘Missiles’ is awe-inspiring, riveting, and every other terrific term one could apply... Aside from Greenberg’s meticulous script and Anthony Page’s superb direction, two things stick out during the show, William Devane as JFK and Martin Sheen as RFK... It’s Emmy-time once again... ABC can be very proud for putting this on the air.”

Hollywood Reporter

In the past weeks, ABC Theatre has presented “Antony and Cleopatra,” “Judgment: The Court-Martial of Lieutenant William Calley” and “Ceremonies in Dark Old Men.” And in the weeks to come, ABC Theatre will present Colleen Dewhurst and Jason Robards, Jr. in “A Moon for the Misbegotten,” as well as Jason Miller and Tuesday Weld in “The Screen Test: F. Scott Fitzgerald in Hollywood.” It all adds up to another season of superb theatre on ABC Television.

ABC TELEVISION NETWORK 

Newsweek in August had asked the commission to investigate the "removal" of logs for November 1972 and "their possession and use" by Florida-Television (BROADCASTING, Aug. 26, 1974).

Post Newsweek still faces two challenges for its license for the Jacksonville station—Trans-Florida Television Inc., headed by Fitzhugh Powell, a one-time backer of Alabama Governor George Wallace in his bid for the Democratic presidential nomination, and St. Johns Television Co., whose principals have no known connections with major political figures.

Changing Hands

Announced

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

■ **WDEA-AM-FM Ellsworth, Me.:** Sold by Coastal Broadcasting Co. to Grindstone Broadcasting Corp. for \$425,000. Principal in seller, William W. Fitler III (100%), has no other broadcast interests. Buyer, F. Eugene Dixon Jr. (100%), has various business interests in both Ellsworth and Philadelphia, including banks, food service operation and professional sports. WDEA operates full time on 1370 khz with 5 kw; FM is on 95.7 mhz with 50 kw and antenna 320 feet above average terrain.

■ **WZIP(AM) Cincinnati:** Control of Sudbrink Broadcasting Inc. of Cincinnati sold

by Margareta S. Sudbrink (90% before, none after) to Harold W. Gore (10% before, 100% after) for \$375,000. Mr. Gore is transferring his present 10% interest to Gore Broadcasting Inc., which after sale will be licensee and 100% owner of WZIP. Mrs. Sudbrink and her husband Robert W. (Woody) Sudbrink, through various licensees—all part of Sudbrink group—have majority interests in WLYF(FM) Miami; WLIF(FM) Baltimore; WWEZ(FM) Cincinnati; WEZW(FM) Wauwatosa, Wis.; WLAK(FM) Chicago; WAVO(AM) Decatur-WPCH(FM) Atlanta, and WTOW(AM) Towson, Md. Last station is also being sold to Mr. Gore in similar arrangement (see following item). Mr. Gore, as Sudbrink director, has 5% interest in all of the above stations except those in Georgia, in which he holds no interest, and WTOW, in which he holds 10%. WZIP is daytimer on 1050 khz with 1 kw.

■ **WTOW(AM) Towson, Md.:** Control of Sudbrink Broadcasters Inc., sold by Robert W. Sudbrink (85%) and Raymond A. Kassis (5%) to Harold W. Gore (10% before, 100% after) for \$330,556. Mr. Gore will transfer his present 10% to Gore Broadcasting Inc., which after sale will be licensee and 100% owner of WTOW. Mr. Sudbrink and his wife, Margareta S., variously own majority control in eight other stations (see previous item). Mr. Gore, as director of Sudbrink station group, also has minority interest in six of those stations. WTOW operates full time on 1570 khz with 5 kw.

■ **KJAM-AM-FM Madison, S.D.:** Control of Madison Broadcasting Co., sold by J. A. Muggly, individually and as executor of estate of wife, Catherine Muggly (98%), and Sherleen A. Adler (2%) to John A. and JoLynn Goeman for \$250,000. Dr. Muggly is physician in Madison. Mr. Goeman has been with station 16 years and is general manager. KJAM is daytimer on 1390 khz with 500 w; FM is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

Approved

Station sales approved by the FCC last week include: KQTY(AM) Berger, Tex., and WAGO(AM) Oshkosh, Wis. See page 67.

Gunn, Robinson decry inferior PTV signals

PBS chairman says U technology must be improved, FCC commissioner touches base on V drop-in proposal

PBS President Hartford N. Gunn Jr. has called a general upgrading of UHF television technology essential to the full development of public television.

In remarks to the PBS annual meeting in Houston Jan. 15, Mr. Gunn claimed that UHF has "evoked apathy from countless viewers who, for one reason or another, experience great difficulty in obtaining acceptable reception through it."

Mr. Gunn cited the successful exploitation of UHF in Great Britain and other foreign countries as evidence that a similar American advancement is technically feasible. At present, only six of 135 PTV stations surveyed by PBS's engineering committee meet minimum recommended transmission standards, standards which include a minimum operating power of two megawatts and an antenna height of at least 1,000 feet above average terrain.

The most basic improvement recommended by Mr. Gunn was an increase in the sensitivity of the UHF tuner itself, adding RF amplifiers and PTV diode attenuators, improvements which would cost the consumer about \$9 per set and potentially double the quality of each set.

A similar note was sounded earlier in the week, in remarks to the meeting by FCC Commissioner Glen O. Robinson. The problem of UHF's present inferior signal coupled with inadequate home receivers, the commissioner noted, has served only to enlarge the obstacles already standing in PBS's way toward achieving its programming goals.

A partial solution, Mr. Robinson suggested, would be to assign additional VHF stations to major markets at less than currently required mileage spacings. That suggestion has already been proposed by the Office of Telecommunications Policy and the Corporation for Public Broadcasting, but Mr. Robinson would not predict what conclusion the FCC will reach on such a proposal. The commissioner, however, suspected that present VHF allocations are already much too



**EAST
\$300,000**

Single station market of 11,000 with household income over \$17,000. Non-directional daytime facility with building and real estate included. Priced at less than 1½ times estimated gross and profitable for absentee-owner.

Terms for qualified buyer.

BLACKBURN & COMPANY, INC.

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

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

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

ATLANTA 30361
400 Colony Square
Suite 510
(404) 892-4655

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

#75-6

"lavish" and, at any rate, short-spaced drop-ins would only partially alleviate the shortcomings in noncommercial allocations. The answer lies in new technologies, Mr. Robinson suggested, including the development of cable.

The bulk of Mr. Robinson's address was devoted to the often debated role of public broadcasting. He said public programming must serve the general population rather than one particular group, as it is sometimes accused of doing. But the commissioner cautioned that service to the general public does not imply programming for a "mass audience." Instead, public broadcasting should "serve all the people at least some of the time," he said.

As a follow-up to his remarks on non-commercial broadcasters' responsibilities to the public, Mr. Robinson noted that the FCC is considering whether to require PBS stations to undertake the same formal ascertainment procedures that commercial broadcasters do. Though Mr. Robinson did not indicate what the commission's conclusion on the issue might be, he expressed the belief that regardless of formal requirements, all broadcasters—public and commercial—should undertake a "deliberate, self-conscious ascertainment" of the public's needs.

PBS elects its boards

Ralph B. Rogers was re-elected chairman of the Public Broadcasting Service's board of governors, and J. Michael Collins was elevated from vice chairman to chairman of the board of managers in elections held as part of PBS's annual meeting in Houston last week.

The two were selected by the newly elected boards, each of which had eight members added to fill ranks of 25, based on election results among PBS's 152 member stations.

Two vice chairmen were elected to the board of governors—John Ryan, president of the University of Indiana and representing WTIU(TV) Bloomington, Ind., and William B. Quarton, representing the Iowa Educational Broadcasting Network. Elected as vice chairman of the board of managers was Robert Ellis, from KAET(TV) Phoenix.

Elected to three-year terms on the board of governors were Edmund F. Ball (WIPB-TV Muncie, Ind.), chairman, Ball Corp.; Kendrick F. Bellows Jr. (Connecticut ETV Corp.), executive vice president, Connecticut Bank and Trust Co.; Mrs. Allan E. Charles (KQED(TV) San Francisco), board of trustees, Stanford University; John Lowell (WGBH-TV Boston), Welch & Forbes; Donald R. McNeil (KVIE(TV) Sacramento, Calif.), executive director, California State Commission on post-secondary education; Leonard H. Rosenberg (Maryland Center for Public Broadcasting), chairman, Chesapeake Life Insurance Co.; Irby Turner Jr. (Mississippi Authority for Educational Television), director, Belzoni Oil Works; and Robert G. Waldo (KCTS-TV Seattle), vice president for university relations, University of Washington. Only Mr. Bellows is new to the board.

The eight elected to the board of man-

agers are Henry J. Cauthen, South Carolina PTV Network, Columbia, S.C.; Mr. Collins, WNED-TV Buffalo, N.Y.; Dennis Falk, KFME-KGFE(TV) Fargo, N.D.; James Loper, KCET(TV) Los Angeles; Richard J. Mcyer, KCTS-TV Seattle; Arthur A. Paul, KVIE(TV) Sacramento, Calif.; Donald A. Taverner, WETA-TV Washington, and C. Gregory Van Camp, wwvu-TV Morgantown, W.Va. Only Mr. Falk is new to the board.

Alabama reaction feared

Public Broadcasting Service President Hartford N. Gunn Jr. underscored a need for the protection of public television's future in Alabama following the FCC's lifting of nine Alabama Educational Television Commission station licenses (BROADCASTING, Jan. 13). Mr. Gunn expressed concern that the FCC decision may discourage that state from further financial support of public television, even if the AETC eventually retains its licenses. He also questioned commission procedures which drew the case out to five years before resolution earlier this month. "There is a serious question whether the FCC, the parties involved, and, more importantly, the people of Alabama are served by such protracted proceedings," he asserted. "This proceeding should serve as a signal to the FCC that its procedures must be changed to give challengers, the licensees and the public a right to a speedy resolution of cases of this nature."

Pay plans delayed by Blonder-Tongue

Lack of funds said reason for darkening of WBTB-TV

Blonder-Tongue Laboratories, Old Bridge, N.J., received permission from the FCC this month to pull the plug on its fledgling Newark, N.J., UHF, WBTB-TV, because of a reported lack of funds to continue the proposed pay station. The station went dark approximately two weeks ago. However, Isaac Blonder, head of Blonder-Tongue, channel 68 licensee, reportedly plans to resume broadcasting next spring.

WBTB-TV had been broadcasting as a free channel since Sept. 29, 1974, providing primarily old movies from 4:30 p.m. until midnight. The station was envisioned by Mr. Blonder (BROADCASTING, Aug. 12, 1974) as a medium for new movies, sports and cultural events at a per-program viewer fee (New York area only). Blonder-Tongue Laboratories had been working on an on-the-set device to serve pay signal unscrambler combined with a fee ticket dispenser. A viewer would send in his per-use tickets each month with his WBTB-TV programming bill. Mr. Blonder had also been examining a combination programming package with Sterling Manhattan Cable System, distributed through Home Box Office (Time Inc.).

NORTHEAST

5 kw DAYTIMER

Industrial suburban location.

Country & Western Format

29% down with negotiable payout.

Contact: Roger Gardner, Washington Office

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

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

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

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

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

Brokers of Newspaper, Radio, CATV & TV Properties

Fairness issue run through wringer at San Diego meeting

Lawyer Blume warns of traps; consumerist suggests broadcasters help pay for counteradvertising; utility spokesman criticizes pressures

California broadcasters have been warned to look twice at some alternatives being offered in the fairness-doctrine debate—especially those suggesting the establishment of so-called access time.

Jack P. Blume, Washington lawyer and president of the Federal Communications Bar Association, told the California Broadcasters Association, meeting in San Diego last week, that the access-time recommendations submitted to the FCC by Dr. Philip Jacklin of San Jose State College (BROADCASTING, May 13, 1974) contained hidden pitfalls; not the least being the surrender of broadcaster rights to determine whether an issue was of sufficient local public interest, what format should be used in discussing the issue, and who should do the representing.

Mr. Blume was on a panel that included John Summers of the National Association of Broadcasters, who spoke about political editorializing and on personal attack, and Milt Gross, of the FCC, who commented that the commission does not believe the fairness doctrine inhibits broadcasters in presenting debate on public issues. One of the arguments by broadcasters against the fairness doctrine has been that it is easier for licensees to stay away from controversial issues than get involved in fairness problems.

Another angle in the fairness debate came from a children's TV advocate. She is Sally Williams of the San Francisco Committee on Children's TV, who averred that although a case could be made for invoking the fairness doctrine, broadcasters should use their common sense in turning down TV commercials that offend them as citizens and as parents. Ms. Williams was one of two speaking on consumerism; the other was Kay Patchner of the Bay Area Consumer Action Council, who at one point drew expressions of disbelief from the audience when she suggested that broadcast-

And a chicken in every pot. A total of 30.9 million households, or 45% of all U.S. TV households, have more than one TV set, Arbitron Television reported last week in announcing publication of its fall 1974 *Television Census*. The multiset total represents a gain of 1.6 million households in a year. Arbitron said multiset households represent at least 50% of all TV households in 18 markets, led by Baltimore with 62%. The *Census* also reports on color, UHF and cable-TV penetration. Copies are available from Arbitron's headquarters in New York and any of its six other offices.

ers should contribute to a fund with others in the business community for the purpose of developing counteradvertising to TV and radio commercials.

A local issue of national interest was discussed by Daecon Anderson, Pacific Gas & Electric Co., who urged broadcasters not to bend so readily to fairness threats. PG&E is not leaving broadcasting, Mr. Anderson said, broadcasters are withdrawing from PG&E. This was in reference to last year's controversy dealing with PG&E TV spots on nuclear power plants and the objections by a citizen group that filed fairness complaints against stations that refused to carry counterspots. However, some stations carry the spots, and it was those that were the object of PG&E's ire. Mr. Anderson said PG&E had insisted that there was no need to permit such counteradvertising, and he implied that if broadcasting was to be pressured by opponents of the PG&E viewpoint, then PG&E preferred to place its advertising dollars elsewhere.

Eaton counsel asks FCC for compromise

Broadcaster's ill health cited in plea to drop bribery charges in exchange for immediate sales

Attorneys for broadcaster Richard Eaton have requested the FCC to remove "once and for all" charges of bribery against their client, in view of Mr. Eaton's recent stroke and general ill health. As licensee of WMUR-TV Manchester, N.H.; KECC-TV El Centro, Calif., and WMET-TV Baltimore, Mr. Eaton had paid \$11,750 in 1969 to Carmine Patti, then ABC-TV station relations director, while in negotiation to better affiliate agreements for the three stations.

An FCC administrative law judge has since proposed granting the stations' license renewal (except for WMET-TV, which had its license revoked after it had been dark for some time [BROADCASTING, April 29, 1974]), on condition that Mr. Eaton divest himself of the stations within 60 days (BROADCASTING, Sept. 16, 1974). That decision was based on the judge's rejection of a Broadcast Bureau contention that the payments at issue were "bribes." Judge Ernest Nash saw the issue instead, as one of "straying from the proper conduct of a licensee."

The continued pendency of the case, Mr. Eaton's attorneys suggested, poses "a threat to Mr. Eaton's health from the mental strain of bribery charges facing him." His counsel suggested instead, an agreement to sell both properties at once as the ALJ decision stipulated, in exchange for dropping the bribery charges. Such action, Mr. Eaton's attorneys argued, would "merely take from the Broadcast Bureau its rights to appeal a case already found not to constitute bribery by the trial judge."

The Eaton case is one of a series concerning allegations of bribes passing between broadcasters and ABC employees (BROADCASTING, July 22, 1974).

The network news image

Poll evaluates public opinion with NBC generally coming out best

The latest poll by the Phillips-Sindlinger Survey organization of Philadelphia has shifted its emphasis from the two earlier polls which sought public reaction to network television news and newscasters. The third poll was designed, according to Kevin Phillips and Albert Sindlinger, "to rate the various networks for general over-all performance and perceived flaws in much the same manner as Presidents are rated." Their Nov. 11-20, 1974, nationwide telephone poll of 1,680 people, was inspired by other surveys that "show Americans describing the power of the three U.S. television networks as equal to or greater than the influence of the White House," Messrs. Phillips and Sindlinger said.

The newest poll shows that 56.4% of the respondents gave favorable comments about NBC; compared to 34% for CBS. Some 45% of those polled "had no interest" in ABC, compared to 4 to 6% expressing a lack of interest in NBC or CBS. The recognition factor for CBS was 94.6%; for NBC 96.7%, and for ABC 84.9%, which the pollsters attribute to ABC's smaller affiliate total.

People were also asked to give opinions of the three networks' general image and performance. NBC had the highest positive rating, and drew critical remarks from 34% of those polled. CBS drew critical comments from 60.6% of those polled; ABC drew such comments from 27%, but the pollsters emphasized that in the case of ABC, "the predominant response was not characterized by negatives but by viewer disinterest." CBS's high negative response factor caused pollsters to state the "CBS is definitely the network arousing the most public suspicion." Acutely condemnatory negatives were applied to ABC by 12.8% of those polled; to NBC by 13.6%, and to CBS by 25.5%. Using critical terms to describe CBS were 34.4% of men polled, and 17.7% of women.

Updating on distant sports sought

The FCC has requested additional comments on its proposed rule to prohibit cable systems from carrying live sports events on distant TV signals. The FCC noted much has happened since comments were filed on its 1972 rulemaking notice, Congress passed a law barring TV blackouts of home games sold out three days in advance. The Senate deleted reference to cable carriage of sports events in the copyright revision bill voted three months ago (BROADCASTING, Sept. 16, 1974).

The commission has invited comments on whether the antiblackout law requires modification of the proposed cable carriage rule and what effects the Senate's action might have on that rule.

The proposed rule would prohibit cable systems located within the grade B con-

tour of a TV station in the home town of a professional team from importing distant televised broadcast of a game of the same sport on a day when the local team plays at home.

Comments are due Jan. 31; reply comments due Feb. 10.

KQED to bargaining table

A four-month-old strike by members of the National Association of Broadcast Employees and Technicians against non-commercial KQED(TV) San Francisco ended last week. Striking staff members voted to accept a management proposal that all issues be submitted to a mediator-arbitrator. Most of the 16 strike issues involved wages and job security, but the principal issue was whether seniority would determine who was to be on the air. The strike began Sept. 2, but the station remained operative with management personnel filling in for strikers.

No to NABET in Tampa

Employees of WTVT-TV Tampa, Fla., have voted down a proposal to unionize the station's newsroom and program production staff. By a 45-30 vote, staffers decided against affiliation with the National Association of Broadcast Employees and Technicians and thereby barred further organizing efforts by the union at WTVT-TV for a period of one year. Ballots from the Dec. 3 election had been impounded by the regional office of the National Labor Relations Board following charges by the station that the organizing effort had been "tainted" by at least one supervisor—reportedly a program director. WTVT ultimately withdrew those charges, however. The election had been regarded as a trend indicator for the area. Only WFLA-AM-FM-TV among Tampa's radio and television outlets currently has union-represented employees.

Media Briefs

More refunds. Over 25 additional broadcast licensees have filed for fee refunds with FCC, claiming commission decision to refund cable fees ("Closed Circuit," Nov. 25, 1974) necessitates equal treatment for broadcasters. Total bill submitted by group came to over \$260,000, accounting for all fees paid by them collectively under FCC's 1970 fee schedule. Action follows similar requests from others including National Association of Broadcasters (BROADCASTING, Dec. 23, 1974).

Helping hand. NBC-TV has set up new fellowship program for minority-group members who agree to do graduate work in broadcast-related fields. Beginning with spring 1975 semester, network will establish one graduate fellowship each at Columbia University in New York, the University of Southern California at Los Angeles and the University of Chicago. Each university is being asked to recommend candidates, although program is also open to NBC employees who meet qualifi-

cations. Plan includes full tuition and living expenses for recipients, plus summer employment at NBC-owned TV station in each city.

Accolades. C. Glover DeLaney, president and general manager of WHEC-TV Rochester, has been named first "president emeritus" by New York State Broadcasters Association. During special ceremony in Rochester he was presented with plaque saluting him as dean of state's broadcasters; message from state's governor noted his "achievements in broadcasting and communications . . . overshadowed only by his achievements as a human being."

Labor pains. National Labor Relations Board has ruled that Crescendo Broadcasting, licensee of WATV(AM) Birmingham, Ala., must recognize Local 253 of International Brotherhood of Electrical Workers as collective bargaining agent in dealing with "radio technicians" on its staff. Station had contended that number of its technicians had dropped to one, negating union's bargaining rights. NLRB found proof of this insufficient, and ruled that employment of several technicians was required for legal station operation.

LaCaze loses. Jeff LaCaze, former news reporter and sportscaster for WBRZ(TV) Baton Rouge, whose race as Democrat for Louisiana's sixth district congressional seat last November has gone undecided due to voting machine error, was defeated in special election Jan. 7 by Republican W. Henson Moore. Final tally was 74,804 to 63,361.

More. FCC Review Board has added issue against Wadeco Inc., applicant for channel 8 in Dallas, to determine whether Wadeco has failed to report substantial changes in its application. Action came in response to allegations concerning Wadeco's liquid assets, raised by Belo Broadcasting Corp., which is seeking renewal of channel 8 WFAA-TV Dallas (BROADCASTING, July 8, 1974).

Extra, extra. American Newspaper Publishers Association, Washington, confirmed trend to 15-cents-per-copy price of daily newspapers. ANPA's annual survey showed increase of 97% in number of papers selling at that price.

C Day down under. Australia on March 1 will convert to color after 18 years of black-and-white transmissions. Affected will be 63 government TV stations and 49 commercial outlets with changeover costing \$70 million. Nation currently tunes its 3.7 million sets average of 31 hours, 22 minutes, weekly. It's expected \$1.8 billion will be spent for color sets by 1980 with color penetrating 60% of TV market.

One more. FCC Review Board has added issue against First Delaware Valley Citizens Television Inc., competing applicant for facilities of WCAU-TV Philadelphia, to determine whether First Delaware failed to report information regarding its proposed general manager and business interests of one of its principals. Action brings issues raised against First Delaware in proceeding to total of three (BROADCASTING, Dec. 23, 1974).

Cablecasting®

OTP's second try for cable bill sets stage for showdown with FCC

Revision is even more at odds with commission's approach and would strip agency of powers

The Office of Telecommunications Policy, created in 1970 as the President's instrument in the formulation of telecommunications policy, and the FCC, created in 1934 as Congress's instrument for the regulation of communications media, are renewing their march toward a confrontation on the issue of cable-television regulation.

The issues between them could not be more starkly drawn. Indeed, the commission has talked of "fundamental differences" between its regulatory approach and that of OTP. And OTP, far from seeking to blur the differences, seems to be going out of its way to point them up.

The vehicle OTP is using is the cable television bill it submitted to the Office of Management and Budget for clearance to Congress (BROADCASTING, Jan. 13). "When the bill goes forward," an OTP official said last week, "the Congress will have a clear choice" between the OTP and commission approaches. "That's important," he said. "It will be all or nothing."

Essentially, OTP would reduce commission authority over cable-television systems, and shift the center of regulatory authority to nonfederal agencies and to the courts. OTP officials say this constitutes "de-regulation." Commission officials say it does nothing of the kind; that cable systems would still be regulated by someone, though without the flexibility the commission can now employ, and outside the regulatory scheme which includes all other communications media.

The basic differences between OTP and the commission emerged last January in the report of the President's Cabinet Committee on Cable Television, which was headed by Clay T. Whitehead, then the director of OTP. In April, the differences hardened in an initial version of the cable bill which was designed to implement the cabinet committee report. The draft bill, which was never introduced in Congress, attracted considerable criticism and comment last summer and fall, and some changes were made.

But the thrust, if anything, has been sharpened. The letter accompanying the draft bill to OMB took special note of the major commission criticisms—and rejected them. Flexibility? The draft relies on nonfederal agencies and the courts to supply it, not to mention "the most flexible mechanism of all in dealing with cable"—the marketplace. Regulating cable without regard to the other communications media? Of course. The Cabinet Committee feared that a "parity

of regulation" would justify "pervasive and detailed regulation of cable simply for the benefit of cable's competitors."

Furthermore, the new draft retains a number of provisions in the original version to which the commission had objected. The commission, for instance, in its comments last fall, had objected to one provision that would prohibit it from imposing fairness, equal-time, program-origination or similar requirements on cable systems. "We must take exception to a doctrine that would prohibit the commission from acting in the public interest by placing local service responsibilities on those it regulates," the commission said. "Our long experience has shown us too often that public-interest programming must be required."

But, OTP said in its letter to OMB, while spectrum scarcity might be advanced as justification of such requirements on broadcasters, the only limits on cable channel capacity are economic. What's more, OTP notes, its draft bill provides for nondiscriminatory access to most of a cable system's channels and requires the expansion of leased-channel capacity when there is a demand for it.

"Given the primacy of the First Amendment interests in our society, it is far better to control the extent of a cable operator's power over channel access and program content—the policy of our bill—than to allow that power to develop and attempt to control its use—the policy the FCC seems to be urging."

OTP has also brushed aside the commission's objection to a provision in the original draft that would prohibit the agency from requiring cable systems to dedicate cable channels to particular uses—other than one channel for one public access. The commission now requires—as a five-year experiment—systems to make three access channels available—one for the public, one for educational use and one for local government.

The commission's objection to a provision that would create a "two-tier" approach to regulation—one that would involve the commission and a state or other nonfederal agency did not have much of an impact either. The commission did not object to the provision on principle; it said it had been studying the question of how best to apportion regulatory authority among federal and nonfederal levels of government, and indicated it felt it should be allowed to complete its work. OTP, however, is ready to move the matter to Congress for action.

OTP modifies a proposed ban on the regulation of leased channel and advertising rates. It accepts the commission's argument that such a provision is too inflexible, to the extent of limiting the ban on leased channel rates to 10 years. Such regulation may be found necessary after 10 years, OTP concedes. But it feels that since the program and communications service market will be highly competitive, there will never be a need for rate regulation in those markets.

The draft bill would restrict the commission's regulatory authority in other areas, too. It would bar the commission from adopting particular, affirmative

standards for licensing authorities and requiring adherence to them. It would forbid the award of exclusive franchises and would limit the life of a franchise to between five and 15 years. It would prohibit the vertical integration of ownership of a cable system, interconnection facilities serving that system, and a program supply service in which programs are provided the channel programmer on the system. And it would limit the commission's authority to establish technical standards to assuring that systems can interconnect.

Writing these and other limitations and prohibitions into law, the commission feels, denies it the ability to deal with an evolving industry. Change would come only through congressional action; and the court review provided for in the draft would lead to a "plethora of actions all across the country further glutting the federal docket and also delaying the orderly development of cable television in new and large markets."

OTP is confident there will be no glut—that court litigation will slack off once the new regulatory framework is established. But it agrees that most of the enforcement activities against licensing activities would shift from the commission to the courts. That, OTP says, was the intent of the Cabinet Committee.

Commission officials were upset by the new OTP draft, but, as some said, not surprised. They indicated that their opposition to the new version would probably not be limited to critical comment in the OMB clearance process and, later, in congressional hearings. At the time the commission's comments on the original version were being prepared, Chairman Richard E. Wiley is understood to have instructed the staff to begin preparing cable legislation the commission could submit to Congress. Indications last week were that, in light of the new OTP draft, work on a rival commission bill would go forward.

As one commission official said of the OTP draft bill, "Obviously we can't live with that."

FCC finds keep-out signs in Johnstown

City, Teleprompter tell commission it shouldn't withhold certification

What recourse does the FCC have for dealing with a cable television operator who obtains a local franchise by fraud—particularly when the local authorities feel they are qualified to deal with the situation and want the operator to continue serving the community? The question goes to the heart of the problem built into the system of dualism—regulation by federal and nonfederal authorities—on which the commission has fashioned its cable-television policy. And it is one the commission was left with last week following an oral argument on whether the commission should grant

Teleprompter Corp., the nation's largest cable-system operator, a certificate of compliance for its Johnstown, Pa., system.

At issue was the fact that Teleprompter and its former president, Irving Kahn, were convicted of bribing the former mayor and two other city officials in order to obtain an exclusive franchise in 1966. (Teleprompter had been operating in the city since 1961 under a non-exclusive franchise.) The franchise was grandfathered under the 1972 rules and does not expire until Jan. 1, 1976. But to come to grips with the question of what action if any is necessary for the commission to take regarding the franchise, the commission directed Teleprompter to apply for a certificate of compliance.

And according to FCC Deputy General Counsel Daniel Ohlbaum, head of a special trial staff, the commission has no alternative to denying the application. He said the authority to take that action under the circumstances is in court precedents, and added: "You can't build a cable industry on people getting facilities by bribing city officials."

But Teleprompter's attorney, Jay Ricks, said that since the franchise is grandfathered, denial of the application constitutes "revocation"—a sanction the commission is not authorized to impose. The problem, if any, is to be resolved by the city, which, he noted, has not exercised its option of voiding the franchise.

Indeed, Johnstown, represented by attorney Leo George, is insisting on the right to settle the matter itself. And Mr. George reported that a three-member board, following a two-day hearing two weeks ago, recommended to the mayor that the franchise remain in force. The mayor, Herbert Pfuhl, who attended the oral argument, is the only member of the present city government who was a member of it in 1966—and he was the only member of that council to vote against the grant to Teleprompter.

A third point of view was expressed by the commission's Cable TV Bureau. Gregory Weiss, speaking for the bureau, said that the Johnstown application should be denied—but that the commission should leave to the city the job of determining in a new proceeding its franchisee. And Teleprompter should be permitted to apply, for prohibiting the company from operating in Johnstown, he said, would be "inconsistent" with commission regulations designed to provide for a system of dualism.

Throughout the argument, Chairman Richard E. Wiley appeared to favor disqualifying Teleprompter. If the company were permitted to reapply, he said, it would have a "leg up" on others seeking the franchise, since it had been operating in the city.

He and Commissioner Glen O. Robinson seemed troubled by the argument that once a franchise was grandfathered under the commission's rules, the agency was without power to do anything about it. "What if we find out the system was

operating illegally when we grandfathered it?" Chairman Wiley asked in questioning Mr. Weiss. "Don't we know [the Teleprompter franchise] was illegally granted?" Commissioner Robinson asked: "Would we tolerate a case of egregious fraud and simply let the city go back and take care of it?"

Mr. Weiss maintained that the commission's concern was with the "process" of selecting franchisees. Since it was not a proper one in the case of Teleprompter, he said, the city should simply be required to make sure the process is followed.

NCTA tightens its money belt

5% cut in budget is considered; new contract for Foster recommended

The executive committee of the National Cable Television Association will propose a 5% budget reduction for the next fiscal year at next month's meeting of the full board, but no cutbacks in staff or programs are scheduled.

Meeting in Washington last week, the committee noted a drop in NCTA's membership and the general condition of the economy and agreed, in the words of David Foster, NCTA president, "to watch all expense items across the board very carefully and to combine some functions" of the association's office.

Mr. Foster said that the number of drop-outs from the association in recent months was confidential, but he was "gratified that the number has not grown to the level we feared in early December. The number of association drop-outs because of economic conditions and the copyright dispute has apparently exhausted itself, and now we're experiencing something of a turn-around."

He said that in December it appeared that several state cable associations were moving to oppose the national organization on its copyright stance and urging firmer opposition to copyright legislation, but that none had done so. In fact, Mr. Foster said, the California Cable Television Association has just passed a resolution affirming support of NCTA's position.

The executive committee reaffirmed support of the board's pay-cable committee opposition to the anticipated FCC pay-cable ruling and pledged to support any recommendation for an appeal of the new rules when they are announced.

It also recommended a change in the association's fiscal year to begin Feb. 1 so that it will start before the annual convention, the association's biggest source of income, and thus make budgetary planning easier. The convention this year is April 13-17 in New Orleans.

The board recommended a new contract for Mr. Foster. The terms were not announced, but he had been asking for a two-year agreement at \$80,000 and \$85,000. Association sources said he was smiling, and he said the contract discussion was "good" and he will sign a new contract.

Cable's holding its applause on President's new economic package

Because broadcasting is not a "capital intensive" industry, it's little surprise that observers expect the President's new economic program to have no immediate impact on their operations (outside, of course, the welcome prospect of reduced corporate income taxes). Because cable, on the other hand, is capital intensive, one might have expected more enthusiasm than greeted the announcements last week.

Amos B. Hostetter Jr., president of Continental Cablevision of Boston, summed up the reaction of many of his colleagues contacted by BROADCASTING:

"Cable's real problems," he said, "are restrictive regulation and diminished capital sources. Over the long term, if the tax changes are not premature and do not rekindle fears of inflation, the effect should be favorable."

Moreover, added Mr. Hostetter, there's a long lag in cable's capital formation; any advantage introduced in 1975 isn't likely to show up in system growth before 1976 or 1977. Drawing on an example from the past, he noted that the one-million-subscriber "bulge" in cable's 1974 homes count was the result of franchise and construction activity that began back in 1971 and 1972.

Except for David Foster, president of the National Cable Television Association, who said, "Almost anything will help; even the small decline in interest rate in the past couple of weeks has produced new orders for plant," industry representatives were either waiting to see the details of what Congress approves or doubtful of any immediate benefits.

The tax changes proposed last week by President Ford would reduce corporate taxes from 48% to 42%, and raise the investment tax credits from 7% to 12%, producing altogether \$10 billion savings for corporations.

Jim Ackerman, executive director of Becker Communication Associates, a major lender to the cable industry, said the investment tax credit "won't mean that much." Cable needs equity and long-term loans, he said, and if there is a great federal deficit, that will drain even more money out of the lending stockpile.

Al Stern, president of Warner Cable Corp., the industry's second largest multiple systems owner, said the tax cuts seemed "designed to give a push to the economy on the general level. It doesn't strike me as something cable can put much hope in."

From Teleprompter's viewpoint, the tax cuts mean nothing. As Bill Bresnan, cable division president of the industry's largest MSO put it, "It probably will help some other companies who are paying higher taxes, but '73 and '74 both produced losses for us, so we have some loss carry-forwards to use up yet."

Broadcast Advertising

Agreement still distant on length of rating sweeps

INTV delegates turn thumbs down on idea of extending to eight weeks; but elsewhere debate is standoff

Independent TV stations let it be known last week that they don't want the rating services' sweep measurement periods, now four weeks in length, extended to eight weeks.

The issue was the center of a spirited discussion at the research session of the Association of Independent Television Stations convention last week (also see page 16). Frank X. Tuoti of WPIX Inc., New York, serving as moderator, asked the delegates to raise their hands if they opposed the eight-week idea. Virtually every hand in the room went up.

In the outside world, the dispute is not quite that one-sided, but the INTV panelists did draw the broad pros and cons.

Hugh M. Beville Jr., executive director of the Broadcast Rating Council, told the session that BRC strongly favors eight-week sweeps as a means of curtailing "hyponing" (though it recognizes there are cost and other considerations to be taken into account).

George E. Blechta, vice president of A. C. Nielsen Co., and Theodore F.

need cable tv personnel?

meet Fred Harms



CONSULTANT TO MANAGEMENT ON RECRUITMENT PROBLEMS

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

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

Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD
CHICAGO, ILLINOIS 60631
(312) 693-6171

Shaker, president of American Research Bureau, said eight weeks would cost more—and Mr. Blechta also said it might take about two years for Nielsen to get ready for such an expansion. He also said Nielsen was preparing to send to stations, last week or this, a questionnaire on the subject that would be much more detailed than one it sent out last fall, which reportedly produced minimal although almost uniformly negative response.

The eight-week-sweep idea for TV dates back several years and may in fact have originated as a plan, which was ultimately rejected, for curbing hypoing in radio.

The broadcasters at the INTV session, like the plan's critics everywhere, opposed it not only because of the cost but also because they weren't sure it would put an end to hypoing. Many are in fact sure it won't. As one said at INTV last week: "If you're going to hypo, you can do it in eight weeks as well as four weeks." There also was and is apprehension about the quality of ratings if the period is doubled.

The missing element in the dispute at INTV was the networks. By definition they wouldn't be at a meeting of independents, but network officials have been the most outspoken advocates of the eight-week idea, not only as a means of curbing hypoing but also to provide, as NBC-TV President Robert T. Howard put it in a speech a couple of weeks ago, a time sampling that is "more representative of the whole television season."

Since Nielsen started providing national ratings on a daily basis in the fall of 1974, hypoing's appeal to the networks has been reduced if not eliminated, so far as their own direct benefit is concerned. But while a network's scheduling of blockbuster movies at specific times may not help that network in the long run, it can help the network's affiliates a great deal if scheduled right—in a sweep period, for instance.

Thus it is easier for networks to advocate a change that would or might lead to less blockbusting than for affiliates to accept such a change. Network sources say some of the strongest pressures for scheduling of top-draw movies and specials in sweep periods comes from affiliates—not surprisingly, since their rates and sales acceptance in ensuing months can rise or fall on the numbers they get in the sweeps.

Yet both the Federal Trade Commission and the FCC are on record against any broadcaster's inflating his ratings by "varying his usual programming," and FCC Chairman Richard Wiley last fall spoke of a prospective crackdown on hypoing as a "war against fraud." The prospect of official sanctions is undoubtedly in the minds of many supporters of the eight-week sweep plan.

But critics say the plan won't end hypoing any more than going from one-week to four-week sweeps ended it. And some critics wonder if it wouldn't be better, or at least more effective, to leave the control of hypoing to the FTC or to court actions. In reply, of course, supporters of the plan contend hypoing is less effective in four-week than in one-

week sweeps and would be even less effective in eight-week sweeps, and they are aghast at the thought of broadcasters letting the government come in to regulate this issue.

And so the dispute goes on.

Two of the leading disputants, in that they have marshalled their arguments in considerable detail and put them into writing, are Kenneth A. Mills of Katz Television, acting as chairman of the TV research committee of the Station Representatives Association, which is against the eight-week idea, and Jay Eliasberg, CBS-TV research vice president, who is for it.

Mr. Eliasberg presented a detailed report to a CBS-TV affiliates board meeting last November, urging support for the eight-week plan, and CBS-TV President Robert D. Wood followed up a few weeks later by sending to all CBS affiliates a 16-page analysis based on Mr. Eliasberg's report, again urging support.

Mr. Eliasberg examined numerous objections that had been raised against the plan and concluded that most were "invalid or irrelevant."

There is "some validity" to the objections that eight-week sweeps may cost more and that some weekly ratings would be lost, his analysis said. But it contended the cost increases would be "minimal"—on the order of 5%-10% and certainly no more than 10%, based on estimates that had been offered by the Nielsen company—and that the loss of weekly ratings would apply in "just a few, not all markets."

In any case, the CBS report asserted, the disadvantages "are a small price to pay for the advantages that will accrue to all of those concerned with reducing the inequities which result from hypoing." More than that, the report also contended, analysis of data in New York and Los Angeles, where measurements are made 52 weeks a year, showed that "eight-week data are consistently better than four-week data in estimating audiences

for the quarter in which the period occurred, as well as in predicting audiences for the following quarter."

Mr. Mills in a subsequent letter told Mr. Eliasberg that SRA's TV research committee had considered his points and didn't find them persuasive.

Mr. Mills and the committee contended, among other things, that eight-week sweeps with no significant increase in sample size "would wipe out weekly ratings in all but the largest markets," and that even a 10% cost increase for two services would not be "an insignificant amount" either for "a station in the middle range of markets (26-50) paying approximately \$40,000 for two services, or to a small-market station (100-200) paying slightly less than half that amount."

These are only some of the areas in which Mr. Eliasberg and Mr. Mills—like the plan's advocates and opponents generally—find themselves in disagreement. Who will have the last word remains to be seen, and the answer may be a long time coming.

If there is any consensus now, it is that consensus seems a long way off. And uncertainty is not the sole property of broadcasters. At the INTV meeting, Ave Butensky, senior vice president and director of media operations at Dancer-Fitzgerald-Sample, New York, was asked for his views. He replied: "We would like ratings for 52 weeks a year. But if there's going to be a reduction in reliability—and I don't know if that's going to happen—then obviously we wouldn't want the longer sweep period."

McDonald's wants Elias to stop clowning around

McDonald's Corp., Oak Brook, Ill., has filed a trademark infringement suit in U.S. District Court in Detroit, charging that a competitor, Elias Brothers, has infringed on McDonald's clown character, Ronald McDonald, and on its slogan, "You deserve a break today." Mc-

BAR reports television-network sales as of Jan. 5

ABC \$9,306,200 (30.1%); CBS \$12,731,300 (36.3%); NBC \$12,069,800 (33.6%)

Day parts	Total minutes week ended Jan. 5	Total dollars week ended Jan. 5	1975 total minutes	1975 total dollars	1975 total dollars
Monday-Friday					
Sign-on-10 a.m.	37	\$ 297,700	22	\$ 166,500	\$ 229,900
Monday-Friday					
10 a.m.-6 p.m.	817	11,950,000	501	8,807,200	8,962,500
Saturday-Sunday					
Sign-on-6 p.m.	242	3,673,600	242	3,673,600	2,921,200
Monday-Saturday					
6 p.m.-7:30 p.m.	93	3,318,100	64	2,623,900	2,928,900
Sunday					
6 p.m.-7:30 p.m.	14	271,600	14	271,600	527,400
Monday-Sunday					
7:30 p.m.-11 p.m.	401	23,456,900	284	17,085,700	21,405,900
Monday-Sunday					
11 p.m.-Sign-off	157	2,830,700	96	1,478,800	1,348,700
Total	1,761	\$45,798,600	1,223	\$34,107,300	\$38,324,500

Source: Broadcast Advertisers Reports

Donald's is asking that Elias, which operates 129 Big Boy restaurants in Michigan, turn over all profits from its operations since they began to run TV commercials in eight markets and radio commercials in 12 markets in mid-November. The Elias TV and radio commercials also have a clown character as spokesman and include the catch phrase, "Boy, do I ever deserve a break today." A spokesman for Simons-Michelson Co., Detroit, advertising agency for Elias, also named in the action, said its legal counsel believes the suit has no merit. He said Elias's clown character "is quite different from any other clown" and "the phrase, 'deserve a break' is part of common language in usage today."

We're Metromedia; buy us

Independent TV group is running self-promoting prime-time spots aimed at potential advertisers

Metromedia Inc. is running a series of "house" spots on its six TV stations as part of what it calls its "image project." The spots are intended to sell Metromedia TV to potential advertisers that may not be familiar with Metromedia operations, as well as to build an image of the group for the general viewing public. The spots ride on the bicentennial slogan: "Proud of our independence, and yours."

Somewhat reminiscent of CBS's promo campaign of last summer (BROADCASTING, July 29, 1974), Metromedia's spots, however, are aimed more specifically toward the potential advertiser than was the CBS campaign. CBS's "wandering minstrel" spots were designed more to tout the network's prime-time dominance for the past two decades.

The series consists of three separate 30-second spots, each aimed at a different potential advertiser. One is designed to attract the retail advertiser that is "on the brink" of entering into the TV market. A second promotes the relative ease of production of TV advertising for those who are inexperienced with the television market. And the third is aimed at those advertisers that regularly use TV advertising but want to get away from the "cluttered" advertising used by the "other guy."

According to Adam Polacek, Metromedia vice president for sales, the spots have already begun yielding good re-

sults after only a couple of weeks of airing, and Metromedia executives seem to be pleased.

Mr. Polacek emphasized that the house-ad series has been on the drawing board for some time now and is not a result of the current economic situation. "We wanted a series of spots that were interesting, unique, and didn't offend the viewer," Mr. Polacek said, while at the same time selling a product—Metromedia—to a fairly limited audience.

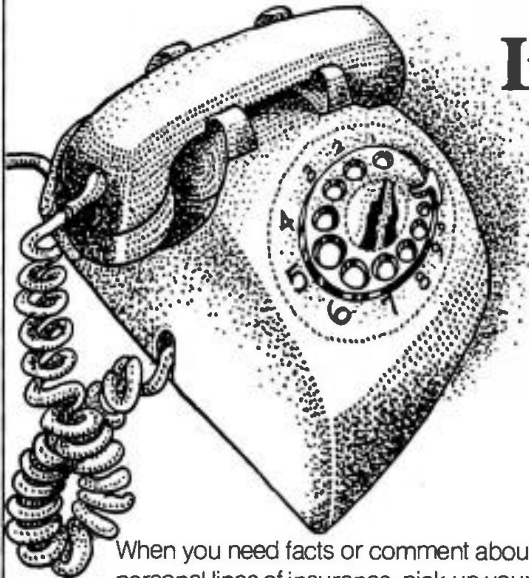
The spots, which are planned to run for six to eight weeks during January and February, and again during the summer for the same length of time, are seen 20 to 30 times a week on Metromedia's stations (WNEW-TV New York,

KTTV(TV) Los Angeles, WTTG(TV) Washington, KMBC-TV Kansas City, WXIX-TV Cincinnati, and WTCN-TV Minneapolis) between 6 p.m. and 1 a.m. weekdays, and noon to midnight on weekends.

Dallas skips PSA's, goes for spot buys in anticrime campaign

A television and radio ad campaign will spearhead a Dallas anticrime drive that begins this month. Using funds from a \$20 million federal Law Enforcement Assistance Administration grant, the campaign is expected to cost upwards of

Your Direct Line to the Insurance World



When you need facts or comment about auto, home, life, or other personal lines of insurance, pick up your phone and call us collect.

Our staff of former newsmen will try to give you the information right away. If we don't know the answers, we'll get them from someone who does and call you back in time for your deadline.

When you want comment from the world's largest auto and home insurer, we'll arrange for you to talk with one of our top executives.

If you need tables, charts, or other written material, we can usually get it to you within minutes through our telephone facsimile transmission hookup.

Hundreds of news writers and broadcasters have called us for help on insurance stories. Next time, why don't you?

Call collect 309/662-2521 or 309/662-2063.



Public Relations Department
State Farm Insurance Companies
One State Farm Plaza E-2
Bloomington, Illinois 61701



House ad. One Metromedia spot shows an animated character pitching MM to an advertising manager.

\$750,000, and last for 10 months, in its initial phase.

Dallas police officials are momentarily abandoning the public service announcement technique used to warn and educate citizens about crime in other cities, feeling that professionally produced and programmed spots handled just as any commercial advertising campaign would be will have a greater impact on Dallas audiences. The city is hoping for guarantees from broadcasters that spots purchased this winter will be matched by PSA's in the second phase of the campaign, to begin next October. The bulk of the spots purchased will be in prime listening or viewing hours, and officials are hopeful that matching PSA's would also receive such exposure.

The \$336,000 to be spent in the initial phase will go to The Rominger Agency, selected from 18 Dallas ad agencies and recently given city council approval. Rominger's proposals include the theme, "Don't Ask for It," and will stress preventive measures citizens can take to discourage crime of various sorts.

The Dallas campaign is regarded as a pilot for other cities, which may use LEAA funds for similar projects if the Dallas venture, scheduled to air its first spots in late January, is successful.

Business Briefs

Rep appointments. KAMR-TV (formerly KGNC-TV) Amarillo, Tex.: Blair Television's Market Division, New York ■ KIDO(AM) Boise, Idaho; KTFI(AM) Twin Falls, Idaho; WMBH(AM) Joplin, Mo.; WJLY(FM) Chesapeake, Va.: Avery-Knodel, New York ■ WITH(AM)-WDJQ(FM) Baltimore: Eastman Radio, New York ■ KXOX(AM) St. Louis and KSTT(AM) Davenport, Iowa; Katz Radio, New York.

Manoff lands big one. Richard K. Manoff Inc., New York, has been named agency for Proctor-Silex Group of SCM Consumer Products Division, Philadelphia (toasters, ice cream makers, coffee makers, blenders and irons). Account, formerly at Weiss & Geller, New York, bills estimated \$2 million, virtually all in TV.

Merger completed. Previously announced merger of Foote, Cone & Belding, New York and Honig-Cooper & Harrington, San Francisco, has been completed with formation of Foote, Cone & Belding/Honig Western. Billings are in excess of \$100 million. San Francisco offices of HCH and FCB will be combined into one office, while Los Angeles offices will continue as separate units.

Determined. Federal Trade Commission is escalating action on its complaint against Ford Motor Co. gas mileage advertising. Challenged ads claim four cars driven by TV personality Hugh Downs and others got 26 miles per gallon. FTC argued ads imply any driver could get same, but Ford countered they contained disclaimer. Case now goes to administrative law judge.

On New York end. Haboush Co., Los Angeles-based TV commercials firm, has named Sandie Cross as New York representative. Telephone (212) 371-4044.

Programing

WINsome tactics back the President

Stations respond to plea for help against inflation, for conservation

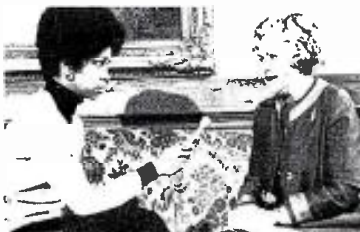
Media cooperation in forming local committees to fight inflation is part of the WIN campaign proposed by the National Citizens Action Committee appointed by President Ford in October. National Association of Broadcasters President Vincent Wasilewski is one of several media representatives involved in the structuring of local, nonpartisan Citizens Action Committees to Fight Inflation. In addition, public-service announcements by the Ad Council are in the works.

A sampling of radio and TV broadcasters' efforts revealed a certain esprit de corps. From the NAB mailbag came these reports:

KIXI-AM-FM Seattle has offered advertisers 25% additional time free this month to promote stimulated services, increased deposits and other production and employment boosts. WFTW-AM-FM Fort Walton Beach, Fla., has planted a "WIN garden" and is giving listeners tips on growing their own; WSPD(AM) Toledo, Ohio, is conducting an energy-saving program using different themes each week; WSWA-TV Harrisonburg, Va., is using a WIN station ID; WWRJ(FM) Southampton, N.Y., has prepared 30 PSA's and aired at least 35 spots per day for 10 days giving "anti-inflation tips." The station received a citation from financial columnist Sylvia Porter, chairman of the Citizen's Action Committee to Fight Inflation (along with seven other persons and groups nationally), for contributing to the WIN effort.

WBBM-AM-FM Chicago has responded with "Let's Deflate Inflation" projects, including editorials, documentaries, promotions, regularly scheduled programs and information booklets available to listeners.

KFWB(AM) Los Angeles put on "stop inflation day" with reports on food bargains and consumer tips. Requests for information totaled 2,000 per hour all day; a side effect was the establishment



Passing along ideas. Virginia Knauer (r), special assistant to President on consumer affairs, meets with Maria Broom, head of WJZ-TV Baltimore's Eyewitness News public defender unit, to receive hundreds of energy and inflation-fighting tips from station's viewers. Exchange took place in East Wing reception room of the White House.

of a full-time inflation reporter at KFWB. And, as the inflationary picture became further complicated by the recession, WRNG(AM) Atlanta instituted a program to match employers and job-hunters, *WRNG Recession Wrecker*, which followed a series on the economy and job market. General Manager Allan MacMillan said: "If we are able to match just one person to a job, we will have made a worthwhile contribution."

Smotheres score a big first night

But two other second-season entries find going tougher

The Smothers Brothers Show (NBC, Monday, Jan. 13, 8-9 p.m. NYT) made a strong second-season debut, with a 27.2 rating and 38 share in the national Nielsen overnights.

This share figure was 14 points higher than *Born Free*, the show it replaced, was averaging in the time period, and it held ABC's *The Rookies* (32 share average since September) to a 26 share and CBS's *Gunsmoke* (31 share average) to a 28 share on Jan. 13.

The two other second-season shows that have premiered so far—CBS's *Tony Orlando and Dawn* and NBC's *The Mac Davis Show*—are barely holding their own, and must be considered questionable bets for survival. *Tony Orlando and Dawn* (Wednesday, 8-9 p.m.) has averaged only a 29 share since it kicked off on Dec. 4. That's four or five points more than the show it bumped (*Sons and Daughters*) was averaging, but *Orlando* hasn't had any ratings effect on its main competitor, NBC's *Little House on the Prairie*.

The Mac Davis Show (Thursday, 8-9 p.m.) has been thrown up against CBS's hit, *The Waltons*. In three head-on collisions with *The Waltons*, the Davis show hit a big share only on Dec. 26, when CBS was showing a rerun episode of *The Waltons* (which still managed a 37 share to the Davis show's 35).

ITC in countdown for 'Space: 1999'

High-budget series on sale today; Mandell sees use in prime-access time or as backup for network dropout

A new one-hour space science-fiction TV series, billed as the most expensive in TV history, was announced last week by Independent Television Corp., which said it would start selling the series this week for showing this fall.

The series is *Space: 1999*, and Abe Mandell, ITC president, said its 24 one-hour episodes were produced in England with predominantly American talent at a cost of \$6.5 million, or more than \$250,000 per episode. If produced in the U.S., he ventured, the cost would have been closer to \$400,000 each.

Mr. Mandell was enthusiastic about the series both for its implications for

Wouldn't it be lovely. "Why can't the English?" Professor Higgins asked. Apparently most can and do, but in a recent report to the government-appointed committee to study the future of British broadcasting, a prominent British psychiatrist recommends that television show explicit sex scenes, with instructions and practical demonstrations, to combat frigidity and impotence. Dr. Richard Fox, broadcaster, author, consulting psychiatrist to the Samaritans social welfare organization and father of five, is of the televised - violence - breeds - violence school. It follows, he suggests, that healthy doses of sexual scenes "can lead to happier love lives. Love, in all its aspects, is a thing of which the modern world cannot have too much." Mary Whitehouse, general secretary of the British National Viewers and Listeners Association, disagrees. An opponent of permissiveness in programming on the home screen, she says "the idea of putting such explicit material on television is both irresponsible and silly."

prime-access time and as a challenge to network fare. He anticipated wide acceptance among stations for access scheduling—with 6:30 or 7 p.m. starts in view of the hour length—and also as a backup for any network prime-time entries that fail. He thought a number of stations would buy the series but delay starting it for a few weeks to see if any network series prove weak, then work it into the prime-time schedule as a substitute.

Mr. Mandell said *Space: 1999* had been in development for almost two years and that Sir Lew Grade, the British showman who heads the complex of which ITC is a part, had initially approved his recommendation of the project "only on one condition—that it be the best space science-fiction program ever produced for television."

The series is the first that ITC has specifically custom-tailored for American audiences, Mr. Mandell said, and also represents "the highest budget for an hour series that ITC has ever committed in 20 years of production."

It stars Martin Landau and Barbara Bain, who last worked together on the long-running *Mission: Impossible*, and Barry Morse, whose TV credits include a prominent role in *The Fugitive*. Mr. Mandell said science-fiction and TV writers were commissioned to submit scripts, George Bellak was retained as story editor, and Lee H. Katzin, Charles Crichton and other leading directors were hired to do episodes. Gerry and Sylvia Anderson are the producers. Fashion designer Rudi Gernreich created the costumes.

Mr. Mandell said the series has "more sets than any other television series ever had," including "new planets or locations" in every episode.

ITC is able to spend this kind of money on programming, far above average, Mr. Mandell explained, because ITC produces for and sells to countries around the

world and hence has a world market in which to recoup its costs. Italy's RAI TV system is associated with ITC in *Space: 1999*.

Mr. Mandell said his company would start selling *Space: 1999* today (Jan. 20) and that, unlike many syndicators with new product, would not make sales contingent on one or more of the network O&O groups' buying the series.

The story deals with an international group based on the moon, which is blasted out of earth's orbit by an atomic explosion and becomes in effect an interplanetary vehicle whose occupants search for a compatible planet and confront unknown forces.

News cues the music on New York FM show

Radio satire is alive and well and living in Long Island.

Every Monday through Friday, at about five minutes after midnight, WTFM-(FM) Lake Success, N.Y., (whose signal is picked up easily throughout the greater New York area) chimes in with *Fred Darwin's All-Electric Radio Hour*. The format of the show, which has been on the air for six months and runs about 30 minutes each night, consists basically of a straight news item (mostly correspondents' reports taken from that day's UPI Audio feed) followed by some bit of humorous commentary, usually in the form of an album cut of a popular show tune.

For example, the report of President Ford's pardon of Richard Nixon was followed by a lush arrangement of "What Can I Say, Dear, After I Say I'm Sorry." And the announcement of Wilbur Mills's resignation as chairman of the House Ways and Means Committee was backed by a full-throated baritone rendition of the title song from the Broadway musical "Fanny."

"It's like putting together an album every day," says Fred Darwin, who is nominally the news director of WTFM but who now spends his workdays gathering material for the satirical show. Mr. Darwin is a veteran radio newsman who for the past 10 years did nightly three-minute news commentaries for the station. He regards his *All-Electric Radio Hour* (so named because the show is often punctuated with Moog synthesizer versions of everything from Beethoven to Scott Joplin) as a sort of playful elaboration of those commentaries, with "special appeal to the after-midnight New York audience."

"The station has deliberately avoided doing any promotion or publicity," he says, "because my bosses want to see if the show can attract an audience on its own." The only ratings in so far, he says, show a doubling of WTFM's audience last July and August over the same period in 1973. If the fall ratings continue to show gains, WTFM's sales people will start going after "the audience-response accounts, the ones that the radio personality would read and would identify with," says Mr. Darwin.

WWJ-TV breaks ice

'Millionaire drawing' covered as sponsored programing

WWJ-TV Detroit lays claim to being the first broadcast outlet to take advantage of new legislation allowing broadcast of lottery information and advertising (BROADCASTING, Jan. 6).

The station broadcast the 16th "millionaire drawing" of the Michigan lottery, 7:30-8 p.m. on Jan. 13.

The fact that the "millionaire" phase of the lottery occurs only occasionally, and the size of the winnings involved prompted WWJ-TV to carry the proceeding as sponsored programing, but without any lottery advertising (still forbidden under the National Association of Broadcasters code). All spots for the half hour were sold out.

Future station plans for lottery broadcasts hinge on NAB board action on code revision. No lottery advertising has yet been sold on the station.



M...I...C... The Mickey Mouse Club, originally telecast on ABC-TV from 1955 to 1957, returns to stations in 54 markets today (Jan. 20). According to Stanley Moger, the executive vice president of SFM Media Service Corp., New York, which is bartering the 390 half-hours on behalf of Walt Disney Productions, the two national minutes on the series have already been sold for the first 26 weeks to: GAF Viewmaster, General Foods, Lakeside Mego toys, Nabisco, Colgate, Hasbro toys, Sunshine Biscuit and Kentucky Fried Chicken. The rate-card price for a national minute is \$10,000. The stations get the show free, and are given four minutes within each half hour to sell locally. Among the stations carrying the series five days a week (most of them in late-afternoon time periods) are WNEW(TV) New York, KTTV(TV) Los Angeles, WGN-TV Chicago, WKBS(TV) Philadelphia, WSBK(TV) Boston and CKLW-TV Windsor, Ont.-Detroit.



Shizuoka to Omaha. A cooperative agreement between KMTV(TV) Omaha and the Shizuoka Television Company, Shizuoka, Japan, for exchange of programs was reached in Tokyo late last year. Owen Saddler (l), executive vice-president and general manager of KMTV, and Morio Yokoyama (r), executive director of the Shizuoka station, concluded the agreement in a ceremony taped for broadcast over both stations. The program exchange, which was discussed during Mr. Saddler's State Department-sponsored trip to Japan, will include locally produced community affairs, news and special documentaries, with a personnel exchange between the two stations to begin this year.

Catholic ITFS network set to start Feb. 6

The newest network is CTN, Catholic Television Network, and its key station in Chicago is scheduled to begin broadcasting on Feb. 6.

Archdioceses and dioceses in nine other cities will participate in the network, bicycling programs to one another until a true network can be set up with a satellite, the possibilities of which are currently being explored by the San Francisco archdiocese which is using NASA facilities in California to test the concept.

All the stations broadcast on the instructional television fixed service frequency at 2.5 ghz, the same frequency currently being used by experimenters on the ATS-6 satellite beaming educational and health programming to schools in 15 states. The schools are equipped with \$4,000 antennas.

Charles Hinds, executive director of the Chicago station, said long-range plans call for the Chicago station to become the production house for the Catholic Church in North America, but there was so little software now that its immediate priorities were to produce educational and special programming for the archdiocese's 396 elementary schools, and priests, sisters, senior citizens and ethnic groups.

The other participating stations are operated by the archdioceses of New York, Boston, Detroit, Los Angeles, Milwaukee, and the dioceses of Brooklyn, Miami, and Rockville Center, N.Y.

Actors, writers have good year in residuals

Residual payments from TV collected by the Screen Actors Guild for the fiscal year that ended Oct. 31, 1974, were a record \$18.7 million, 16% more than the \$16.2 million for fiscal 1973. Coincidentally, the Writers Guild of America, West, has forecast that writers' residual

payments from TV may go as high as \$10.5 million.

SAG pointed out that the \$18.7 million to actors does include residuals for TV commercials. It further noted that it had collected a total of \$189.6 million in residuals in the last 21 years.

The breakdown of SAG TV collections for fiscal 1974:

	1974	1973
Domestic TV	\$12,800,000	\$11,000,000
Foreign telecasts	2,100,000	2,700,000
Theatrical movies to TV ..	3,800,000	2,500,000
Total	\$18,700,000	\$16,200,000

WGAW's prediction for writer residuals was based on a report for the first 11 months of 1974 that showed a 40.6% increase in payments from TV and a 57.6% jump in films-to-TV compared to the same period in 1973.

WGAW's breakdown for the 11 months of 1974:

	1974	1973
Television	\$8,262,138	\$5,877,178
Films to TV	1,552,535	985,095
Supplemental markets	14,229	—
Total	\$9,828,903	\$6,862,273

Top two out at WQIV

Starr Broadcasting's WQIV(FM) New York, which faces a license-renewal challenge over its format switch from classical music to progressive rock, was jolted last week by the resignations of its vice president and general manager, Allan J. Eisenberg, and its program director, Larry Miller.

None of the principals involved would go into details over the cause of the shake-up, which occurred nine weeks after the station adopted the new format. "It was a policy dispute," said Mr. Eisenberg. Another source close to the situation said the two men were "fired" in "a classic case of office politics."

Richard Oppenheimer, a senior vice president of Starr, has temporarily taken over as general manager, and Tom O'Hare, a WQIV disk jockey and former program director of KSAN(FM) San Francisco, will be the new program director.

A spokesman for the WNCN Listeners Guild said the WQIV managerial change is

"irrelevant" to the license challenge it intends to file in February, which will seek to return the station to its former format of classical music.

Making 'Good' better

Public Broadcasting's 60-minute health-education-and-entertainment series, *Feeling Good*, will be withdrawn from the network for retooling after the Jan. 29 episode. Produced by Children's Television Workshop (*Sesame Street*), the show will return April 2 in a new half-hour form, with the stress on one or two health topics instead of four or five, and will employ a regular host (to be announced). Budgeted at about \$7 million, the show is bankrolled by the Corp. for Public Broadcasting, Exxon Corp., Aetna Life & Casualty Co. and the Robert Wood Johnson Foundation.

Two against rerun limit

The CBS-TV Affiliates Association and the National Association of Television Program Executives, in comments filed with FCC, have objected to a proposed rulemaking that would restrict network reruns to 25% of all prime-time programming. Both associations charged the proposal was inspired out of the self-serving needs of a sagging Hollywood film industry as a device to secure better employment prospects, and bore no semblance to a public interest concern. The CBS affiliates added that any intrusion by the commission into this area would violate the First Amendment rights. Comments in proceeding are due Jan. 27; replies Feb. 24.

Program Briefs

An Avco for all seasons. Avco Broadcasting Co.'s WLWT(TV) Cincinnati, WLWD(TV) Dayton and WLWC(TV) Columbus, all Ohio, and company's WLW(AM) Cincinnati have signed three-year contract with new World Hockey League franchise, Cincinnati Stingers. Beginning next fall, minimum of 10 games will be telecast on WLWT and about half schedule on WLWD and WLWC. Full 78-game schedule will be broadcast on WLW which also originates local football Bengals and baseball Reds coverage.

Cursory Kerr. JWT Syndication, subsidiary of J. Walter Thompson, New York, will distribute new TV series of five-minute tips on cooking by Graham Kerr. Called *Take Kerr*, series is geared for Monday-through-Friday afternoon time slots. It has been sold in 43 markets so far, including WABC-TV New York, KABC-TV Los Angeles and WGN-TV Chicago.

At 94 mark. Paramount Television announced that its "Portfolio V" series of feature films is licensed to 94 markets, including 40 of top 50. Latest sales include WDSU-TV New Orleans, KQW-TV Portland, Ore., and WJAR-TV Providence, R.I.

Equipment maker wants out of the business

Sarkes Tarzian says economy precludes necessary outlays for research and development

Sarkes Tarzian Inc. plans to sell its broadcast equipment division or phase it out of existence.

Biagio Presti, division manager, said last week that negotiations were in progress "with several people" interested in buying the division, which is based in Bloomington, Ind. If the company is unable to sell the division, however, it will phase out its operations, Mr. Presti said.

He attributed the decision to the current economy and the expectation that for "the next couple of years or so" there will be "a dragging of feet" in capital investments. Actually, he said, the broadcast line has been and is selling well, but by its nature requires continuous development and research, which can be especially expensive when the economy produces a sales slowdown.

Mr. Presti emphasized that Tarzian's other divisions are not affected by the decision. These include TV and radio stations and the tuner, semiconductor and controls manufacturing divisions.

The broadcast division, in operation 23 years, manufactures TV production, switching, digital and related systems. Mr. Presti said delivery of the last orders is expected by April. But even if Tarzian does not find a buyer for the division, it will continue parts service "indefinitely."

He would not reveal the company's asking price for the division.

Tarzian's broadcast stations are WTTV-TV Bloomington-Indianapolis, WATI-AM Indianapolis, WTTN(AM) and WTTV-FM Bloomington and WPTH(FM) Fort Wayne, all in Indiana.

FTC finds regulation raises the rates for television-set repairs but doesn't stop fraud

A study prepared by the staff of the Federal Trade Commission concludes that licensing of television repairmen in New Orleans has not discouraged cheating on repairs and has contributed to higher repair bills.

Generally, repair prices ran 20% higher in New Orleans for the same job in 1973 than in San Francisco and Washington. Louisiana has a licensing system with entry into the TV repair business controlled by a board of practicing repairmen. California has a registration system, but unlike Louisiana, does not restrict entry into the business. California does have a repair services bureau which investigates allegations of fraud. Washington is completely unregulated.

To test the repair practices in the three markets, the FTC staff took identical, new, portable black-and-white sets, each

with a burned-out horizontal oscillating tube to 20 randomly selected shops in New Orleans and San Francisco, 21 in Washington. Although the repair only called for replacement of a single tube, the prices ranged from an average of \$20.76 in New Orleans to \$16.72 in San Francisco and \$16.65 in Washington.

The FTC staff study blames the Louisiana licensing system for the higher prices in New Orleans, concluding that the state's licensing procedures increase the cost of entering the repair business, reduce the number of repairmen in the state and hence produce higher prices for repairs.

In addition, the study found that 10 of the test shops in New Orleans and 10 in Washington claimed to have replaced parts or tubes that did not need replacing (called "parts fraud"). Only four in San Francisco performed and charged for unnecessary work. The reason for the lower incidence of parts fraud in San Francisco, according to the FTC staff report, is that the independent state Bureau of Repair Services performs unannounced investigations of TV repair dealers.

The staff study recommends that (1)

laws designed to curtail repair fraud should not permit the industry to regulate itself, (2) a testing laboratory should be part of any scheme to combat fraud, and (3) laws should be avoided that might restrict entry into the business or restrict "generally acceptable advertising."

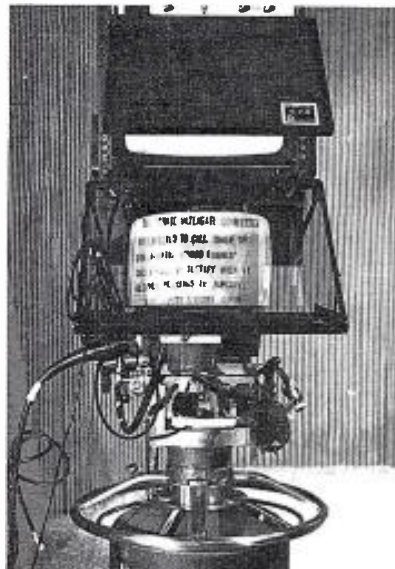
Set recall under way

Matshushita Electric Corp., which a month ago had been ordered by the Food and Drug Administration to correct a television set defect possibly causing dangerous levels of radiation, last week filed a recall plan for 407,000 sets sold under the names of Panasonic, Penncrest and Bradford.

In terms of dollar value, an agency spokesman said, it's the largest recall ever made through the FDA, which has jurisdiction over radiation problems in consumer items.

The action covers sets sold during the past three years that contain a component that can fail and emit X-rays at levels perhaps 20 times higher than the law permits.

The 104,000 Penncrest brand sets in-



New showcase. This prompting system, in use at some 225 U.S. TV stations plus ABC, CBS and NBC, made its White House debut last week in helping President Ford project his new move-around image as a speechmaker (see page 15).

Developed by Q-TV and called VPS-100 (for videoprompter system), it shows the TV speaker or newscaster his lines directly in front of the camera lens instead of off to one side, as in the case of the old electromechanical systems pioneered by Teleprompter—whose prompting division Q-TV acquired in 1962. Instead of requiring type large enough to be legible at a distance, VPS can use standard typewriter copy, which is scanned by vidicon camera as it passes through variable-speed transport (left). The images are fed to a monitor mounted atop studio camera (right), where a mirror arrangement known as the Q-Eyeline system optically superimposes the script onto a two-way glass in front of the taking lens.

Al Elsenberg, president of Q-TV, who invented and patented the VPS system, rehearsed its use with President Ford—who initially indicated he preferred the older, large-type electromechanical prompter system. (The latter, also provided by Q-TV, was used extensively by President Johnson, supplemented in his later White House years by a "bubble" which, installed over the script, made the letters appear still larger.)

The VPS system is priced from \$3,700 up, depending upon package components chosen, but Q-TV Sales Vice President George Andros says most stations have bought a two-prompter package at approximately \$5,000. The VPS is one of several prompting and production aids offered by Q-TV and Q-TV/Telesync, divisions of Q-Co. Industries Inc., New York.

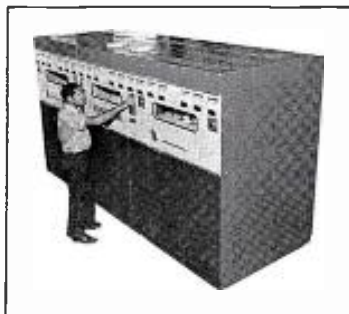
Old transmitters never die. In 1940 it was the very first high power, air cooled, 5 kw AM transmitter (with 1 kw cutback), sporting the designation "Westinghouse No. 1." Broadcasters came from all over the country—or so the story goes—to see it in operation at WPEN Philadelphia, which paid \$18,000 for the privilege of owning and operating this 9' x 6'6" x 30" piece of what is now broadcasting history. Today—despite "meeting FCC proof," coming complete with spare tubes and manuals and being available for the asking—WPEN General Manager Larry Wexler can't give it away. Or at least, he's been unsuccessful so far after offers to the Smithsonian, the Franklin Institute and an educational station. Anyone wanting to provide a happy home for Westinghouse 1—and a happy ending for Mr. Wexler's story—is asked to call 215 LOcust 4-6000.

involved were sold by the J. C. Penney Corp., and the 15,000 Bradford brand sets were sold by the W. T. Grant Co. The remainder involved in the recall were sold under the Panasonic label through private dealers.

The Matshushita Co. plans to contact its American distributors and through them the dealers who will try to compile a list of all owners. The owners will then be notified that they can bring their sets to designated locations for free corrections.

QUALITY TALKS FOR CJRP

Quebec City, Quebec



Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.

Continental Electronics

CONTINENTAL ELECTRONICS MFG. CO.
BOX 17040 DALLAS, TEXAS 75217

Technical Briefs

More studio mobility. Edcor has introduced ST-3PM-4 wireless video sound system for recording studio use. System consists of two solid-state units; ST-3 Sensatuner and PM-4 lavalier microphone, which together offer mobility of up to 200 feet from receiver during studio recording session. ST-3 unit features all transistorized FM circuitry to eliminate static and special noise squelch circuit to strike out background noise when microphone is not in use. ST-3 sells for \$286; PM-4 transmitter, featuring switches to lock receiver transmitter radio link and providing audio signal when desired, sells for \$274. 3030 Redhill Avenue, Costa Mesa, Calif. 92626.

From Belar. Belar Electronics Laboratory has announced AMN-2 AM modulation monitor, that incorporates modulation cancellation scheme to recover unmodulated carrier to which modulation peaks are referenced. AMN-2 additionally contains phase-linear filter to preclude overshoots when transmitter has built-in negative peak clipper. List price: \$850. P.O. Box 826, Devon, Pa. 19333. (215) 682-5550.

Two more. Raytheon Corp. has added two solid-state amplifiers in its microwave components line—model VXM-5007 for use in FDM/FM transmitters and for PSK microwave communications systems and model VCM-5001 designed to operate at high C-band (7.9 to 8.4 ghz). VXM-5007 unit provides output power of over 30 dbm with nominal input level of 3 dbm; VCM-5001 provides 14 db minimum gain with output at 5 watts minimum power. Raytheon Special Microwave Devices Operation, 130 Second Avenue, Waltham, Mass. 02154. (617) 733-4111.

RCA gear bought. KWTX-TV Waco, Tex., KLFX-TV Lafayette, La., and KXII-TV Sherman, Tex., have each ordered from RCA Broadcast Systems video-tape cartridge recorder and film-originating system. Entire order is valued at more than \$500,000.

Storm downs KSFY-TV

KSFY-TV Sioux Falls, S.D., is scheduled to return to the air today (Jan. 20) after being darkened for eight days when the tower it shared was blown down in a blizzard during the early hours of Jan. 11.

KELO-TV Sioux Falls, the other user of the 2,000-foot structure, reported it resumed telecasting at its scheduled sign-on Saturday morning by switching to its 1,500-foot standby tower. KELO-TV reported that its satellite stations, KDLO-TV Florence and KPLO-TV Reliance, both South Dakota, also suffered no loss of airtime.

Spokesmen for KSFY-TV and KELO-TV said that no exact estimates of the damages were available.

Channel 13 KSFY-TV is an NBC affiliate. Channel 11 KELO-TV is with CBS.

Broadcast Journalism

Tomorrow's view of TV news by today's anchormen

Cronkite forecasts 'retrieval sets' replacing on-air broadcasts; Snyder sees more independent feeds taking over from national networks in time

Although he told last Wednesday's (Jan. 15) New York gathering of the International Radio and Television Society that there aren't likely to be "dramatic" changes in the networks' regular evening newscast structures within the next five years or so, CBS anchorman Walter Cronkite foretold the day when, "a long blue sky away," news broadcasts would be replaced by "retrieval sets." News, he predicted, "may one day be offered on a computer retrieval basis" and "updated almost continuously." Instead of turning on the television set, a news-hungry individual would simply "punch out the news on a retrieval set." The news "wouldn't go out on the air at all."

Mr. Cronkite's remarks and those of Tom Snyder, WNBC-TV New York anchorman, and of Peter Jennings, ABC News correspondent and *AM America* co-host, were part of a newscasters' question-and-answer panel, an annual event at IRTS, moderated this year by Elie Abel, dean of Columbia University's journalism school. Mr. Snyder delivered more immediate predictions on the future of the network newscast: he sees "drastic" changes in the form of more broadcasts, and more closed circuit feed material for independent station insertion into locally produced newscasts. "The network newscast may become like the *Life* magazine of the networks," Mr. Snyder quipped. "Raw news service for independent station use" was projected as an alternative. In Mr. Snyder's view, influenced by his recent move to New York from Los Angeles (he continues to host the NBC-TV network late night news/talk show, *Tomorrow*), the network newscast should not be geared just to the Eastern time zones. "We may get away from just one network newscast for the entire U.S.," he said, to "possibly two or three."

Mr. Jennings stated that the network newscast is "part of the national fabric" and its "centralized authority" is a precious advantage. Mr. Cronkite agreed, decrying the "regionalism" that would result if newscasts were accepted at primarily the locally produced level.

Friendly urges broadcasting to broaden ethnic horizons; Dilday cited by Boston group

News seen only through whites' eyes can lead to a national tunnel vision, according to Fred W. Friendly, former president of CBS News, who told the third annual Boston Community Media Council meet-

ing (Jan. 9) that minority groups, which make up one-sixth of the American population, should be "sensitized" to broadcast opportunities.

Mr. Friendly, now the Ford Foundation's adviser on television and Edward R. Murrow professor at Columbia Journalism School, noted that there is a 10-year lag between identifying a young person with talent and getting him ready to be an executive, and that station executives who ask him to "find me a black news director by 5 p.m." are missing the equal opportunity point.

William H. Dilday Jr., former personnel manager for Boston's WGBH-AM-FM-TV and the first black general manager of NBC affiliate, WLBT-TV Jackson, Miss., was given an achievement award by the Boston media group. The council's executive director, Arthur Eskew, remarked on the occasion that minority groups must find ways to purchase radio-TV outlets. James Rowe, of WILD(AM) Boston, urged owners to "give us a chance" to buy when ready to sell.

Results inconclusive in new morning line-up

ABC-TV's 'AM America' rates on par with CBS-TV in New York, ahead of it in Los Angeles, but behind 'Today' in both before nationals come in

In its first week, ABC-TV's new two-hour morning show, *AM America*, outranked the *CBS Morning News* but hung behind NBC's *Today*, according to five-day averages of Nielsen ratings in New York and in Los Angeles. National figures were expected late last week. The week's average of overnights in New York (Jan. 6-10) gave the ABC program a 1.3 rating and 11 share; CBS a 1.2/11 and *Today* a 2.2/19. In Los Angeles, ABC did twice as well in the week's average, profiting from an already successful local KABC-TV show. *AM America* finished the week with a 2.7/17 on the West Coast; CBS managed a 1.7/11, and NBC had a 3.4/23, indicating the generally more avid morning network viewership in that market.

Compared to the averaged ratings from the four weeks previous to *AM America*'s premier Jan. 6, ABC did considerably better on the West Coast with *AM America* than with the *Ralph Story Show* (KABC-TV) in the same time slot, which had a 1.6/11 for the Dec. 9-Jan. 3 period. But the other two networks also improved their performance; CBS had garnered a 1.3/10 and NBC a 2.8/21, for the Dec. 9-Jan. 10 period, indicating that the new arrival stimulated morning TV viewership in general.

In New York, ABC showed the only significant improvement in the Jan. 6-10 week over the Dec. 9-Jan. 3 four-week average: A local WABC-TV show had pulled a .8/7; CBS a 1.3/11 and NBC a 2.5/22. After the *AM America* introduction, ABC-TV's share went up four points, NBC's went down three and CBS's stayed even.

For its second Monday (Jan. 13), *AM America* tied CBS in New York with a 1/9, behind *Today*'s 2.5/23.

Benjamin for Greenberg at 'CBS Evening News'

Cronkite's show has new executive producer from network documentary unit

A shake-up last week at the executive producer level of CBS News was reported to be something less than an earthquake. But the executive producership of the *CBS Evening News with Walter Cronkite* changed hands—from those of Paul Greenberg, now a documentary producer with *CBS Reports*, to Burton (Bud) Benjamin, senior executive producer and chief of *CBS Reports*, the network's prized documentary series now anchored by CBS correspondent Dan Rather.

Mr. Benjamin's achievements include *Peace and the Pentagon*, *The Rockefeller* and the special last June, *Solzhenitsyn*, the last two of which received Emmy awards. He joined CBS News in 1956 and was executive producer with the *Twentieth Century TV* series.

Succeeding Mr. Benjamin as head of the *CBS Reports* unit is another of the network's premier producers, Perry Wolff, with CBS News since 1947 and executive producer of such CBS-TV documentaries as the highly controversial *The Selling of the Pentagon* and *You and the Commercial* (which won last year's Columbia/duPont journalism award). He was also the executive producer for the first four editions of CBS's new occasional daytime news program, *Magazine*. That post will be taken over by John Sharnik, succeeding Mr. Wolff as executive producer of the unit producing CBS News specials and *Magazine*.

Journalism Briefs

How to cooperate. American Bar Association has published *Handbook on Voluntary Fair Trial—Free Press Agreements* to help groups draft such agreements in states where none exist. Handbook includes sampling of agreement texts that have been adopted jointly by bar, bench and news media in effort to

determine what information is appropriate for reporting and what might be prejudicial if released in crime news stories. Single copies are free; additional copies are \$3.50 each. *ABA Legal Advisory Committee on Fair Trial and Free Press*, 1155 East 60th Street, Chicago 60637.

Supporting the local sheriff. Police in New Haven, Conn. were able to apprehend a murder suspect last month through information supplied by WAVZ(AM), there. WAVZ News Director Jackson Kane had been informed of suspect's location and called police, which checked with Mr. Kane's informant and made arrest one hour later.

A TVN try-out with a satellite feed

INTV conventioners are given transmission demonstration

Television News Inc., which announced 11 days ago it intends to use a satellite for distribution of its news service (BROADCASTING, Jan. 13), treated potential customers at last week's convention of the Association of Independent Television Inc. to a demonstration of things-to-come: a via-satellite glimpse of the Super Bowl game and a message from FCC Commissioner Richard E. Wiley.

Station executives at the INTV meeting in Atlanta saw a video-tape sequence of the game played on Jan. 12 in New Orleans and a film of Mr. Wiley's remarks. They were fed to Atlanta by a Canadian satellite, Anik, and were picked up by an earth station belonging to Scientific-Atlanta.

Jack Wilson, president of TVN, reported during the demonstration that two stations, KBTU Denver and KTLA Los Angeles, have agreed to sign with TVN on its satellite news proposal. Another TVN official said more than 25 stations expressed interest in the plan and promised to discuss it further.

Several station executives questioned by BROADCASTING during the convention said they had some reservations. They noted that under TVN's plan, a station

Something special. Some of the television networks' anchormen and star correspondents were accorded blue-ribbon treatment by the White House in advance of President Ford's State of the Union address last Wednesday. The White House, as customary, provided a briefing for the White House press corps on the speech. It was held at 8:30 a.m. in the old Executive Office Building, next door to the White House, and some 200 showed up. But the briefing for the network personalities was different. Robert Mead, the former CBS News producer who is the President's television adviser, was aware that those personalities seldom if ever showed up for such briefings. So he suggested one of their own.

And it was really special. It began at the more civilized hour of 11 a.m., was held in the White House—the Roosevelt Room—and featured, in addition to such economic experts as Alan Greenspan, chairman of the Council of Economic Advisers; Frank Zarb, chief of the Federal Energy Office, and William Seidman, of the President's staff, the President himself. He walked in about 20 minutes after the briefing started, and answered questions on the record.

Those on hand were Eric Sevareid and George Herman of CBS; Tom Brokaw and Irving R. Levine of NBC; and Howard K. Smith, Harry Reasoner and Dan Cortz of ABC. The missing included the CBS and NBC early-evening anchormen, Walter Cronkite and John Chancellor, who are based in New York, as well as David Brinkley, NBC commentator, and Roger Mudd, CBS Congressional correspondent and Walter Cronkite substitute.

would have to commit for a six-year period and their pay-out would be over that span. They said that TVN has not given any "hard economic facts" on the cost. They speculated the service might cost considerably more if they are tied to a long-term agreement.

TVN, which said it will spend about \$11 million to construct earth stations in about 75 markets over the next 18 months, contends that over the long haul, TV stations will save money by switching from ground lines to the satellites. A TVN official countered the criticism of some stations by saying TVN has been setting costs "within limits" but will become more specific over the next few months.

Prices go up among Indians, too

Milwaukee newsman overcomes all, except the itching palm

By air, by land and by water went WITI-TV Milwaukee newsman Harry Bloom in quest of a film story. But the best he wound up with was a lesson: the Menominee Indians are much harder bargainers than their ancestor cousins on Manhattan.

The story Mr. Bloom sought was an interview with the 50 Menominees who took possession on New Year's Eve of the vacant monastery in Gresham, Wis., owned by the Alexian Brothers religious order. A state police and National Guard

barricade prevented newsmen and curiosity seekers from getting close to the armed Indians while negotiations were being conducted, but Mr. Bloom was not deterred.

First, he hired an airplane on Jan. 5 for some aerial shots of the monastery. The Federal Aviation Authority, which had imposed an emergency ban on the air space above the building, had him arrested shortly after he landed. No formal charges have yet been filed.

Silent footage of a building, however, is not much of a story, so Mr. Bloom went back the next day. He hired an Indian to lead him through the woods in knee-deep snow around the police cordon. Three hours later the pair was 100 yards from the monastery, but an uncrossable river forced them to plow downstream another half an hour before finding a tree that had fallen conveniently across the stream.

As they approached the monastery, Mr. Bloom's Indian guide gave an owl hoot to forestall their rifle fire, and some Indians appeared to escort them into the building. Mr. Bloom's hopes, however, began to sag when his \$10,000 film camera was taken from him and he was confined to a room for 12 hours.

The clincher was when the Indians said he could shoot film and interview them only for a price. Finally, he was led out to the police check point.

He made it back to the station in time for the 6 o'clock report, but with sketches, not film. The Indians still have the camera.

Is there room in this town for two country radio stations?

NBC's WMAQ Chicago gives up fight against WGN and switches to C&W, putting it up against WJJD

With the Jan. 15 introduction of country music formats at NBC-owned WMAQ-(AM)-WJOI(FM) Chicago, the nation's second largest city will have its first in-town battle for the C&W audience. Chicago's WJJD has been playing C&W for 10 years, and with great ratings success of late; and its new competition is trying a number of approaches to knock WJJD from its country prominence.

WMAQ's switch to C&W can be seen as part of a general livening-up of NBC Radio under the direction of Jack Thayer: NBC is reported to have rejected the C&W idea several years ago as not fitting in with the network's corporate image, but under Mr. Thayer, that image now seems more flexible.

One of his moves has been to bring in Charles Warner as WMAQ's general manager Oct. 1, 1974, and the C&W switch has been in development ever since. Under the direction of Mr. Warner and

The Incredible Time Machine

Meet the Schafer 903 . . .

The 903 schedules and plays your spots and PSA's by time, just like you do now in your manual operation.

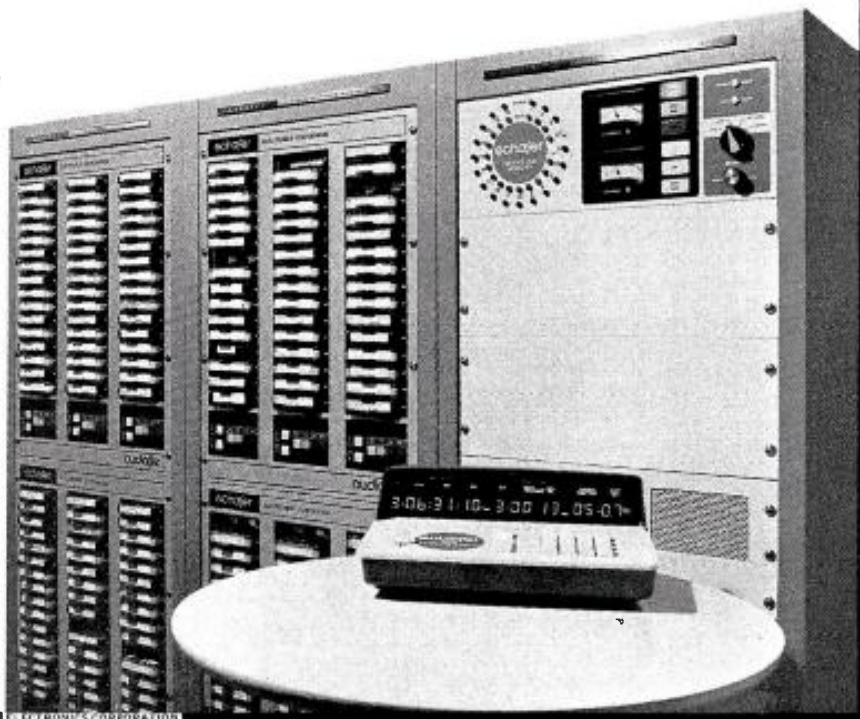
The 903 keeps your Program Director's format clock and music rotation separated from your spots and PSA's, which makes daily commercial entries virtually fool-proof.

The 903 is so simple to program that in the majority of stations, the traffic director does the daily schedule changes.

The 903 is totally expandable too, so you won't outgrow it. Schafer also guarantees the memory module itself for FIVE YEARS. Try it top that.

There's a lot more you should know about the Schafer 903. Give a call now or write for details today. Find out why the Schafer 903 is the one-and-only Incredible Time Machine.

**another
exclusive
from
schafer**



75 Castilian Drive • Goleta, California 93017 • (805) 968-0755

The Broadcasting Playlist™ Jan 20

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

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	3	1	2	1
7	2	Mandy (3:15) Barry Manilow—Arista	1	2	1	2
2	3	Laughter in the Rain (2:50) Neil Sedaka—Rocket	2	3	3	3
4	4	Please Mr. Postman (2:48) Carpenters—A&M	4	4	4	4
3	5	You're the First, the Last, My Everything (3:25) Barry White—20th Century	5	5	5	6
5	6	Kung Fu Fighting (3:18) Carl Douglas—20th Century	6	6	6	5
8	7	Cats in the Cradle (3:29) Harry Chapin—Elektra	7	8	7	10
9	8	Angie Baby (3:29) Helen Reddy—Capitol	8	7	9	7
6	9	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	9	11	8	11
18	10	Best of My Love (3:25) Eagles—Asylum	11	9	13	13
19	11	Doctor's Orders (2:56) Carol Douglas—RCA	13	15	10	8
10	12	I Can Help (2:57) Billy Swan—Monument	10	12	11	14
20	13	Morning Side of the Mountain (2:5) Donny & Marie Osmond—MGM	12	10	16	21
17	14	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	18	16	12	12
16	15	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	21	18	14	9
13	16	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	16	13	18	19
15	17	Only You (3:16) Ringo Starr—Apple	15	14	21	18
22	18	Pick Up the Pieces (3:00) Average White Band—Atlantic	17	21	15	16
12	19	Boogie on Reggae Woman (4:05) Stevie Wonder—Tamla	14	20	17	17
11	20	Junior's Farm (4:20) Paul McCartney & Wings—Apple	19	19	19	15
24	21	You're No Good (3:35) Linda Ronstadt—Capitol	23	17	24	24
26	22	Some Kind of Wonderful (3:16) Grand Funk—Capitol	22	23	20	22
14	23	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	20	24	23	23
21	24	Get Dancin' (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	24	22	22	19
25	25	Lady (2:58) Styx—Wooden Nickel	26	25	26	26
23	26	You Got the Love (2:54) Rufus—ABC/Dunhill	37	27	25	25
32	27	Lonely People (2:27) America—Warner Brothers	25	26	27	27
36	28	Black Water (3:53) Doobie Brothers—Warner Brothers	27	28	29	30
45	29	Fire (3:12) Ohio Players—Mercury	28	31	28	28
27	30	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	32	30	30	31
48	31	Sweet Surrender (2:50) John Denver—RCA	30	29	32	32
34	32	Rock & Roll (I Gave You the Best Years of My Life) (3:25) Mac Davis—Columbia	29	33	33	34
50	33	Sally G (3:25) Paul McCartney & Wings—Apple	31	32	34	33
29	34	Dancin' Fool (3:15) Guess Who—RCA	60	38	31	29
39	35	Ride'Em Cowboy (3:52) Paul Davis—Bang	34	34	37	37
38	37	Look in My Eyes Pretty Woman (3:40) Tony Orlando & Dawn—Arista	33	35	36	39
47	37	# 9 Dream (2:58) John Lennon—Apple	39	40	39	38
40	38	When a Child is Born (3:29) Michael Holm—Mercury	38	39	41	41
30	39	I Feel a Song (in My Heart) (2:48) Gladys Knight & the Pipps—Buddah	48	36	43	36
31	40	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	35	44	42	44
33	41	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	36	54	35	53

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
44	42	Free Bird (4:41) Lynyrd Skynyrd—MCA	52	42	38	35
75	43	Big Yellow Taxi (3:10) Joni Mitchell—Asylum	47	37	51	40
—	44	I'm a Woman (3:26) Maria Muldaur—Warner Brothers	46	41	49	42
71	45	Nightingale (3:32) Carole King—Ode	44	47	47	45
28	46	Tin Man (3:25) America—Warner Brothers	42	52	40	52
72	47	My Eyes Adored You (3:28) Frankie Valli—Private Stock	50	48	50	51
63	48	Ready (3:14) Cat Stevens—A&M	45	46	53	57
49	49	Dark Horse (3:52) George Harrison—Apple	43	49	56	50
64	50	Struttin' (2:38) Billy Preston—A&M	49	50	48	55
60	51	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	62	51	44	46
51	52	I Belong to You (3:12) Love Unlimited—20th Century	61	45	55	48
35	53	Longfellow Serenade (3:30) Neil Diamond—Columbia	41	65	46	70
41	54	Everlasting Love (2:20) Carl Carlton—Back Beat	40	77	45	74
—	55	You Are So Beautiful (2:39) Joe Cocker—A&M	53	53	54	58
59	56	Changes (2:32) David Bowie—RCA	58	60	52	47
42	57	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	71	43	69	43
43	58	Must of Got Lost (2:53) J. Geils Band—Atlantic	63	57	58	49
—	59	Ain't That Peculiar (2:45) Diamond Reo—Big Tree	67	55	57	54
70	60	Your Bulldog Drinks Champagne (3:29) Jim Stafford—MGM	51	59	59	63
58	61	Never Let Her Go (2:58) David Gates—Elektra	55	58	61	59
62	62	Ding Dong Ding Dong (3:12) George Harrison—Apple	54	63	60	60
67	63	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	57	56	64	61
65	64	The Entertainer (3:05) Billy Joel—Columbia	59	61	63	56
—	65	Poetry Man (3:15) Phoebe Snow—Shelter	64	62	65	62
69	66	I've Got the Music in Me (3:40) Kiki Dee—MCA	66	64	62	64
—	67	Up in a Puff of Smoke (3:20) Polly Brown—GTO	68	68	66	68
—	68	My Boy (3:25) Elvis Presley—RCA	69	66	72	69
—	69	Roll on Down the Highway (3:56) Bachman-Turner Overdrive—Mercury	*	70	68	65
52	70	Wishing You Were Here (2:54) Chicago—Columbia	73	67	73	66
—	71	I Am Love (5:30) Jackson Five—Motown	74	73	70	67
66	72	Promised Land (2:50) Elvis Presley—RCA	75	74	67	72
68	73	I Honestly Love You (3:35) Olivia Newton-John—MCA	70	72	74	75
—	74	Where Have They Gone (2:58) Jimmy Beaumont & the Skyliners—Capitol	*	69	71	71
—	75	If (3:06) Telly Savalas—MCA	65	71	*	*

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

Tracking the 'Playlist.' A number of singles compete for the top positions on this week's "Playlist," but two—Elton John's *Lucy in the Sky with Diamonds* and Barry Manilow's *Mandy*—establish themselves as the predominant "hot" records of the hour. Mr. Manilow's release makes an impressive jump from seven to two. The Eagles' *Best of My Love* would appear to be the strongest of the rest of the top 10, moving into the 10th position from 18. Carol Douglas's *Doctor's Orders* moves strongly up to 11, with Donny and Marie Osmond's *Morning Side of the Mountain* climbing to 13. The Average White Band may well achieve star status in both pop and R&B ranks with its instrumental, *Pick Up the Pieces*, still rising quickly at 18. Linda Ronstadt begins a national tour with her hottest single as a solo performer, *You're No Good*, rising to 21. Crossover action is helping three bolted releases in the middle range of the chart: *Fire*, by the Ohio Players, is receiving heavy R&B airplay; *Sweet Surrender* is also benefiting from MOR play; and Paul McCartney & Wings' *Sally G* (the most successful flip side in recent memory) is receiving country attention. The three are at 29, 31, and 33 respectively. Also moving upward at rapid rates are John Lennon's #9 *Dream*, bolted at 37; Joni Mitchell's *Big Yellow Taxi*, bolted at 43, and the week's greatest gainer, Maria Muldaur's *I'm a Woman*, which enters the "Playlist" bolted at 44. Carole King's *Nightingale*, an already-successful follow-up to *Jazzman*, jumps from 71 to 45, with Frankie Valli's comeback single, *My Eyes Adored You*, moving up in impressive fashion to 47. Cat Stevens's uptempo *Ready* is also bolted, at 48. A hot week for A&M Records continues with Billy Preston's *Struttin'* and Joe Cocker's *You Are So Beautiful* bolted at 50 and 55 respectively. Jim Stafford has convinced several more stations that his *Bulldog Drinks Champagne* is worthy—it's bolted at 60. New additions to the chart include a heavy rendition of Marvin Gaye's *Ain't That Peculiar* by a group called Diamond Reo, bolted at 59, and FM favorite Phoebe Snow's *Poetry Man*, bolted at 65. Also making initial chart appearances are *Up in a Puff of Smoke* by Polly Brown; *My Boy* from Elvis Presley; *Roll on Down the Highway* by Bachman-Turner Overdrive; *I Am Love*, a popular disco album cut from the Jackson Five; and *Where Have They Gone* by Jimmy Beaumont and the Skyliners.

program director Lee Sherwood, WMAQ's format will be closest C&W approximation to date of the tight playlists that dominate top-40 radio. WJOL will employ TM Productions' (Dallas) automated country format, with little of the NBC budget expected to go to publicizing the FM operation.

The reasons for choosing country are several. As an MOR station, WMAQ was in direct competition with WGN(AM), and not faring at all well. As a C&W station, ratings competition with WGN (and with Chicago's two contemporary powers, WLS(AM) and WCFL(AM), will continue, but Mr. Warner feels that country will provide a stronger medium. "Obviously, one of the reasons we feel we can do better is those 50,000 watts clear channel," Mr. Warner stated. WMAQ booms into 38 states at night, and the station feels its small-town leverage will be important to advertising sales outside of Chicago.

Part of Mr. Warner's strategy has been some talent raiding from his proved country competition. WJJD's Bill Coffey will now be doing midday for WMAQ, and Fred Sanders from WJJD will also be joining the station. Additionally, Corky Mayberry from KLAC Los Angeles (himself a former country disk jockey of the year) is being brought in for afternoon drive. The station is still conducting a much-publicized talent hunt for a woman to fill the 7 p.m.-midnight shift. Whoever she is, she will be the first major-market female C&W air personality.

NBC is prepared to back up its ambitious venture with a well financed publicity campaign. The station has budgeted \$250,000 for advertising in the first quarter of 1975, with heavy television and newspaper buys already in effect.

No such publicity campaign is expect-

ed at WJJD, which has maintained a low profile throughout the local uproar that has accompanied WMAQ's switch. The station has hardly been out of the news, however: "We've received more good publicity in the last two months than in 10 years of our country-and-western format," asserted WJJD General Manager George Dubinetz. While conceding that "the product is so big and so popular, there might be room for a couple of stations" in the market, Mr. Dubinetz gives nothing away to his well-financed competition. He notes that adult audiences—among whom WJJD is at its strongest—are less fickle than teens, who seem willing to switch at the drop of a promotion campaign. "We've taken 10 years to build the audience we have," he said, and he doesn't expect to lose it quickly—or slowly. WJJD will celebrate its 10th anniversary in a modern country format next month, and some sort of birthday promotion is envisioned, but the station claims it would have done exactly the same without new competition.

With WMAQ's air line-up not yet solidified, and the publicity campaigns for both sides yet to develop fully, it will likely be some months before an accurate picture of winner and loser can be had. The one sure winner, in any case, is the record industry: Sales have been good on C&W product in Chicago, and with twice as much air time about to be given the genre, those sales should increase.

Breaking In

Roll On Down the Highway—Bachman-Turner Overdrive (Mercury) ■ They started as members of the Guess Who, and moved on to a short-lived band called Brave Belt, but Canada's leading rockers now seem firmly established as

BTO. Their *You Ain't Seen Nothin' Yet* is just now fading from the charts, and this follow-up has been quick to replace it. Few groups can make hits out of "road songs" these days, but BTO will likely do so with their now-familiar heavy stamp. They convinced an impressive list of major top-40 stations of the single's quality last week, including WQXI(AM) Atlanta, WIXY(AM) Cleveland, KJR(AM) Seattle and KILT(AM) Houston.

I Love—Jackson Five (Motown) ■ The original Motown bubblegum group has long since achieved respectability, even among FM progressives, and this, their first chart maker since last year's *Dancin' Machine*, will offer program directors a choice: Part I, the "A" side, is 5:30 in length, while Part II is a more top 40-oriented 2:26. It has been added by KJR(AM) Seattle and KILT(AM) Houston.

Movin' On—Bad Company (Swan Song) ■ The latest of Atlantic's composite super groups was quick to establish itself as a favorite of both AM and FM listeners with its first album and the single from it, *Can't Get Enough*, last fall. This second release from that LP was written by Mick Ralphs, formerly with Mott the Hoople, and features the driving beat of most of Mott's material. It has been added by KIMN(AM) Denver and WJET(AM) Erie, Pa.

Books

Radio Broadcasting: An Introduction to the Sound Medium. Edited by Robert L. Hilliard. Hastings House Publishers, New York. \$10.95 cloth, \$6.95 paper.

This is a revised and enlarged second edition of an authoritative text on radio broadcasting. Mr. Hilliard's book contains seven updated chapters on various elements of radio, designed for the student rather than for the casual reader. The book covers the history of radio, basic FCC regulations and writing and production techniques for news and programming, with analyses of format, and management and sales principles.

Rooms with No View. Compiled by Media Women's Association. Ethel Strainchamps, editor. 333 pages. Harper & Row. \$5.95.

This "woman's guide to the man's world of the media" contains frank, sometimes anonymous, discussions of their jobs by 65 women employed in the publishing and television industries. Wire services and newspapers emerge as most enlightened in hiring and promotion policies; the networks were ranked equally as having made "token" advances in equal opportunities for women.

The Video Primer By Richard Robinson, Links Books, New York, \$7.95.

Books that try to "tell it all" about one field or another often fall short of their goals, but Mr. Robinson's print effort at covering an electronic medium manages to squeeze discussions of a range of topics between two covers. His book is an exhaustive assemblage of information on video equipment and production, and on



THE ULTIMATE ADVENTURE SERIES

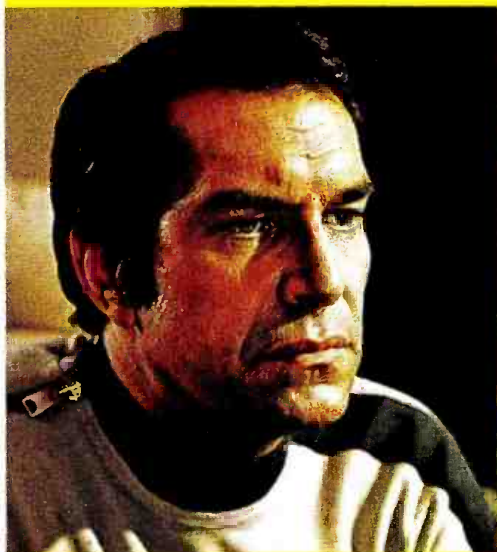
SPY

Starring

MARTIN LANDAU and BARBARA BAIN

Also starring

BARRY MORSE

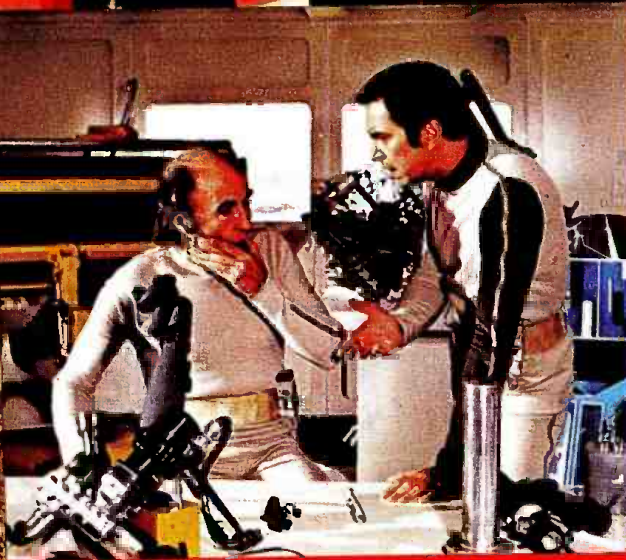


**THE MOST SPECTACULAR AND EXPENSIVE
EVER PRODUCED FOR TELEVISION**

AGE: 1999



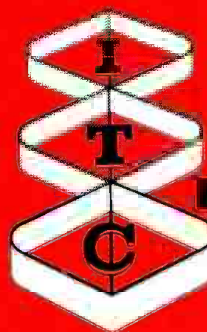
SPACE SCIENCE FICTION SERIES



**24 FIRST-RUN HOURS
IN COLOR**

SPACE: 1999

**THE ULTIMATE
ADVENTURE SERIES**



**INDEPENDENT
TELEVISION
CORPORATION**

AN  COMPANY

the concepts behind them, designed for an age when home video equipment is becoming more and more common. The author has for some years been immersed in rock and electronic media, writing for various music magazines and producing such artists as Lou Reed. While the book is apparently meant for the do-it-yourself videophile, it is also of interest for those curious about the workings of the medium.

How to Protect Your Rights in Television and Radio. By Ralph M. Jennings, and Pamela Richard, Office of Communication, United Church of Christ, New York. 167 pages, \$5.50.

The writers offer a detailed, step-by-step guide on how citizens can be involved in commercial broadcasting. Included are sample FCC forms, agreements between citizen groups and stations and lists of organizations offering assistance to citizens wishing to organize against a license renewal. Such specifics as the personal-attack rule, the AM-FM duplication rule, false advertising and children's programs are covered.

Tape: A Radio News Handbook. By F. Gifford, Box 497, Mesquite, Tex. \$1.75.

Mr. Gifford's work is a basic how-to manual for use of tape in radio news. It covers basics of recording, dubbing and splicing, as well as use of telephone in tape newsgathering. The manual goes on to discuss various uses of tape in news broadcasts. The author is a newsman with KXYZ(AM) Houston.

Financial Briefs

Josephson splits. Marvin Josephson Associates, New York, diversified entertainment and leisure company, will authorize two-for-one split in company stock and will change state of incorporation from New York to Delaware. "Now that the Creative Management Associates (CMA) merger has been completed (BROADCASTING, Nov. 11, 1974)," said Board Chairman Marvin Josephson, "we thought this should be reflected by an increase in the number of outstanding shares." Company currently has 829,150 shares outstanding.

Blair sells. John Blair & Co., major station representative, has sold National Order Systems Inc., New York, telephone order-processing system, and NOSI's book and record-buying service for consumers, known as Books by Phone, to Larry Schwartz, NOSI founder and president. Blair spokesman said Blair provided financing for NOSI last May and that sale now to Mr. Schwartz was permitted under that contract. Sales price was not disclosed.

Avco foresees loss. Preliminary estimates by Avco Corp. predict net loss of \$15 to \$20 million for fiscal year ended Nov. 30. Final results for fiscal 1974 will be announced in early February. Loss reflects write-off of assets by Carte Blanche Corp. (91% owned subsidiary), previously announced loss of \$11 million on sale of Avco Savings & Loan Associa-

tion, adjustments of \$15 million in valuations of securities held for investment and \$5 million resulting from revised accounting principles for research and development costs. Payment of regular quarterly dividends on preferred shares was suspended by board in September.

Inflation footnote. RCA Corp. reports it is adopting "last in, first out" (LIFO) method of accounting, under which cost of goods sold is based on most recent prices for raw materials. It will be applied in RCA domestic manufacturing operations where inventory has been shown to be influenced significantly by inflationary prices trends. New procedure is expected to reduce RCA's reported earnings per share by estimated 25 cents for 1974.

Longer term. Conrac Corp., New York, has announced \$10,000, 15-year loan arrangement whose proceeds will replace existing bank loan of shorter maturity. Two-part financing consists of loan agreement with John Hancock Mutual Life Insurance Co., coupled with term loan with equipment maker's commercial banks. Senior notes purchased by insurance company are due 1990, while bank loan will mature in 1980. Principal payments under financing plan will be approximately equal over 15-year term and will reduce Conrac's funding requirements by \$2.6 million over next three years. President Donald H. Putnam noted net effect of refinancing would push shorter-term maturities out as far as 15 years.

Broadcasting's index of 136 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Jan. 15	Closing Wed. Jan. 8	Net change in week	% change in week	High 1974-75	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	15 1/8	13 3/4	+ 1 3/8	+ 10.00	28 3/8	12 3/8	5	17,186
CAPITAL CITIES	CCB	N	23 3/4	23	+ 3/4	+ 3.26	39 1/4	19 1/2	9	7,164
CBS	CBS	N	31 5/8	29 3/4	+ 1 7/8	+ 6.30	40	25	9	28,092
CONCERT NETWORK*	O		1/8	1/8		.00	7/8	1/8		2,200
COX	COX	N	12 1/4	12 1/4		.00	19 3/8	9 3/8	6	5,831
GROSS TELECASTING	GGG	A	7 7/8	7 1/2	+ 3/8	+ 5.00	13 5/8	6 3/8	5	800
LIN	LINB	D	3 1/8	2 7/8	+ 1/4	+ 8.69	6 3/4	2	3	2,297
MOONEY*	MOON	O	1 1/2	1 1/4	+ 1/4	+ 20.00	3 5/8	1	4	385
RAHALL	RAHL	O	2 1/4	2 3/8	- 1/8	- 5.26	6	1 3/4	5	1,297
SCRIPPS-HOWARD	SCRIP	O	14 3/4	14 1/4	+ 1/2	+ 3.50	17 1/2	13 1/2	6	2,589
STARR	SBG	M	3 1/4	3 1/4		.00	9	3 1/4	3	1,096
STORER	SBK	N	12 1/2	13 1/4	- 3/4	- 5.66	17 3/8	10 7/8	4	4,725
TAFT	TFB	N	14 1/4	13 1/4	+ 1	+ 7.54	23 3/8	10 3/4	5	4,011
WOODS COMM.*	O		5/8	5/8		.00	1	1/4	5	292
TOTAL									77,965	1,565,318

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1 1/8	7/8	+ 1/4	+ 28.57	2 1/2	3/4	5	1,259	1,416
AVCO	AV	N	3 3/8	2 1/2	+ 7/8	+ 35.00	8 7/8	2 1/8	9	11,481	38,748
BARTLETT MEDIA	BMC	A	1 1/2	1 3/8	+ 1/8	+ 9.09	2 3/8	5/8	2	2,257	3,385
JOHN BLAIR	BJ	N	4 1/2	4 5/8	- 1/8	- 2.70	7 1/2	3 1/2	5	2,403	10,813
CAMPTOWN IND.***	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	2 3/8	3	- 5/8	- 20.83	4 1/4	1 1/2	6	4,162	9,884
COMBINED COMM.	CCA	A	5 1/8	5 1/8		.00	13	5 1/8	3	4,603	23,590
COWLES	CWL	N	4 3/4	4 1/8	+ 5/8	+ 15.15	7 1/8	3 7/8	6	3,969	18,852
DUN & BRADSTREET	DNB	N	20 1/4	20 3/8	- 1/8	- .61	36	14 5/8	13	26,555	537,738
FAIRCHILD IND.	FEN	N	5 1/2	4 5/8	+ 7/8	+ 18.91	6 3/4	3 3/4	7	4,550	25,025
FUQUA	FQA	N	4 1/2	4 1/8	+ 3/8	+ 9.09	10 3/4	3 1/8	4	7,273	32,728
GANNETT CO.	GCI	N	27	26 1/8	+ 7/8	+ 3.34	38 1/4	20 1/2	18	21,080	569,160
GENERAL TIRE	GY	N	12 1/4	11 1/8	+ 1 1/8	+ 10.11	18 1/4	10 1/4	3	21,096	258,426
GLOBETROTTER	GLBTA	O	1 1/4	1 1/4		.00	4 3/4	7/8	3	2,731	3,413

Stock symbol	Exch.	Closing Wed. Jan. 15	Closing Wed. Jan. 8	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
GRAY COMMUN.*	O	6	6		.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N 7 5/8	6 1/2	+ 1 1/8	+ 17.30	14 1/4	6	5	4,340	33,092
JEFFERSON-PILOT	JP	N 31 1/2	31 3/4	- 1/4	- .78	38 1/4	20 1/2	13	24,188	761,922
KAISER INDUSTRIES*	KI	A 5	4 3/4	+ 1/4	+ 5.26	8 1/2	4 1/4	2	27,487	137,435
KANSAS STATE NET.*	KSN	O 3 1/4	3 1/8	+ 1/8	+ 4.00	3 7/8	2 3/4	6	1,741	5,658
KINGSTIP	KTP	A 2 3/8	2 1/4	+ 1/8	+ 5.55	6 3/4	1 1/2	7	1,154	2,740
LAMB COMMUN.***	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A 12	12 3/8	- 3/8	- 3.03	16 1/4	10 3/4	7	3,352	40,224
LIBERTY	LC	N 9 1/8	8 1/2	+ 5/8	+ 7.35	15 5/8	7 1/8	4	6,632	60,517
MCGRRAW-HILL	MHP	N 7 1/2	7 1/8	+ 3/8	+ 5.26	9	5 1/2	6	23,291	174,682
MEDIA GENERAL	MEG	A 21 1/4	18 1/2	+ 2 3/4	+ 14.86	26 1/2	15 1/2	9	3,552	75,480
MEREDITH	MDP	N 9 1/8	9 1/4	- 1/8	- 1.35	11 3/8	8	3	2,978	27,174
METROMEDIA	MET	N 5 3/4	5 3/8	+ 3/8	+ 6.97	10 5/8	4 1/2	5	6,447	37,070
MULTIMEDIA	MMD	O 9 1/2	9	+ 1/2	+ 5.55	14 1/4	8 3/4	6	4,388	41,686
NEW YORK TIMES CO.	NYKA	A 8 3/4	7 1/2	+ 1 1/4	+ 16.66	13 3/4	6 7/8	5	10,231	89,521
OUTLET CO.	OTU	N 9 7/8	10	- 1/8	- 1.25	10	7	4	1,379	13,617
POST CORP.	POST	D 5 1/4	5 1/4		.00	16 1/2	4 3/4	4	882	4,630
PSA	PSA	N 4 3/4	4 1/2	+ 1/4	+ 5.55	10	3 3/4	5	3,181	15,109
REEVES TELECOM	RBT	A 1 1/8	7/8	+ 1/4	+ 28.57	1 3/4	5/8	19	2,376	2,673
RIDDER PUBLICATIONS	RPI	N 10 1/2	10 1/2		.00	16 5/8	9 1/4	7	8,305	87,202
ROLLINS	ROL	N 12	12		.00	19 3/4	6 1/2	10	13,341	160,092
RUST CRAFT	RUS	A 6	5 3/4	+ 1/4	+ 4.34	10 1/4	5 1/8	5	2,341	14,046
SAN JUAN RACING	SJR	N 6 3/4	6 1/8	+ 5/8	+ 10.20	13 3/8	5 1/2	5	2,509	16,935
SCHERING-PLOUGH	SGP	N 48	49 5/8	- 1 5/8	- 3.27	74 3/8	44 3/4	22	53,823	2,583,504
SONDERLING	SDB	A 5	4 5/8	+ 3/8	+ 8.10	10	3 1/2	3	747	3,735
TECHNICAL OPERATIONS	TO	A 2 7/8	2 5/8	+ 1/4	+ 9.52	6 3/4	2 3/8	3	1,344	3,864
TIMES MIRROR CO.	TMC	N 13 1/8	12 1/4	+ 7/8	+ 7.14	17 5/8	9 1/4	7	31,385	411,928
TURNER COMM.***	D	3 3/8	3 3/8		.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A 19	18 3/8	+ 5/8	+ 3.40	24 3/8	14 3/4	6	4,750	90,250
WOMETCO	WDM	N 7 7/8	7 3/8	+ 1/2	+ 6.77	10 1/4	6 1/4	6	5,985	47,131
TOTAL									369,009	6,483,313

Cablecasting

AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8	1,200	300
AMER. ELECT. LABS	AELBA	O	5/8	5/8		.00	2 1/8	1/2	1,672	1,045
AMERICAN TV & COMM.	AMTV	O	8 1/4	6 1/4	+ 2	+ 32.00	19 1/4	5 1/2	3,292	27,159
ATHENA COMM.***	D	1/8	1/8		.00	1 1/4	1/8		2,374	296
BURNUP & SIMS	BSIM	O	3 5/8	3	+ 5/8	+ 20.83	24 1/8	2 1/2	7,933	28,757
CABLECOM-GENERAL	CCG	A	2 1/8	2	+ 1/8	+ 6.25	4 1/2	1 1/2	2,560	5,440
CABLE FUNDING*	CFUN	O	5	4 3/4	+ 1/4	+ 5.26	7 3/8	3 7/8	1,121	5,605
CABLE INFO.**	O	1/4	1/4		.00	1 1/4	1/4	1	663	165
CITIZENS FIN.**	CPN	A	1 5/8	1 1/4	+ 3/8	+ 30.00	4 1/4	7/8	2,697	4,382
COMCAST*	D	1 1/4	1 1/4		.00	2 1/2	3/4	5	1,705	2,131
COMMUNICATIONS PROP.	CDMU	O	1 3/8	1 3/8		.00	3 3/8	1	4,761	6,546
COX CABLE	CXC	A	5 1/4	4 5/8	+ 5/8	+ 13.51	15 1/4	3 3/4	3,560	18,690
ENTRON*	ENT	O	1/2	1/2		.00	7/8	3/8	1,358	679
GENERAL INSTRUMENT	GRL	N	5 5/8	5/8	+ 5	+ 800.00	17 1/8	5/8	7,060	39,712
GENERAL TV*	O	3/8	3/8		.00	1 1/2	3/8	19	1,000	375
SCIENTIFIC-ATLANTA	SFA	A	5 3/8	4 7/8	+ 1/2	+ 10.25	9 1/2	4	963	5,176
TELE-COMMUNICATION	TCOM	O	1 3/4	1	+ 3/4	+ 75.00	5 3/4	7/8	5,181	9,066
TELEPROMPTER	TP	N	3	1 7/8	+ 1 1/8	+ 60.00	8 1/4	1 3/8	16,013	48,039
TIME INC.	TL	N	29 5/8	29 3/4	- 1/8	- .42	40 1/4	24 7/8	9,957	294,976
TOCOM*	TOCM	O	2	2		.00	4 7/8	1 7/8	634	1,268
UA-COLUMBIA CABLE	UACC	O	5	4 5/8	+ 3/8	+ 8.10	6	3 3/4	1,795	8,975
UNITED CABLE TV CORP	UCTV	O	1 3/8	1 3/8		.00	4 5/8	1/4	1,879	2,583
VIACOM	VIA	N	3 3/8	3 1/4	+ 1/8	+ 3.84	7 1/2	2 5/8	3,850	12,993
VIKOA**	VIK	A	1	3/4	+ 1/4	+ 33.33	4	1/2	2,534	2,534
TOTAL									85,762	526,892

Programming

COLUMBIA PICTURES	CPS	N	2 3/4	2 7/8	-	1/8	-	4.34	4 3/4	1 5/8	12	6,748	18,557
DISNEY	DIS	N	27 3/4	23 1/8	+	4 5/8	+	20.00	54 1/2	18 3/4	17	29,738	825,229
FILMWAYS	FWY	A	3	2 7/8	+	1/8	+	4.34	6	2 1/8	4	1,812	5,436
FOUR STAR			1/8	1/8				.00	1 3/8	1/8		666	83
GULF + WESTERN	GW	N	24 5/8	24 3/8	+	1/4	+	1.02	29 1/8	18 3/8	4	15,553	382,992
MCA	MCA	N	29 1/4	28 1/4	+	1	+	3.53	29 1/4	19 1/4	5	8,465	247,601
MGM	MGM	N	17 1/8	17 1/4	-	1/8	-	.72	17 5/8	9 1/4	4	5,854	100,249
TELE-TAPE****	O		1/8	1/8				.00	3/4	1/8		2,190	273
TELETRONICS INTL.*	O		1 1/2	1 1/2				.00	4 1/8	1 1/4	3	943	1,414
TRANSAMERICA	TA	N	7 1/8	6 5/8	+	1/2	+	7.54	10 3/8	5 1/2	8	65,025	463,303
20TH CENTURY-FOX	TF	N	6 1/8	6 1/2	-	3/8	-	5.76	9 1/8	4 1/2	16	7,532	46,133
WALTER READE**	WALT	O	1/4	1/4				.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	9 3/4	9	+	3/4	+	8.33	18 1/2	6 7/8	4	16,317	159,090
WRATHER	WCO	A	2 3/8	2	+	3/8	+	18.75	8 1/8	1 1/4	30	2,229	5,293
TOTAL											167,539	2,256,769	

Service

BBDO INC.	O	11 5/8	11 1/4	+	3/8	+	3.33	14 1/4	10	5	2,513	29,213	
COMSAT	CO	N	30 3/4	29 7/8	+	7/8	+	2.92	40 3/8	23 3/4	7	10,000	307,500
CREATIVE MANAGEMENT	CMA	A	5 7/8	5 7/8			.00	7 1/4	3	6	1,016	5,969	
DOYLE DANE BERNBACH	DOYL	O	6 5/8	6 1/4	+	3/8	+	6.00	11 1/2	5 5/8	4	1,796	11,898
ELKINS INSTITUTE**	ELKN	O	1/8	1/8			.00	5/8	1/8		1,897	237	
FOOTE CONE & BELDING	FCB	N	6 3/8	6 3/8			.00	11 1/4	5 3/8	5	2,046	13,043	
GREY ADVERTISING	GREY	O	5 3/4	5 5/8	+	1/8	+	2.22	8 3/8	5 5/8	3	1,255	7,216
INTERPUBLIC GROUP	IPG	N	10	9 3/8	+	5/8	+	6.66	13	8 1/8	4	2,319	23,190
MARVIN JOSEPHSON*	MRVN	O	6 1/2	5 1/2	+	1	+	18.18	8 1/2	3 1/4	4	802	5,213
MCI COMMUNICATIONS	MCIC	O	2	1 7/8	+	1/8	+	6.66	6 1/2	1	13,309	26,618	
MOVIELAB	MOV	A	3/4	5/8	+	1/8	+	20.00	1 5/8	1 1/2	5	1,407	1,055

	Stock symbol	Exch.	Closing Wed. Jan. 15	Closing Wed. Jan. 8	Net change In week	% change In week	High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
MPO VIDEOTRONICS	MPO	A	1 1/8	1	+	1/8	+	12.50	2 5/8	1	539	606	
NEEDHAM, HARPER	NDHMA	O	4	4				.00	7 1/2	3 5/8	918	3,672	
A. C. NIELSEN	NIELB	O	10 3/8	10	+	3/8	+	3.75	28	7 3/8	10	10,598	109,954
OGILVY & MATHER	OGIL	O	11 1/2	11 1/4	+	1/4	+	2.22	17 1/4	10	4	1,807	20,780
PKL CO.***	PKL	O	1	1				.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	5 5/8	6	-	3/8	-	6.25	12	4 1/4	17	2,624	14,760
UNIVERSAL COMM.***	O		1/8	1/8				.00	3/4	1/8		715	89
TOTAL										56,379	581,831		
Electronics													
AMPEX	APX	N	2 7/8	2 5/8	+	1/4	+	9.52	4 7/8	2 1/4	3	10,885	31,294
CCA ELECTRONICS*	CCAE	O	1/8	1/8				.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 5/8	1 1/8	+	1/2	+	44.44	2 1/8	1	7	2,324	3,776
COHU, INC.	COH	A	2	1 1/4	+	3/4	+	60.00	3 7/8	1 1/4	8	1,619	3,238
CONRAC	CAX	N	14 3/8	13 5/8	+	3/4	+	5.50	21	10	6	1,261	18,126
GENERAL ELECTRIC	GE	N	36	33 3/4	+	2 1/4	+	6.66	65	30	11	181,988	6,551,568
HARRIS CORP.	HRS	N	15 3/8	14 3/4	+	5/8	+	4.23	33 1/2	13 1/8	5	6,204	95,386
INTERNATIONAL VIDEO	IVCP	O	1 1/2	1 1/2				.00	7 1/2	1 1/4	19	2,730	4,095
MAGNAVOX	MAG	N	4 7/8	4 5/8	+	1/4	+	5.40	9 7/8	3 3/4	14	17,799	86,770
3M	MMM	N	46 1/2	44 1/8	+	2 3/8	+	5.38	80 1/2	44 1/8	17	113,729	5,288,398
MOTOROLA	MOT	N	37 3/4	34 5/8	+	3 1/8	+	9.02	61 7/8	34 1/8	12	28,053	1,059,000
OAK INDUSTRIES	OEN	N	6 1/4	6 1/2	-	1/4	-	3.84	12 7/8	5 1/4	2	1,639	10,243
RCA	RCA	N	11 7/8	11 1/8	+	3/4	+	6.74	21 1/2	9 7/8	6	74,463	884,248
ROCKWELL INTL.	RDK	N	20 1/2	19 3/4	+	3/4	+	3.79	28 3/8	18 3/8	5	30,768	630,744
RSC INDUSTRIES	RSC	A	2	1 5/8	+	3/8	+	23.07	2 1/8	1/2	7	3,458	6,916
SONY CORP.	SNE	N	5 3/8	5 3/8				.00	29 7/8	4 3/4	10	165,625	890,234
TEKTRONIX	TEK	N	19 5/8	18 1/2	+	1 1/8	+	6.08	47 3/4	18 1/2	8	8,651	169,775
TELEMATION	TMT	O	1	1				.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.*	O		6	6				.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	6 7/8	6 3/4	+	1/8	+	1.85	13 1/4	6	6	6,617	45,491
WESTINGHOUSE	WX	N	11 3/4	10 7/8	+	7/8	+	8.04	26	8 1/2	8	87,876	1,032,543
ZENITH	ZE	N	12 1/8	11 1/4	+	7/8	+	7.77	31 5/8	10	10	18,797	227,913
TOTAL										766,892	17,043,768		
GRAND TOTAL										1,523,546	28,457,891		

Standard & Poor's Industrial Average

79.9 77.7 +2.2

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

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

Fates & Fortunes®

Media

Steve Shannon, formerly VP-general manager, wow(AM) and KEZO(FM) Omaha, named VP-general manager, KCMO-AM and KECZ-FM Kansas City, Mo. Jim Eddens, formerly general sales manager, wow and KEZO, succeeds Mr. Shannon. All are Meredith Broadcasting stations.

Richard D. Dudley, president of Forward Communications Corp., whose term as member of National Association of Broadcasters radio board expires in April, named to two-year term as executive trustee of National Committee for the Support of Free Broadcasting, NAB-affiliated political action committee.

Thomas M. Sidley, account executive, XETV(TV) Tijuana, Mexico, joins KDEO(AM) San Diego, as general manager.

Louis Faust, executive VP and operating head of Radio Division of Bartell Broadcasters Inc., New York, named VP-general manager, WGBB(AM) Freeport, N.Y.

Richard Merkle and Bruce Maggin, as-

sociate directors of corporate planning for ABC Inc., New York, named directors of corporate planning, Mr. Merkle for broadcast and Mr. Maggin for leisure groups.

Charles L. Franke, manager, leisure publicity, ABC, New York, named manager, newspaper publicity. He succeeds Stephen Strassberg, named director, news information, ABC.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

445 PARK AVENUE

NEW YORK, N. Y. 10022

(212) 355-0405

Donald M. Decker, project manager, ABC Inc., New York, named director of Leisure Systems. **Gerald W. Cusack**, project manager, ABC Inc., named director of Corporate Systems. **Joseph E. Reese**, VP-technical services, Metromedia Inc., Los Angeles, joins ABC Inc. as regional manager of Management Information Systems, New York.

Harry Pape Jr. resigns as treasurer, ABC Inc. **Robert D. Krestel**, VP-finance, elected to additional post of treasurer.

Joseph C. Dimino, account executive, Storer Television Sales, New York, named station manager, WSBK-TV Boston, Storer Broadcasting station.

James E. Brooker, news director, WNIC-AM-FM Dearborn, Mich., named assistant VP-operations manager.

Robert J. McEvilly, assistant operations manager, WPIX-TV New York, appointed operations manager.

Daniel H. Smith, VP-director of engineering, Capital Cities Communications, New York, elected senior VP. **Richard G. Rakovan**, general manager, Capcities' WPRO-AM-FM Providence, R.I., elected VP.

Richard P. Flynn, controller, WFTV-TV Orlando, Fla., named business manager, succeeding late **Charles Stump** (BROADCASTING, Jan. 13).

Lawrence Shackelford, freelance video tape producer in Cincinnati, named advertising and promotion writer, WI.WT-TV Cincinnati.

Marge Velasquez, promotion aide, Knott's Berry Farm, Buena Park, Calif., named promotion manager, KFIA(M) Los Angeles.

Ben Lewin, engineer, WXYZ-TV Detroit, named to newly created position of director of creative services, KPLR-TV St. Louis.

Programing

Madeline Bloom David, formerly coproducer of Metromedia's daytime series on NBC-TV, *How to Survive a Marriage*, named to newly created post of director, daytime program development, East Coast, NBC-TV.

Paul Noble, producer, *Midday Live*, daily talk show, WNEW-TV New York, appointed executive producer of station.

Sid Kaufman, director of operations, CBS News, New York, named director of operations for CBS Television Sports, New York.

Rene Bichey, account executive, Avco Broadcasting's WLWI-TV Indianapolis, named sales manager, Avco Film Productions, Cincinnati.

John H. Louis, with Four Star Productions, Beverly Hills, Calif., joins Warner Bros. Television Distribution, Burbank, Calif., as midwestern sales director, succeeding **Bill Seiler** who becomes southeastern sales director.

Jim Stewart, air personality, WWTC(AM) Minneapolis, named program director.

Jack Sabella, operations manager, KSDO-

(AM) San Diego, named program director.

Lee Arnold, program director, WORJ-FM Mount Dora, Fla., elected VP-programing.

William G. Hamby, engineer, WMAL-TV Washington, named program associate.

Louis Kruck, director, KMEG-TV Sioux City, Iowa, named production manager.

Vin Scully, sports announcer, Los Angeles Dodgers baseball team, appointed sports broadcaster, CBS-TV. He will do mainly football, tennis and golf, and will continue as Dodgers' play-by-play man.

Donald M. Carney, director of sports, WPIX-TV New York, appointed manager of sports and special events.

Irwin Danels, manager of plant services, Columbia Pictures Industries, New York, named acting director of film operations.

Broadcast Advertising



O'Donnell

Richard A. O'Donnell, former VP and New York sales manager of Blair Television, has joined Avery - Knodel, New York, as VP, member of board of directors and of executive committee and as New York sales manager, Western division.

Peter Greenwald, Eastern sales manager, Century National Sales, named national sales manager. **Tom White**, account executive, promoted to Eastern sales manager, New York. **Bob Lewis**, former general manager of KAUM(FM) Houston, named manager of Chicago office. **Ellen Wedner**, former research director, CBS-FM Sales, named director of research, Century National, New York.

Michael Rubin, network media buyer, J. Walter Thompson, named daytime sales manager, central division, ABC-TV network.

Ellyn F. Ambrose, account executive, New York office of ABC-FM Spot Sales, named manager of Atlanta division, ABC-FM Spot Sales.

James E. Martz, local sales manager, WRC-TV Washington, named general sales manager.

Myron B. Poloner, associate in marketing services group, N. W. Ayer ABH International, New York, elected VP.

Irving Miller, executive VP, Ketchum, MacLeod & Grove Inc., Pittsburgh, named general manager, operations, agency's U.S. advertising profit centers. **Laurence Lubin**, senior VP, named general manager of Pittsburgh accounts. **Joseph Coogle**, senior VP, named director of operations planning.

New appointments in reorganization of Young & Rubicam International's corporate finance department: **James E. Mortensen**, vice chairman, named chief financial officer; **John Pasquali**, senior VP, elected treasurer and **Burton Vaupen**, senior VP, elected director of domestic business affairs; **Michael Chace**, formerly

with Time Inc., named business affairs manager for Y&R-U.S.A.; **Marc Bromberg**, manager-administration, Y&R, Chicago, named business affairs manager for Y&R National and **Margaret Healy**, member of Y&R's corporate finance department, named business affairs manager, Y&R Affiliates.

Wolfe J. Frankl, treasurer, Ford of Europe Inc., London, named to new post of corporate senior VP, Ted Bates & Co., New York, responsible for worldwide accounting and banking functions.

Howard G. Kuhn, director of Compton Advertising, Inc., New York, elected executive VP-international.

George Wolfson, regional manager of Blair Radio's Los Angeles office, named VP. This corrects previous item (BROADCASTING, Jan. 6).

William K. Peterson, director of promotion, Radio Advertising Bureau, New York, named VP-communications.

Sandra Willis, assistant promotion director, KMPC(AM) Los Angeles, named advertising and promotion director, KFWB(AM) same city.

Betty Hitch, in various media capacities, BBDO Minneapolis, named media director.

Roy A. Glah, manager, J. Walter Thompson, San Francisco, elected senior VP.

Frank J. Martin, formerly VP-New York for Advertising Contractors Inc., independent media buying service, rejoins Cunningham & Walsh, San Francisco, as associate media director.

Jack White, former senior VP, H-R Television Inc. and VP of CBS broadcast affairs for New York Yankees, named national sales manager, WDAU-TV Scranton, Pa.

Barry M. Lewis, director of sales development, Katz Agency, New York, named director of special projects.

Richard Diercks and **Ronald Eastburn**, account executives for Knox Reeves Advertising, Minneapolis, elected VP's and management representatives.

John S. Kendall, national sales manager, KPTV-TV Portland, Ore., named to same post, KXAS-TV Fort Worth.

Wayne Thornton, account executive, KFRE(AM) Fresno, Calif., named sales manager, succeeding **Chuck Carson** who resigned.

Lee Karon, account executive, WUTV-TV Buffalo, N.Y., named media director, Ellis Singer & Webb Ltd., Buffalo advertising agency.

Rick Namey, account executive, WORL(AM)-WORJ-FM Orlando-Mount Dora, Fla., elected VP-sales.

Cynthia Woodward, director of TV production, Marschalk Co., New York, and **Neil Johnson**, field service director for Marschalk's Bonanza International account, elected VP's.

Barbara Bernstein, senior writer, Ted Hearne Associates, Chicago, joins J. Walter Thompson Co., Chicago, as copywriter.



Silver anniversary. Dick Whittinghill (r), morning man on KMPC(AM) Los Angeles and long since an institution in that market, has been on the job for 25 years now. Gene Autry (l), chairman of licensee, Golden West Broadcasters, gave Mr. Whittinghill a color TV set and a luncheon to celebrate the occasion. Mr. Whittinghill began his radio career in Montana and Colorado, before that was a member of various vocal groups, notably the "Pied Pipers" who sang with Tommy Dorsey.

Deborah Parenti, marketing-research manager, WING(AM) Dayton, Ohio, elected VP marketing-research.

Broadcast Journalism

Daniel Abernathy, news director, KSLQ(FM) St. Louis, named news director, WXLO(FM) New York. **Richard Lamb**, news director, WQMC(FM) Detroit, joins WXLO as reporter. **Ronald Hope**, on staff, ABC Radio News, New York, joins WXLO as reporter.

Three new vice presidential positions for Television News Inc. (TVN): **Roger Ailes**, former White House consultant and independent TV producer, elected VP-news; **R. V. Banks**, former treasurer-controller for Western Mobile Homes Inc., subsidiary of U.S. Industries, elected VP-finance; **Maurice W. Schonfeld**, director of TVN's satellite feeds and formerly with UPITN, elected VP-operations, with responsibility for coordinating TVN's new satellite program (BROADCASTING, Jan. 13).

Gil Fryer, anchorman-night editor, WRBL-TV Columbus, Ga., named news director, KLYD-AM-FM Bakersfield, Calif.

Joe Benton, news correspondent, WJXT-TV Jacksonville, Fla., named Washington correspondent for Post-Newsweek stations WJXT, WPLG-TV Miami and WFSB-TV Hartford, Conn.

Hal Fishman, newscaster, KHJ-TV Los Angeles, joins KTLA-TV same city as anchorman, replacing **Clete Roberts**.

Scott Shurian, West Coast network news correspondent, ABC Radio, Los Angeles, joins news staff of KMPC(AM) that city.

John Lynker, newsman and managing editor, KGO(AM) San Francisco, joins WEEL-AM-FM Boston as morning co-anchorman.

Valerie Coleman, reporter, KGO-TV San Francisco, named anchorwoman on station's expanded weekend news program.

Jacqui Adonis, news and feature reporter, WNAC-TV Boston, named anchorwoman. **Marilyn Salenger**, noon anchorwoman, WNAC-TV, named featured reporter for evening news.

Joyce Shank, news director, KTIM-AM-FM San Rafael, Calif., named to news staff of KSN(AM) San Francisco.

David Newman, talk show host, WEEL-AM-FM Boston, named to same position, WXYZ(AM) Detroit.

Michael R. Smith, meteorologist, WKY-TV Oklahoma City, joins Kansas State Network news team in same capacity.

Equipment & Engineering

Eugene F. Murphy, executive VP, operations, RCA Global Communications, elected president and chief operating officer succeeding **Eugene D. Becken**, who becomes chairman of executive committee. **Philip Schneider**, executive VP, leased facilities and engineering, named to new post of executive VP, Satcom System, with total responsibility for development, construction, implementation and marketing of RCA's domestic communications satellite system. **Robert J. Angliss**, executive VP, services, adds Mr. Schneider's leased-facilities responsibilities under new title of executive VP, services and marketing.

R. Randolph Hippler, VP-sales manager, General Television Network, Ferndale, Mich., elected president. GTN is distributor-manufacturer of closed-circuit TV.

Bernhard Jakobs, chief development engineer, Shure Brothers Inc., Evanston, Ill., named director of development and application engineering. **Donald Patten**, project engineer for Shure, named manager of engineering services.

John Borger, in sales management, Tele-mation's midwestern region, named regional distributor sales manager.

Cable

James L. Reinsch Jr., Southeast regional manager and **Carmen DiLego**, Northeast regional manager, Cox Cable Communications, Atlanta, elected VP's.

Allied Fields



Rubinstein

publishing subsidiaries, American Broadcast-

Jerold H. Rubinstein, formerly Los Angeles attorney and business / management consultant specializing in music industry with firm of Segel Rubinstein & Gordon, elected to newly created position of chairman. ABC Records Inc., and its music publishing subsidiaries, American Broadcast-

ing Music Inc., and ABC Dunhill Music Inc.

Louis Hausman, VP, information and education, Council of Better Business Bureaus, Washington, former executive with CBS and NBC and first director of Television Information Office, named director, National Media Resource Center on Aging, Washington. Center is part of National Council on the Aging.

Paul P. Baard, member of sales/service staff, A. C. Nielsen Station Index, TV audience-measurement service, New York, elected VP.

Herbert L. Beury, chief, mobile services division, FCC Common Carrier Bureau, retires. **Fred Fitzgerald**, senior attorney with division, named acting chief.

Dave Combs, director of membership, East Coast, American Society of Composers, Authors & Publishers, New York, named West Coast regional director, Hollywood.

Ron Jones, account executive, TeleRep Inc., Chicago, joins Cox Data Systems, Atlanta, in newly created position of sales manager. Both firms are owned by Cox Broadcasting Corp.

Neal K. (Doc) Fenkell, who resigned last fall as director of television and radio operations, Detroit Tigers, to be advertising manager of *Motor News Magazine* of Automobile Club of Michigan, will become broadcast consultant to baseball team.

Alexander W. Sheftell, who recently sold his half interest in WLMD(AM) Laurel, Md. (BROADCASTING, Nov. 25, 1974), named president of Wilson Boat Line, Washington, operator of sightseeing vessels.

Deaths

Howard C. Luttgens, 71, with NBC for 36 years and director of technical operations for network's WMAQ-TV Chicago, at retirement in 1962, died Dec. 30 in Hollywood, Fla. He is survived by his wife, Myrle, and son, Paul.

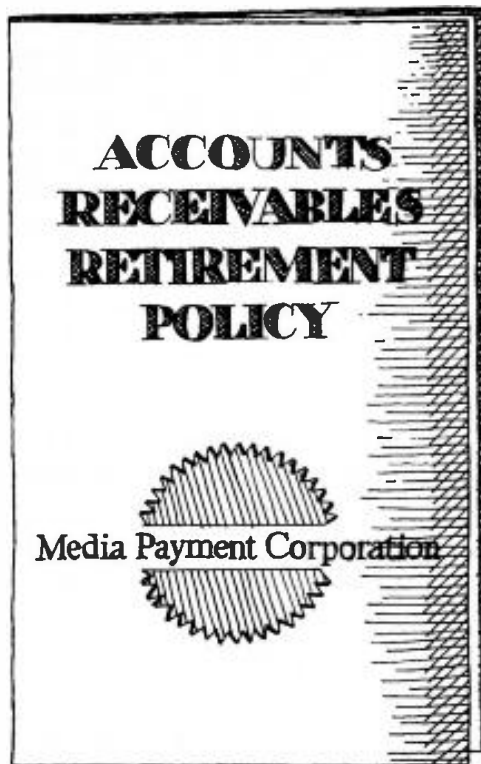
Ernest C. Sanders, 70, retired Midwest regional manager, National Association of Broadcasters and former general manager, WOC-AM-TV Davenport, Iowa, died of cancer Jan. 14 in Davenport. Mr. Sanders was chief of Armed Forces Radio Network in Europe, 1941-46 and president, Iowa Broadcasters Association, in 1955.

George T. Kuratomi, 59, VP and station manager of WFRM(AM) Coudersport, Pa., died Dec. 26 at his home after brief illness. Survivors include his wife, Utako, four sons and one daughter.

Louis Lochner, 87, Pulitzer prize winning correspondent for Associated Press and expert on Germany, died Jan. 9 in Wiesbaden, Germany. He also served as UN and State Department consultant on German affairs after World War II. Survivors include his second wife, Hilde.

Jack D. Bailey, 41, sales executive and air personality, KERV(AM) Kerrville, Tex., died Jan. 5 following surgery. He is survived by his mother.

Now is the time to retire your aging receivables.



Media Payment Corporation services enable you to retire your aging accounts receivables balances—now. You can stop spending excessive time and money just trying to maintain a 65-75 day national spot receivables balance that loses value at a rate of 1% per month or 12% per year. With Media Payment Corporation, your sales dollars are converted to cash instead of a receivables inventory. You sell to get ahead not to stay even.

Media Payment Corporation offers processing, payment, credit and collection services that enable you to retire aging receivables balances and convert them into real-life dollars to use in paying expenses or to invest for additional in-

come. MPC offers a comprehensive and computerized credit rating system for more than 1600 agencies and buying services. Monthly Credit Newsletters and Daily Bulletins protect your station from excessive bad-debt losses. Your credit decisions are based on broad, detailed actual payment experience not on spotty records, hearsay and rumors. You no longer need to face the frustrations of collecting sales dollars.

We're ready to begin working for your station. For more information about our "Receivables Retirement Program" call or write Dennis E. Robich, Media Payment Corporation, 380 Madison Avenue, New York, New York 10017. (212) 953-1504.



Media Payment Corporation

Makes Dollars and Sense

Abilene \$1,013,126 . . . Akron \$5,113,718 . . . Albany (Ga.) \$865,747 . . . Albany-Schenectady-Troy \$5,413,419 . . . Albuquerque \$3,330,353 . . . Alexandria (La.) \$829,072 . . . Allentown-Bethlehem-Easton \$3,300,801 . . . Altoona \$1,161,074 . . . Amarillo \$1,660,184 . . . Anchorage \$2,058,277 . . . Ann Arbor \$1,059,137 . . . Anniston \$778,886 . . . Appleton-Oshkosh \$1,793,569 . . . Asheville \$1,296,967 . . . Atlanta \$14,959,711 . . . Atlantic City \$1,121,281 . . . Augusta (Ga.) \$2,154,253 . . . Austin (Tex.) \$2,589,453 . . . Bakersfield \$2,222,124 . . . Baltimore \$12,786,561 . . . Baton Rouge \$2,212,410 . . . Battle Creek \$784,670 . . . Beaumont-Port Arthur-Orange \$2,198,020 . . . Billings \$1,173,553 . . . Biloxi-Gulfport \$1,399,809 . . . Binghamton \$1,671,591 . . . Birmingham \$5,971,234 . . . Boise \$1,028,655 . . . Boston \$20,414,909 . . . Bridgeport \$1,437,912 . . . Buffalo \$8,695,608 . . . Burlington \$726,830 . . . Caguas (P.R.) \$826,970 . . . Canton \$2,336,320 . . .

Radio record in 1973: sales up, profits down

Continued growth of local advertising more than offsets national declines; FM gains spectacular in some markets

The FCC at last released radio's 1973 financial report last week. Revenues for the year were up 7.3%—not equal to the previous year's 11.8% growth rate, but attaining a total of \$1.5 billion. The medium's chief problem in 1973 was that its expenses rose faster than its income, at a 9.8% clip, reaching almost \$1.4 billion. The result: a 16.3% drop in profits for the year, to \$112.4 million, down \$21.9 million from 1972's \$134.3 million.

Although FM strength continued to grow in 1973, it was still the AM stations and AM-FM combinations that brought in the most return. Profits were turned by 2,907 of the 4,213 such outlets, while only 239 of the 616 independent FM operations made money. Those independent FM's saw their revenues rise \$38.7 million during the year, a figure almost matched by a \$36.9 million rise in expenses. FM lost \$10.8 million overall during the year: hardly a figure to cheer about, but an improvement over 1972's \$12.7 million loss.

The complexion of radio advertising continued to change in 1973. The most notable alteration was a \$5.6 million decline in network revenue, reducing the network share of total revenues to 3.6%. National and regional spot sales were also down by \$1.5 million, dropping to 23.1% of the total. The slack was picked up, as part of a continuing trend, by local sales, which were up again in 1973 by \$115 million, and now account for 73.3% of radio revenues.

Technical expenses for AM and AM-

FM operations rose to \$105.7 million during the year, an increase of 2.4%, and although FM saw its technical costs go up only to \$14.2 million, that marked a rise of 15.2% over 1972 figures. And the pattern continued throughout FM expenses: Programing costs rose 28.7%; general and administrative costs by 31.9%; and sales costs by 32.0%, all of which tend to dim the successes of national and local revenue gains of 40% and 35% respectively.

Market by market there were wide fluctuations in AM and AM-FM advertising volume in 1973. The major markets continued to be dominant, but revenue gains were more evident below the top 25. New York's 1973 revenues of \$53.9 million reflected a net decline of .1%, and when combined with a

Nassau-Suffolk drop of 11.2% (the largest dollar decline—almost \$600,000—recorded by any major market), the figures indicate that 1973 was less than a banner year in the Big Apple.

Washington's increase of 10.4%, to \$22.3 million, was the largest of the top-10 markets, followed by Detroit (up 6.4% to \$21.9); Chicago (up 4.8% to \$43.4 million); San Francisco-Oakland (up 1% to \$25.2 million); Philadelphia (up .8% to \$22.5 million); and Dallas-Fort Worth (up .6% to \$16.8 million). Joining metropolitan New York in the losers' column were Los Angeles (down 2.5% to \$49.5 million); and Boston (down .8% to \$20.4 million).

Away from the biggest population centers, however, 1973 was in many cases a very good year. Three Florida markets

1. How 1973 stacked up against 1972

Broadcast revenues, expenses and income of networks and stations of radio¹ and TV broadcast services (in millions of dollars)*

	1973	1972	Percentage increase 1972-1973
Total broadcast revenues			
Radio	\$1,510.5	\$1,407.0	7.3
Television	3,464.8	3,179.4	9.0
Industry Total	\$4,975.3	\$4,586.4	8.5
Total broadcast expense			
Radio	\$1,398.0	\$1,272.6	9.8
Television	2,811.7	2,627.3	7.0
Industry Total	\$4,209.7	\$3,899.9	7.9
Broadcast income (before federal income tax)			
Radio	\$ 112.4	\$ 134.3	-16.3
Television	653.1	552.2	18.3
Industry Total	\$ 765.5	\$ 686.5	11.5

¹Includes AM and FM broadcasting.

NOTE: 1973 radio data covers the operations of the nationwide networks (CBS, MBS, NBC and ABC's three AM networks and one FM network), 4,267 AM and AM-FM stations, 361 FM stations associated with AM stations but reporting separately in 1973, and 616 independent FM stations. This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations, but does not include the revenues retained by these other networks, nor their expenses. Radio data for 1972 covers the operations of the nationwide networks, 4,271 AM and AM-FM stations, 275 associated FM's that reported separately in 1971 and 590 independent FM stations. Also included is the compensation paid by other networks to their affiliates, but not the revenues retained by the other networks nor their expenses. TV data for 1973 covers the operations of three networks and 692 stations. TV data for 1972 covers the operations of three networks and 690 stations.

*Figures may not add to totals due to rounding.



"Take that first step to profit."

CALL **1-800-255-1111** at 309/264-7444

Time tested FORMATS
for
manual-or automated use
equipment furnished for
semi automation

Music - Motion
Div. of Mitchell Productions Inc.
Field Shopping Center
Morton Ill. 61550

There's more to
Public Service Radio
than drunk
driving spots

There's Public Service
PROGRAMMING.

- Sports
- Women's Movement
- Noted Authors
- Beauty Tips
- Consumer News
- Humor
- Industry Reports

and it's FREE



Contact
**Sheridan
Elson
Communications, Inc.**

48 West 48th Street New York 10036 (212)581-2531

made great gains. Orlando revenues rose by 22.5% to \$4.7 million. Daytona Beach was up 32.1% to \$1.7 million, and Lakeland-Winter Haven up 39.7% to \$1.6 million. Austin, Tex., revenue reached \$2.6 million, a gain of 41%. Other national leaders included San Diego, up 20.8% to \$7.8 million; Tucson, Ariz., up 25.9% to \$3.3 million; Albuquerque, N.M., up 20.6% to \$3.3 million; Evansville, Ind., up 37.7% to \$2.0 million, and Tacoma, Wash., up 24.3% to \$1.5 million.

The apparent reasons behind Austin's sharp revenue rise may serve as indicators for similar growth in other metropolitan areas. Local and national sales for 1973 were up over-all for the city's six major radio outlets, and contemporary and C&W formats particularly enjoyed increased success. Austin's population has risen markedly in the 1970's, bringing with it a variety of new advertisers who have invested heavily in radio time. Similar situations seem indicated in the increased revenues for Florida and western markets.

In some markets there were precipitous declines in revenues of AM and AM-FM combinations. Charleston, W.Va. dropped 22.8% to \$1.7 million. Trenton, N.J., revenues were down 14.4% to \$1.4 million, and Savannah, Ga., dropped 11% to \$1 million.

Major-market revenue gains for FM-only operations surpassed those of their AM counterparts, although FM's dollar level was still millions below AM in all major population centers. New York FM revenues reached \$11.8 million, a rise of 26.3%, and should be considered along with Nassau-Suffolk's 59.7% rise to \$1.5 million for the year. Others among the 10 largest markets enjoyed similar success. Chicago FM revenues went up 22% to \$7.8 million; Los Angeles up 27.3% to \$10.7 million; Philadelphia up 27.9% to \$5.4 million; Detroit up 34.8% to \$5.9 million; San Francisco and Oakland up 11.8% to \$3.9 million; Boston up 24.2% to \$3.8 million, and Dallas-Fort Worth up 43.5% to \$2.7 million.

Among secondary and small markets, 1973 was generally a gainer for FM, with only one market that had 1972 revenues over \$500,000 dropping substantially during 1973 (Lansing-East Lansing, Mich., was down 38.6% to \$353,000). Areas with somewhat lower revenues often experienced sharp up-turns in income during the year, with Raleigh-Durham, N.C., doubling its 1972 figures and surpassing the \$500,000 level for the first time.

Expenses, though, often cut or offset FM's gains, as 377 of the nation's independent FM's reported a net loss during 1973. Major-market profits seesawed from 1972 levels, with New York's rise from a \$750,000 1972 deficit to a \$280,000 profit countered by Chicago's drop from a \$1.5 million deficit to one of \$2.3 million. Profit figures for the remainder of the 10 largest markets show Nassau-Suffolk joining New York in the black with a \$70,500 net, and Washington also showing a profit, with a \$440,600 figure that was still almost \$70,000 less than

the area's 1972 level. Detroit made up for a \$260,000 1972 deficit with a \$578,000 profit in 1973. The other five suffered losses ranging from Los Angeles's \$329,000 deficit to San Francisco's \$1,580,700 loss.

With expenses rising faster than revenues at many stations, 1973 was not the best year to look for a job in radio. The four major networks cut back their employment rolls for over-all operations from 901 to 869, and 20 network owned and operated stations dropped employee totals from 1972's 1,582 to 1,490 in 1973. Employment at other AM and AM-FM operations remained almost exactly at 1972's 65,000 figure. The FCC's breakout of FM employment figures, made for the first time in 1973, showed 6,952 full-time and 3,196 part-time employees at 956 FM stations surveyed.

The financial report for 1973 presented in complete tables

The tables on the preceding and following pages are based on information collected and computed by the FCC, and reflect the total picture of radio's finances for 1973. Breakouts of FM-only figures, made available for the first time in 1972, are accompanied here by comparisons of the two years for the first time. A comparison of barter and trade-out activity is also presented as a new feature. The tabular material contains the following information:

Table 1 (page 49): a comparison of the totals for radio and television in revenues, expenditures and pre-tax income in 1973 and 1972.

Table 2 (page 52): total 1973 revenues and expenditures for both network and nonnetwork radio operations. Separate lists are provided for AM and AM-FM combinations, and for independent FM's.

Table 3 (page 53): where the money came from in radio last year, where it went, and how much was left over.

Table 4 (page 54): a 10-year record of (a) gross advertising revenues for the entire radio industry; (b) radio revenues, expenses and income, and (c) FM-only figures for revenues, expenses, and income.

Table 5 (page 56): number of AM and AM-FM stations in specific revenue and profit categories, determined by volume.

Table 8 (page 66): data on employment and investment in tangible broadcast property for networks, network-owned stations, and all other stations.

Table 9 (page 66): expenses of all networks and stations reporting 1973 revenues of \$25,000 or more.

Tables 6, 7, 8 (pages 57-65): Radio's financial picture in 1973 on a market-by-market basis, with separate breakdowns for AM and AM-FM in metropolitan areas and in individual cities, and for FM-only operations in those same categories. Barter and FM-only comparisons are provided for the first time.

An open letter to the commercial radio industry.

MAJOR MARKET RADIO, INC.

415 Madison Avenue, New York, New York 10017, Telephone 212/355-1700



George E. Lindman
President

January 10, 1975

Radio is the most undersold advertising medium of all. It has been oversold in one respect only -- as a cheap, giveaway medium.

No wonder national spot radio has stagnated!

Rate cutting encourages grinding. Rate concessions to meet CPM criteria, like bulk selling at discounted group rates, foster price buying.

Price buying often results in inferior utilization of our medium. Dissatisfaction follows, and the advertiser defects from radio.

These are some of the contributors to the stagnation of spot radio.

Major Market Radio is endeavoring to do something about it.

The fact that MMR sales were up strongly in '74 over '73 (same stations) suggests that a positive approach to selling the true value of a station, in terms of the sales results it can generate for an advertiser, is a productive one.

The fact that total national billing in MMR markets was up appreciably in '74 indicates that creative, developmental selling of radio, to decision makers, as an effective, primary medium, can produce new dollars for radio.

The fact that MMR stations' average share of national spot dollars is unusually high, and rising, reflects the effectiveness of in-depth selling of the stations' qualitative aspects, at published rates.

We use our time, and the buyers', to present the merits of our stations and to help the advertiser use our medium wisely. We avoid wasting time negotiating rates, not because it's virtuous, but because experience has proved it's good business for all concerned.

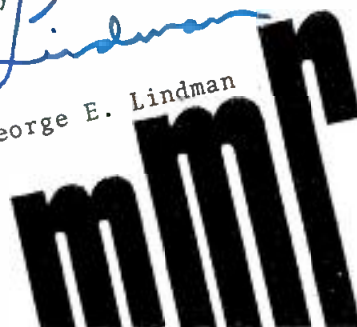
We specialize in Personality/MOR radio in major markets. If you are interested in learning more about our philosophy, sales techniques and track record, we'd be happy to hear from you.

May our industry prosper in 1975!

Very truly yours,



George E. Lindman



2. Sales, costs and profits

Revenue and expense items for all AM and AM-FM¹ stations reporting financial data, 1973 (in thousands of dollars)

	Individual items	Totals ²	Individual items	Totals
Broadcast revenues				
A. REVENUES FROM THE SALE OF STATION TIME:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	\$ 9,242			
Sale of station time to other networks (before line or service charges)	2,250			
Total		11,492		
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers):				
Sale of station time to national and regional advertisers or sponsors	345,096			
Sale of station time to local advertisers or sponsors	1,069,451			
Total		1,414,547		
Total sale of station time		1,426,039		
B. BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME (after deduction for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, materials, facilities and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors	2,644			
(b) to local advertisers or sponsors	11,293			
(2) Other broadcast revenues	12,829			
Total broadcast revenues, other than from time sales		26,766		
C. TOTAL BROADCAST REVENUES				
(1) Less commissions to agencies, representatives and brokers (but not to staff salesmen or employees) and less cash discounts	137,620			
D. NET BROADCAST REVENUES				
		1,315,185 ³		
Broadcast expenses				
TECHNICAL EXPENSES:				
Technical payroll*			\$ 65,579	
All other technical expenses			40,199	
Total technical expenses				105,778
PROGRAM EXPENSES:				
Payroll* for employees considered "talent"			—	
Payroll* for all other program employees			231,374	
Rental and amortization of film and tape			1,183	
Records and transcriptions			5,523	
Cost of outside news services			22,953	
Payments to talent other than reported above			8,654	
Music license fees			33,653	
Other performance and program rights			13,526	
All other program expenses			42,289	
Total program expenses				359,156
SELLING EXPENSES:				
Selling payroll*			155,595	
All other selling expenses			87,675	
Total selling expenses				243,270
GENERAL AND ADMINISTRATIVE EXPENSES:				
General and administrative payroll*			142,140	
Depreciation and amortization			60,402	
Interest			34,029	
Allocated costs of management from home office or affiliate(s)			31,091	
Other general and administrative expenses			212,238	
Total general and administrative expenses				479,901
TOTAL BROADCAST EXPENSES:				
				1,188,104
Broadcast income				
Broadcast revenues				\$1,316,117 ⁴
Broadcast expenses				1,189,758 ⁴
Broadcast operating income or (loss)				126,359
Total of any amounts included in expenses which represent payments (salaries, commissions, management fees, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons or any affiliated company under common control				
				80,004

*Payroll includes salaries, wages, bonuses and commissions. Total Payroll: \$594,689

¹ Includes: 2,854 AM and 1,413 AM-FM combination stations. Does not include 361 FM stations that are associated with AM's but which reported separately.

² Last digits may not add to totals because of rounding.

³ Includes \$45,346,000 from barter and trade-out transactions.

⁴ Stations reporting less than \$25,000 in total revenues are not required to report items in revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat lower than totals in income.

Revenue and expense items for all FM stations¹ reporting financial data, 1973 (in thousands of dollars)

	Individual items	Totals ²	Individual items	Totals ²
Broadcast revenues				
A. REVENUES FROM THE SALE OF STATION TIME:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	\$ 264			
Sale of station time to other networks (before line or service charges)	58			
Total		\$ 322		
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers):				
Sale of station time to national and regional advertisers or sponsors	34,967			
Sale of station time to local advertisers or sponsors	129,543			
Total		164,510		
Total sale of station time		164,831		
B. BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME (after deduction for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors	55			
(b) to local advertisers or sponsors	610			
(2) Other broadcast revenues	2,708			
Total broadcast revenues, other than from time sales		3,373		
C. TOTAL BROADCAST REVENUES				
(1) Less commissions to agencies, representatives and brokers (but not to staff salesmen or employees) and less cash discounts	16,208			
D. NET BROADCAST REVENUES				
		151,996 ³		
Broadcast expenses				
TECHNICAL EXPENSES:				
Technical payroll*			\$ 7,478	
All other technical expenses			6,788	
Total technical expenses				\$ 14,267
PROGRAM EXPENSES:				
Payroll* for employees considered "talent"			—	
Payroll* for all other program employees			28,901	
Rental and amortization of film and tape			593	
Records and transcriptions			1,240	
Cost of outside news services			1,977	
Payments to talent other than reported above			701	
Music license fees			3,657	
Other performance and program rights			884	
All other program expenses			4,772	
Total program expenses				42,725
SELLING EXPENSES:				
Selling payroll*			21,237	
All other selling expenses			16,341	
Total selling expenses				37,578
GENERAL AND ADMINISTRATIVE EXPENSES:				
General and administrative payroll*			16,701	
Depreciation and amortization			11,240	
Interest			4,516	
Allocated costs of management from home office or affiliate(s)			4,569	
Other general and administrative expenses			29,220	
Total general and administrative expenses				66,245
TOTAL BROADCAST EXPENSES				
				160,816
Broadcast income				
Broadcast revenues				\$153,615
Broadcast expenses				164,464
Broadcast operating income or (loss)				(10,849)
Total of any amounts included in expenses which represent payments (salaries, commissions, management fees, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons or any affiliated company under common control				
				7,405

*Payroll includes salaries, wages, bonuses and commissions. Total payroll: \$74,317.

¹ Includes 361 FM stations that are associated with AM stations but that reported separately and 616 independent FM stations.

² Last digits may not add because of rounding.

³ Includes \$7,583,000 from barter and trade-out transactions.

⁴ Stations reporting less than \$25,000 in revenue are not required to report items in revenues and expenses, but are required to report income. Therefore, totals in expenses are somewhat higher than the totals reported in revenues and expenses.

() Denotes loss.

3. Money in and out, including the networks

Broadcast financial data of nationwide networks and 4,267 AM and AM/FM stations, 1973
(in thousands of dollars)

Broadcast revenues, expenses and income	Nationwide networks ¹	Percent change from previous year	18 owned- and- operated AM ² stations ²	Percent change from previous year	4,249 other AM and AM/FM stations ³	Percent change from previous year	Total Networks and stations	Percent change from previous year
Sales to advertisers for time, program talent, facilities, and services								
Network sales	\$ 56,974	(10.1)						
Deduct: Payments to owned-and-operated stations	829	(18.2)						
Deduct: Payments to other affiliated stations	8,598	(1.6)						
Retained from network sales	47,546	(11.4)	\$ 829	(12.6)	\$ 10,662 ⁴	9.8	\$ 59,038	(8.3)
Nonnetwork sales								
To national and regional advertisers	—		42,508	1.5	305,232	(3.7)	347,740	(3.2) ⁷
To local advertisers	—		30,324	8.8	1,051,351 ⁵	8.3	1,081,675	8.2
Total nonnetwork sales	—		72,832	4.4	1,356,584	5.4	1,429,416	5.2
Total sales to advertisers	47,546	(11.4)	73,662	4.2	1,367,246	5.4	1,488,454	4.5
Sales to other than advertisers	1,643	(4.1)	601	26.3	12,228	6.5	14,473	5.2
Total sales	49,190	(11.1)	74,263	4.3	1,379,474	5.4	1,502,927	4.6
Deduct: Commissions to agencies, representatives, etc.	8,458	(10.5)	12,651	1.5	124,969	1.5	146,078	0.5
TOTAL BROADCAST REVENUES	40,732	(11.2)	61,612	4.9	1,254,505	5.8	1,356,849	5.0
TOTAL BROADCAST EXPENSE	43,813	4.4	52,501	7.7	1,137,256	8.1	1,233,570	7.7
TOTAL INCOME (before federal income tax)	(3,081)	5	9,111	(8.4)	117,248	(12.6)	123,279	(16.2)

¹CBS, MBS, NBC and ABC's three AM networks and one FM network.

²Includes 14 AM stations and four AM/FM combinations. Fourteen of the owned and operated FM stations are excluded from this table for 1973. The 1973 revenues of the 14 FM owned and operated stations totaled \$9.5 million and their expenses totaled \$12.4 million.

³Excludes 347 FM stations that are associated with AM's but reported separately. The 1973 revenues of these stations totaled \$480.0 million; expenses totaled \$45.9 million.

⁴Includes \$2,250 thousand in compensation from regional networks. The balance differs from the amount reported by the networks on line 4 because of differences in accounting methods.

⁵Since stations with less than \$25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national non-network time and program sales may be included here.

⁶Profit of \$3,929,000 in 1972.

⁷A portion of the apparent decline in sales to national and regional advertisers is due to a shift in the way stations classified sales in 1973. Some sales formerly classified as national/regional were classified as local for 1973. As much as \$4.8 million of the decline in national/regional sales may be accounted for by this re-classification.

() Denotes loss.

*Although the networks owned and operated 20 stations in 1972, the percent change is calculated only for those 18 stations owned and operated by networks in both 1972 and 1973.

NOTE: Last digits of detailed dollar figures may not add to totals due to rounding.

WHAT WAS WRONG WITH 99% OF THE BROADCASTERS' INSURANCE POLICIES I SAW?

For the past 18 months my company has been working with the NAB researching broadcasters' insurance programs around the country. What we discovered was that nearly all broadcasters were paying for inadequate coverage. More important, most stations weren't getting the coverage they needed. A reasonably priced major catastrophe plan (5 to 10 million dollars), for example.

How can that be?

Your station's present insurance program is based on regional rate. But this regional rate isn't based on just other broadcasting stations; it's based on disparate businesses like

textile mills, drug stores, gas stations. In effect, you have been subsidizing higher risk industries.

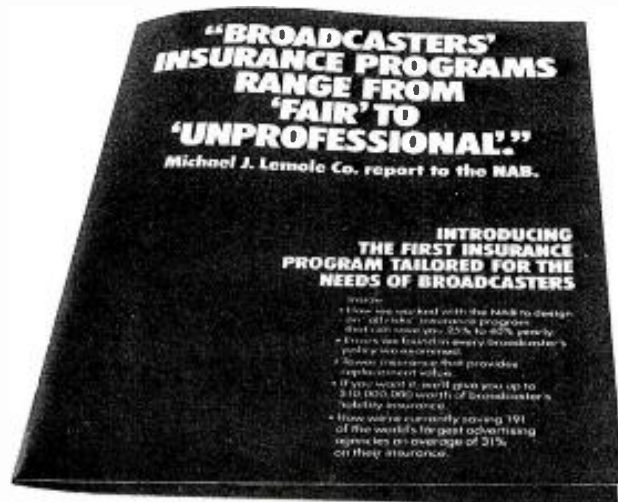
Now, the first insurance program tailored for the needs of broadcasters*.

With the specific problems and deficiencies of your current program in mind, we set to work to create a completely new "all risks" policy tailored for your particular needs. And only your needs. After nearly 2 years of research and planning with the NAB, this policy is now available for individual broadcasters.

How does the new program compare to your station's current policy?

For starters, it should be 25% to 40% less expensive. It includes tower insurance that provides replacement value, plus the first short-term broadcasters' business interruption insurance. It also includes more "all risks" coverage than most stations currently carry.

To get a comparative estimate form for your station plus all policy specifics, please fill out the attached coupon.



Michael J. Lemole Co.
635 Madison Avenue, N.Y., N.Y. 10022

Please send me your booklet with Free estimate Form.
I understand there is no obligation.

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

Telephone _____

In some states, more than one policy may be required to afford the coverage outlined above. In all states broadcasters liability are written on a separate policy.

4. A 10-year radio track record

Radio financial data, 1963-1973
(industry totals)¹

A. Gross advertising revenues²

Year	Total ³ (\$ million)	Network ⁴		National and regional spot ⁵		Local ⁵	
		(\$ million)	Percent of total	(\$ million)	Percent of total	(\$ million)	Percent of total
1973	\$1,655.6	\$59.4	3.6	\$382.8	23.1	\$1,213.4	73.3
1972	1,547.7	65.0	4.2	384.3	24.8	1,098.4	71.0
1971	1,387.7	55.1	4.0	378.0	27.2	954.6	68.8
1970	1,256.8	48.8	3.9	355.3	28.3	852.7	67.8
1969	1,200.4	50.9	4.2	349.6	29.1	799.9	66.6
1968	1,130.3	54.7	4.8	342.2	30.3	733.4	64.9
1967	997.6	58.2	5.8	298.3	29.9	641.2	64.3
1966	957.7	57.4	6.0	292.6	30.6	607.6	63.4
1965	868.7	54.3	6.3	261.3	30.1	553.0	63.6
1964	802.3	54.0	6.7	244.1	30.4	504.2	62.8
1963	747.6	51.5	6.9	231.0	30.9	465.0	62.2

B. Broadcast revenues, expenses and income (in millions of dollars)

Year	Revenues ⁶			Expenses			Income ⁷		
	Total ³	AM, AM-FM ⁸	Independent FM	Total ³	AM, AM-FM ⁸	Independent FM	Total ³	AM, AM-FM ⁸	Independent FM
1973	\$1,510.4	\$1,356.8	\$153.6	\$1,398.0	\$1,233.6	\$164.5	\$112.4	\$123.3	\$(10.8)
1972	1,407.0	1,292.1	114.9	1,272.6	1,145.0	127.6	134.3	147.0	(12.7)
1971	1,258.0	1,176.3	81.7	1,155.2	1,058.6	96.7	102.8	117.8	(15.0)
1970	1,136.9	1,077.4	59.5	1,044.0	973.4	70.6	92.9	104.0	(11.1)
*1969	1,085.8	1,040.3	45.5	985.0	929.2	55.8	100.9	111.2	(10.3)
**1969	1,085.8	1,052.4	33.4	985.0	946.1	38.9	100.9	106.4	(5.5)
1968	1,023.0	994.7	28.3	909.6	877.4	32.2	113.4	117.3	(3.9)
1967	907.3	884.7	22.6	826.5	799.7	26.8	80.8	85.0	(4.2)
1966	872.1	852.7	19.4	774.8	752.1	22.7	97.3	100.6	(3.3)
1965	927.5	776.8	15.7	714.7	695.7	19.0	77.8	81.1	(3.3)
1964	732.0	719.2	12.8	661.2	645.4	15.8	70.8	73.8	(3.0)
1963	681.1	669.7	11.4	626.2	611.6	14.6	54.9	58.1	(3.2)

¹ Includes nationwide radio networks, AM stations and FM stations. Also includes compensation paid to affiliated stations by other networks (regional, state, etc.). Does not include the revenues retained by these other networks or their expenses.

² Gross advertising revenues are the total amount paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

³ Detail may not add to totals because of rounding.

⁴ Network advertising revenues for years prior to 1969 were derived as follows: Sales of programs, material, facilities and service made in connection with sales of time were divided by .85 to yield a figure which included advertising agency commissions. The result of this calculation was added to national network time sales (before commissions) to arrive at the total national network figure. Compensation paid by other networks (regional, state, etc.) to affiliated stations was added to the national network figure to arrive at total network advertising revenues.

⁵ National and regional advertising revenues for years prior to 1969 were estimated with the help of data obtained for the first time in 1969. This provided information on the precise amounts of broadcasting revenues derived from (1) the sale of time to national and local advertisers, (2) charges for programs, materials and facilities and services supplied

in connection with sales of time, and (3) all other broadcast revenues. In prior years figures reported as "all other broadcast revenues" included some charges for programs, talent, materials and facilities supplied in connection with the sales of time. The amounts of the latter were estimated for years prior to 1969 by applying the ratios which prevailed in 1969. Local advertising revenues, for years prior to 1969 were derived in the same fashion as described for national and regional advertising. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with prior years.

⁶ Gross advertising revenues plus all other broadcast revenue less commissions.

⁷ Before federal income tax. () denotes loss.

⁸ Revenues, expenses and income of the nationwide networks and compensation paid to affiliated stations by other networks are included with AM, AM-FM figures.

* This begins a new series. The revenues, expenses and income of FM stations that are associated with AM's in the same area but which reported separately are not included in the AM, AM-FM totals but are included in the independent FM totals.

** These figures are comparable with prior years. Data for the associated FM stations that reported separately are included in the AM, AM-FM totals and excluded from the independent FM totals.

FM FINANCIAL DATA—1963-1973

Year	Independent FM stations						FM stations associated with AM's ¹ but reporting separately			
	Total FM stations reporting	Total FM revenues (millions)	Number of stations reporting	Revenues (millions)	Expenses (millions)	Income (millions)	Number of stations reporting	Revenues (millions)	Expenses (millions)	Income (millions)
1973	2,390 ²	\$198.3 ³	616	\$96.1	\$106.1	\$(10.0)	361	\$57.5	\$58.3	\$(0.8)
1972	2,328	151.9	590	77.4	86.2	(8.8)	275	37.5	41.4	(3.9)
1971	2,235	115.0	527	55.3	64.4	(9.0)	241	26.3	32.3	(6.0)
1970	2,105	84.9	464	40.6	46.8	(6.2)	225	18.9	23.8	(4.9)
1969	1,961	67.4	442	33.4	38.9	(5.5)	179	12.1	16.9	(4.8)
1968	1,888	53.2	433	28.3	32.2	(3.9)	"	"	"	"
1967	1,708	39.8	405	22.6	26.8	(4.2)	"	"	"	"
1966	1,575	32.3	381	19.4	22.7	(3.3)	"	"	"	"
1965	1,381	24.7	338	15.7	19.0	(3.3)	"	"	"	"
1964	1,175	19.7	306	12.8	15.8	(3.0)	"	"	"	"
1963	1,071	16.3	294	11.4	14.6	(3.2)	"	"	"	"

¹ FM stations that are associated with AM stations in the same area were requested to file separate reports if all or virtually all of the time on the AM and the FM stations was priced and offered for sale separately. Stations in this category were asked to make a reasonable allocation of joint revenues and expenses to the AM and FM stations separately.

² Includes 418 stations that are part of AM-FM combinations but for which no FM revenues

were reported.

³ Includes \$44.7 million in FM revenues reported by joint AM-FM operations for which no separate FM report was submitted.

* Data not available.

() Denotes loss



ARB RATING SUMMARY—SRP SUBSCRIBERS

April/May 1974

Subscribers to SRP's syndicated beautiful music format rank as follows
based on **Persons 18+, 6 a.m.-Mid.**,

M-S, Total Area Av. ¼ Hr. and/or Metro Share for **all AM and FM radio stations in each market:**

		Overall Position 18+ Am or FM			Overall Position 18+ AM or FM
Albuquerque	KOB-FM	1	Lincoln	KLIN-FM	3
Appleton	WROE	2	Los Angeles	KJOI	4
Atlanta	WPCH	2	Louisville	WVEZ	3
Baltimore	WLIF	2	Memphis	WEZI	5
Binghamton	WQYT	4	Miami	WLYF	1
Boston	WJIB	4	Milwaukee	WEZW	1
Buffalo	WBNY	2	New Orleans	WBYU	3
Cedar Rapids	WMT-FM	3	Norfolk	WTAR-FM	5
Charleston	WPXI	4	Oklahoma City	KKNG	3
Charlotte	WBT-FM	3	Omaha	KEZO	4
Chicago	WLAK	6	Orlando	WDBO-FM	1
Cincinnati	WWEZ	2	Pensacola	WMEZ	1
Colorado Springs	KRDO-FM	1	Peoria	WSWT	4
Columbus	WBNS-FM	3	Philadelphia	WWSH	3
Dallas	KOAX	3	Phoenix	KRFM	2
Denver	KLIR	3	Pittsburgh	WSHH	2
Des Moines	KLYF	3	Raleigh	WYYD	2
Detroit	WWJ-FM	4	Rockford	WROK-FM	3
Ft. Lauderdale	WLYF	1	Sacramento	KEWT	1
Fresno	KKNU	2	San Antonio	KQXT	3
Grand Rapids	WOOD-FM	1	Syracuse	WEZG	2
Hartford	WKSS	2	Topeka	KSWT	3
Houston	KYND	2	Trenton	WWSH	1
Huntington	WHEZ	2	Tulsa	KWEN	3
Indianapolis	WXTZ	3	West Palm Beach	WEAT-FM	1
Jackson	WLIN	4	Wichita	KBRA	4
Las Vegas	KORK-FM	3	Youngstown	WKBN-FM	1

There are: **12** overall **NUMBER ONE** stations
13 overall **SECOND**
17 in **THIRD** position
9 in **FOURTH** and
2 ranking **FIFTH**
among all AM or FM stations in each market.

For a detailed report write or call SRP.

5. How many won, how many lost

Number of AM and AM/FM¹ stations reporting profit or loss, by volume of total broadcast revenues, 1973
(Stations operating full year only)

	Stations reporting profits of:											
	Total number of stations reporting	Number of stations reporting profits	\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Revenues of:												
Over \$1,000,000	214	190	71	53	50	7	4	2			2	1
\$500,000 to \$1,000,000	294	214		17	103	48	20	4	6	5	7	4
\$250,000 to \$500,000	806	612			39	148	184	55	46	52	49	3
\$200,000 to \$250,000	447	330				47	94	29	35	52	30	43
\$150,000 to \$200,000	627	438				22	104	58	46	71	72	65
\$100,000 to \$150,000	793	538				6	80	54	66	91	105	136
\$75,000 to \$100,000	468	301					21	21	29	64	73	93
\$50,000 to \$75,000	357	201					4	13	20	27	51	86
\$25,000 to \$50,000	171	74						2	4	7	19	42
Less than \$25,000	36	9									2	7
Totals	4,213	2,907	71	70	192	278	511	238	252	369	410	516

¹ Excludes 361 FM stations that are associated with AM's but that reported separately.

Number of AM and AM/FM¹ stations reporting profit or loss, by volume of total broadcast revenues, 1973
(Stations operating full year only)

	Stations reporting losses of:											
	Total number of stations reporting	Number of stations reporting losses	\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Revenues of:												
Over \$1,000,000	214	24	6	3	3	9	1			1		1
\$500,000 to \$1,000,000	294	80	6	9	23	11	9	3	6	3	6	4
\$250,000 to \$500,000	806	194	3	5	27	37	34	13	10	25	21	19
\$200,000 to \$250,000	447	117	1	2	8	13	27	6	10	14	14	22
\$150,000 to \$200,000	627	189		1	11	27	28	7	22	21	21	51
\$100,000 to \$150,000	793	255		1	10	17	44	15	20	33	40	75
\$75,000 to \$100,000	468	167			3	10	25	5	13	21	23	67
\$50,000 to \$75,000	357	156			3	9	10	12	12	15	32	63
\$25,000 to \$50,000	171	97				1	11	6	5	19	15	40
Less than \$25,000	36	27			1	2	2	1		2	6	13
Totals	4,213	1,306	16	21	89	136	191	68	98	154	178	355

¹ Excludes 361 FM stations that are associated with AM's but that reported separately.

Number of independent FM¹ stations reporting profit or loss, by volume of total broadcast revenues, 1973
(Stations operating full year only)

	Stations reporting profits of:											
	Total number of stations reporting	Number of stations reporting profits	\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Revenues of:												
Over \$1,000,000	6	6	1	2	1		2					
\$500,000 to \$1,000,000	30	16		2	5	6		1	1		1	
\$250,000 to \$500,000	67	42			9	12	7	1	3	4	1	5
\$200,000 to \$250,000	27	13				3	4	3	2			1
\$150,000 to \$200,000	63	24				4	2	4	1	4	6	3
\$100,000 to \$150,000	100	50				2	6	5	5	8	14	10
\$75,000 to \$100,000	69	32					1		4	3	13	11
\$50,000 to \$75,000	86	26							2	5	5	14
\$25,000 to \$50,000	79	18						1			10	7
Less than \$25,000	49	8									1	7
Totals	576	235	1	4	15	27	22	15	18	24	51	58

¹ Excludes FM stations that are associated with AM's but that reported separately.

Number of independent FM¹ stations reporting profit or loss, by volume of total broadcast revenues, 1973
(Stations operating full year only)

	Stations reporting losses of:											
	Total number of stations reporting	Number of stations reporting losses	\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Revenues of:												
Over \$1,000,000	6											
\$500,000 to \$1,000,000	30	14		1	6	2	2	1	1			1
\$250,000 to \$500,000	67	25	1	3	5	3	5	3			2	3
\$200,000 to \$250,000	27	14		1	3	2	3	1	1	1		2
\$150,000 to \$200,000	63	39		2	9	6	6	1	5	3	3	4
\$100,000 to \$150,000	100	50	1	1	4	10	10	6	2	3	3	10
\$75,000 to \$100,000	69	37			2	9	8	1	1	5	6	5
\$50,000 to \$75,000	86	60			3	9	21	2	2	7	5	11
\$25,000 to \$50,000	79	61			2	5	12	2	6	5	13	16
Less than \$25,000	49	41			2	3	7	4	3	6	6	10
Totals	576	341	2	8	36	49	74	21	21	30	38	62

¹ Excludes FM stations that are associated with AM's but which reported separately.

6. Selected revenue items and broadcast revenues, expenses and income of radio¹ stations by standard metropolitan statistical areas.

Radio Expenditures Report, Oct. '74; Industrywide totals of the 19 major radio reps.

58

Lexington, Ky. (7)	4860	5941	527,418	1,485,343	1,246,753	11,319	15,931	1,919,193	1,714,684	11.9	1,647,180	272,047
Lima, Ohio (3)	2,180	1,756	278,723	941,381	806,325	14,962	4,834	1,098,603	1,065,860	13.5	1,084,717	124,988
Lincoln, Neb. (4)	23,71	3,310	244,313	1,806,954	1,652,774	25,386	4,272	1,978,444	1,747,558	9.7	1,803,886	174,758
Little Rock-North Little Rock, Ark. (11)	67,338	68,662	690,051	3,068,448	2,838,437	130,250	136,287	3,441,328	3,268,521	5.3	3,107,360	333,968
Long Branch-Asbury Park, N. J. (2)												
Lorain-Elyria, Ohio (3)			115,426	890,125	799,701	17,969	10,043	1,001,787	884,632	13.2	854,181	147,606
Los Angeles-Long Beach, Calif. (30)	473,141	575,967	239,783	34,181,564	35,690,178	3,447,825	3,593,409	50,880,716	50,880,716	-2.5	46,643,778	2,923,785
Louisville, Ky.-Ind. (11)	175,480	84,166	1,813,701	4,951,537	3,973,811	167,862	142,584	6,323,831	5,816,176	8.7	5,661,654	662,177
Lowell, Mass. (11)			2,381,220									
Lubbock, Tex. (8)	5,545	7,618	187,372	1,943,048	1,959,403	802,581	65,571	20,322,581	2,047,506	-0.7	1,940,857	91,924
Lynchburg, Va. (6)	1,330	352	118,279	1,090,620	943,719	523,880	16,258	1,127,504	1,010,858	16.1	1,172,421	45,917
Macdon, Wis. (4)	S 12,553	S 405,883	S 354,928	S 766,553	S 1,672,393	S 16,527	S 17,076	S 206,380	S 2,026,673	1.8	1,863,354	S 200,476
Madison, Wis. (4)	10,905	9,078	487,382	2,026,220	1,944,435	42,447	26,047	2,416,633	2,340,648	3.2	2,087,776	328,857
Manchester, N.H. (3)	17,690	18,780	200,789	1,055,941	950,432	67,953	52,606	1,183,330	1,084,665	9.6	1,121,491	67,839
Mansfield, Ohio (2)												
McAllen-Pharr-Edinburg, Tex. (4)	3,721	1,372	193,758	1,162,247	1,074,217	926,554	29,121	1,308,264	1,174,456	10.7	1,272,112	34,155
McBourne-Titusville-Cocoa, Fla. (9)	560	763,715	230,592	1,417,742	1,291,361	94,964	93,643	1,641,428	1,475,798	11.1	1,824,255	-183,007
Memphis, Tenn. (13)	67,564	1,992,959	2,359,649	4,955,950	4,457,452	220,058	158,956	6,113,160	6,055,842	1.0	5,067,350	1,051,810
Meriden, Conn. (1)												
Miami, Fla. (15)	159,800	161,425	4,893,792	9,753,385	8,763,645	700,093	692,467	12,690,473	12,023,372	5.6	11,093,037	1,597,401
Midland, Tex. (4)			111,495	495,541	523,554	3,000	3,000	57,4416	57,895	-0.8	504,457	69,959
Millwaukee (13)	123,490	2,485,285	303,803	7,528,649	7,151,052	291,958	89,153	8,915,282	8,987,784	-0.8	8,285,224	630,058
Minneapolis-St. Paul (20)	118,215	100,301	4,324,946	12,516,891	11,750,348	322,104	263,398	16,153,402	15,425,511	4.7	1,662,987	4,290,413
Mobile, Ala. (11)	1,194	16,913	722,578	1,686,685	1,711,377	31,573	34,411	2,237,645	2,307,104	-3.0	2,190,731	46,932
Modesto, Calif. (5)	1,207	8,876	309,386	886,640	858,603	11,373	15,373	1,535,789	1,594,278	5.3	1,190,593	-35,804
Monroe, La. (4)	894	1,265	133,199	541,832	481,663	16,877	5,267	648,651	582,284	19.2	614,164	35,487
Montgomery, Ala. (10)	7,171	362,855	424,505	1,729,219	1,503,042	30,700	30,700	2,043,710	1,903,661	7.3	1,909,651	133,859
Muskegon-Muskegon Heights, Mich. (5)	1,514	803	142,007	834,166	780,917	10,405	8,699	933,009	866,279	7.4	831,085	101,924
Nashua, N.H. (2)			125,920									
Nashville-Davidson, Tenn. (19)	71,001	69,063	2,344,396	11	4,802,455	122,947	62,575	7,909,422	7,326,081	7.9	6,932,196	977,226
Nassau-Suffolk, N.Y. (10)	7,542	5,333	1,502,195	3,414,991	3,915,182	174,863	137,062	4,515,906	5,082,262	-11.2	4,196,127	313,779
New Bedford, Mass. (2)												
New Britain, Conn. (3)	5,024	4,575	448,452	1,150,295	1,120,071	13,875	8,276	1,378,933	1,445,349	-4.7	1,199,143	179,790
New Brunswick-Perth-Amboy-Sayreville, N.Y. (1)												
New Haven-West Haven, Conn. (5)	1,164		910,783	2,247,088	2,121,309	128,834	32,397	2,853,476	2,674,781	68	3,266,713	-41,3237
New London-Norwich, Conn. R.I. (5)	935	1,251	236,031	1,317,790	1,197,312	3,082	6,919	1,377,739	1,366,265	6.3	1,366,265	98,786
New Orleans, (12)	48,798	53,333	2,588,121	4,824,740	4,507,010	173,608	108,500	6,248,003	6,133,962	1.9	6,064,762	183,241
New York, (24)	758,260	698,213	30,783,463	31,622,868	31,319,701	2,720,621	3,157,928	53,975,853	54,011,571	-0.1	47,386,188	6,589,665
Newark, N.J. (7)	44,800	46,159	1,728,336	3,239,241	3,239,241	279,478	184,279	3,562,516	3,807,576	-6.5	4,062,017	-493,501
Newport News-Hampton, Va. (5)	1,169	1,017	854,110	1,694,092	1,724,959	6,545	4,1866	1,926,368	2,012,576	-4.3	1,803,182	123,186
Norfolk-Va. Beach-Portsmouth, Va. (10)	29,223	27,673	973,754	3,688,440	3,503,973	162,561	93,783	4,296,112	4,159,520	3.3	4,263,769	32,343
Northeast Pennsylvania, Pa. (13)	35,307	41,664	459,623	3,720,951	3,392,975	185,323	130,106	4,116,213	3,659,126	12.5	3,785,933	330,280
Norwalk, Conn. (2)												
Odesa, Tex. (4)			84,366	561,636	572,386	212,204	631,320	638,350	638,350	0.1	7,030	-7,030
Oklahoma City (10)	39,119	19,532	1,713,106	3,457,854	3,493,999	212,988	182,620	4,564,046	4,624,059	-1.3	4,023,107	540,939
Omaha, (7)	73,336	73,786	1,376,558	4,678,604	4,288,656	259,019	191,571	5,325,091	5,041,596	5.6	4,848,932	277,159
Orlando, Fla. (12)	27,858	25,390	884,446	4,277,449	3,285,365	328,835	221,090	4,762,029	3,888,497	22.5	5,001,941	-23,991.2
Owensboro, Ky. (2)												
Onard-Simi Valley - Ventura, Calif. (6)	9,600	9,600	363,822	1,430,963	1,370,769	76,709	1,705,256	1,660,213	1,660,213	2.7	1,623,266	81,990
Parkersburg-Marietta, W.Va.-Ohio (5)			163,374	1,015,922	981,428	31,655	4,579	1,189,094	1,114,843	4.8	1,122,417	46,677
Patterson-Citron-Passaic, N.J. (2)												
Pensacola, Fla. (6)	3,328	5,166	187,501	1,966,816	1,901,357	12,165	11,815	2,070,419	1,987,216	4.2	1,970,604	99,815
Peoria, Ill. (5)	5,732	14,796	652,137	1,842,469	1,618,689	36,584	29,075	2,353,482	2,084,803	12.9	2,298,580	119,902
Petersburg-Colonial Hills-Hopewell, Va. (3)												
Philadelphia, Pa.-N.J. (23)	400,379	318,914	11,041,516	80,754	61,911,12	830,453	5,663	22,590,549	573,189	2.0	2,586,659	33,890
Phoenix, Ariz. (19)	68,237	59,291	1,195,848	6,319,148	5,586,470	1,262,105	1,188,985	27,595,294	22,384,864	0.8	20,204,349	2,361,945
Pine Bluff, Ark. (5)												
Pittsburg, Pa. (23)	155,422	156,485	5,114,885	S 564,073	S 544,290	S 5,383	S 4,926	S 569,392	S 564,811	0.8	S 530,022	S 39,370
Pittsfield, Mass (3)	2,507	6,749	5,458,764	9,412,749	9,127,498	977,833	905,634	14,006,634	13,324,491	5.1	14,365,595	-359,294
Portland, Me. (5)	9,110	15,131	107,859	681,405	661,684	5,289	7,638	743,352	743,073	-0.2	717,001	26,351
Portland, Me. (5)			403,608	1,186,594	1,095,116	54,933	54,862	1,459,779	1,460,430	-0.1	1,451,163	8,616

1974 Spot-Radio Report from CHICAGO

1974 rep-placed billings from Chicago are up 4.1% over 1973, industry-wide*.

Radio Expenditures Report, Oct. '74; Industrywide totals of the 19 major radio stations.



LEN SABLE
ATA Vice-Pres.,
Chicago Manager

Radio Expenditures Report, Oct. '74; Industrywide totals of the 19 major radio stations.

Alan Torbet Associates, Inc.



STEVE MARRIOTT
ATA Manager,
Detroit Area

*Radio Expenditures Report, Oct. '74 Industrywide totals of the 19 major

1974 Spot-Radio Report from **DETROIT**

1974 rep-placed billings from Detroit are up 14.4% over 1973, industry-wide*.

*Radio Expenditures Report, Oct. '74 Industrywide totals of the 19 major

Alan Torbet Associates, Inc.



60

7. Nonmetro areas of three or more stations

Metropolitan Areas	Network times sales		Time sales to national & regional advertisers		Time sales to local advertisers		Value of trade-outs and barter transactions		Total broadcast revenues		% change	Total broadcast expenses		Total broadcast income
	1973	1972	1973	1972	1973	1972	1973	1972	1973	1972		1973	1972	1973
Fairbanks, Alaska (3)	..	..	\$87,085	\$77,133	\$625,682	\$546,052	\$45,060	\$37,430	\$887,469	\$602,360	14.1	\$774,999	\$602,360	\$-87,530
Decatur, Ala. (3)	..	..	44,335	43,529	303,390	446,220	4,736	7,616	434,049	484,029	10.3	411,077	484,029	22,972
Denton, Ala. (3)	982	2,691	66,437	\$7,460	583,087	479,894	..	..	637,907	529,764	20.4	525,081	529,764	112,826
Seale, Ala. (3)	156	3,357	4,939	42,478	394,152	400,291	..	..	462,418	457,727	1.0	441,103	457,727	21,315
Hol Springs, Ark. (30)	..	..	30,173	45,371	572,777	525,537	8,600	9,921	599,933	564,214	6.2	559,618	564,214	40,315
Flagstaff, Ariz. (3)	..	..	123,889	120,830	420,722	394,435	8,845	2,400	525,537	501,313	5.2	510,195	501,313	16,839
Merced, Calif. (4)	1,398	5,590	82,884	78,845	342,336	288,602	20,863	29,571	412,874	352,044	17.0	378,592	352,044	34,082
Redding, Calif. (3)	5,239	10,124	143,017	89,160	461,860	406,877	21,824	10,889	523,149	477,745	9.6	582,799	477,745	-59,650
San Luis Obispo, Calif. (3)	18,203	19,180	88,287	147,172	544,169	501,568	29,625	35,303	680,909	585,469	16.3	673,202	585,469	37,231
Grand Junction, Colo. (4)	420	318	84,084	99,174	627,904	556,517	25,508	14,401	702,492	642,490	9.3	657,736	642,490	50,293
Ocala, Fla. (3)	..	..	87,740	70,443	582,669	533,897	2,226	..	799,015	662,618	11.3	692,190	662,618	13,668
Panama City, Fla. (3)	1,716	2,906	114,566	98,289	678,273	560,710	..	..	751,745	681,070	20.6	697,983	681,070	10,032
Athens, Ga. (3)	4,286	5,072	30,812	35,197	438,580	378,831	5,770	..	551,745	481,070	14.5	520,736	481,070	31,009
Brunswick, Ga. (3)	..	..	32,938	41,274	454,941	398,473	7,004	5,194	485,671	439,044	10.4	344,978	439,044	140,693
Dalton, Ga. (3)	662	1,868	61,688	70,876	595,444	599,851	2,474	2,328	690,839	683,756	1.0	668,542	683,756	22,297
Gainesville, Ga. (3)	62	85	23,200	24,779	432,351	358,644	7,762	7,762	454,423	380,542	19.4	448,023	380,542	6,400
Griffin, Ga. (3)	2,269	3,356	75,123	54,390	845,099	818,526	8,461	8,824	937,224	882,870	6.2	899,749	882,870	37,475
Rome, Ga. (4)	..	..	90,094	108,765	581,281	499,430	8,081	8,824	663,812	526,488	26.0	652,300	526,488	11,512
Valdosta, Ga. (4)	..	..	31,346	34,913	638,620	553,340	14,756	5,460	658,145	575,127	14.4	686,609	575,127	-28,464
Hilo, Ha. (3)	1,027	4,321	137,861	150,652	666,871	597,581	8,426	2,944	808,355	729,784	10.8	669,827	729,784	138,528
Mason City, Iowa (3)	16,634	18,660	138,679	130,176	511,920	437,411	3,570	2,073	636,457	561,615	13.3	607,038	561,615	29,419
Idaho Falls, Idaho (3)	2,281	2,699	104,628	100,542	436,081	328,033	7,152	9,495	476,787	413,310	15.2	457,413	413,310	19,374
Pocatello, Idaho (3)	2,663	2,516	68,939	68,874	395,985	365,753	..	..	536,550	451,030	18.8	493,216	451,030	43,334
Salina, Kan. (3)	227	885	740,483	622,515	834,302	662,201	54,286	49,726	1,530,439	1,259,986	21.5	1,384,931	1,259,986	145,508
Bowling Green, Ky. (30)	308	35	88,716	83,139	554,733	503,781	2,562	2,058	633,707	569,822	11.2	528,525	569,822	105,182
Paducah, Ky. (3)	2,665	4,981	131,405	125,310	592,463	489,678	8,210	679	704,382	599,370	17.5	582,901	599,370	49,457
Cumberland, Md. (3)	1,102	3,225	47,020	42,650	449,018	412,843	23,914	18,829	517,424	472,671	9.5	582,901	472,671	-75,477
Salisbury, Md. (3)	1,125	3,625	127,374	141,264	630,142	566,054	10,890	5,298	722,869	670,603	7.7	705,645	670,603	17,224
Bangor, Me. (3)	12,562	16,553	186,190	231,285	543,028	549,134	4,578	9,161	697,848	747,729	-6.6	587,416	747,729	110,432
Cape Girardeau, Mo. (3)	743	2,281	116,970	118,682	386,230	292,922	1,498	1,498	493,911	398,407	23.9	485,454	398,407	84,557
Joplin, Mo. (4)	..	..	155,305	109,709	469,357	338,419	19,618	12,581	599,439	461,356	29.9	545,870	461,356	53,569
Columbus, Miss. (3)	..	..	38,953	54,582	368,379	309,940	2,159	1,940	404,376	357,944	13.2	393,103	357,944	73,346
Greenville, Miss. (3)	1,419	1,146	23,390	20,980	423,665	289,336	..	..	475,841	433,718	2.5	393,103	433,718	82,669
Greenwood, Miss. (3)	939	939	24,571	26,141	297,947	289,336	..	..	339,365	313,830	8.3	305,357	313,830	34,008
Hattiesburg, Miss. (5)	739	2,770	42,376	24,740	667,482	587,130	14,830	4,222	685,552	610,171	12.2	611,065	610,171	74,487
Laurel, Miss. (3)	907	3,058	31,292	31,755	578,126	564,526	..	..	622,854	608,172	2.3	625,236	608,172	-2,382
Meridian, Miss. (4)	445	..	57,368	94,118	851,394	770,480	45,402	13,672	892,610	845,463	5.5	932,318	845,463	-39,706
Tupelo, Miss. (3)	..	..	43,576	47,306	566,651	515,635	3,770	1,087	629,513	550,265	14.3	581,318	550,265	48,187
Missoula, Mont. (4)	22,554	29,094	45,852	45,675	727,347	760,382	3,770	1,087	933,216	853,398	9.3	820,835	853,398	103,381
Goldboro, N.C. (3)	25,786	31,740	63,399	68,704	601,543	601,543	3,894	6,103	760,689	648,637	17.2	729,595	648,637	37,084
Greenville, N.C. (3)	22,018	31,804	81,147	63,399	633,536	297,480	3,467	6,103	406,940	372,688	9.1	474,741	372,688	7,053
Hickory, N.C. (3)	813	596	89,272	69,473	694,761	619,960	4,002	4,824	775,815	710,415	9.1	670,921	710,415	104,894
Jacksonville, N.C. (3)	..	..	93,310	78,396	491,637	495,009	743	..	588,637	578,633	1.7	519,318	578,633	89,519
Kinston, N.C. (3)	..	..	50,012	52,489	647,027	624,492	3,897	1,380	708,777	696,032	1.8	654,711	696,032	65,066
New Bern, N.C. (3)	4,491	3,074	8,432	..	224,248	..	..	..	249,883	..	..	267,275	..	-17,392
Rocky Mount, N.C. (2)	..	15,588	..	24,243	399,255	399,255	..	27,46	452,058	454,253	..	429,024	454,253	23,034
Wilson, N.C. (3)	11,700	11,841	55,416	52,997	352,882	352,882	1,836	887	452,058	444,993	1.8	429,024	444,993	23,034
Bismarck, N.D. (3)	7,526	7,902	220,580	234,043	825,751	726,137	8,130	469	1,032,435	949,957	8.7	892,344	949,957	140,091

1974 Spot-Radio Report from ATLANTA



BILL JONES
ATA Vice-Pres.,
Atlanta Manager

1974 rep-placed billings from Atlanta are down 11.3% from 1973, industry-wide*.
1974 Atlanta billings are up 14.7% on ATA stations.
5.2% of total national-spot radio billings originated from Atlanta in 1974, compared to 5.8% in 1973, industry-wide*.

*Radio Expenditures Report, Oct. '74;
Industrywide totals of the 19 major radio reps.

1974 Spot-Radio Report from DALLAS



LEE BELL
ATA Vice-Pres.,
Dallas Manager

1974 rep-placed billings from Dallas are up 17.3% over 1973, industry-wide*.
1974 Dallas billings are up 24.7% on ATA stations.
2.7% of total national-spot radio billings originated from Dallas in 1974, compared to 2.9% in 1973, industry-wide*.

*Radio Expenditures Report, Oct. '74;
Industrywide totals of the 19 major radio reps.

Alan Torbet Associates, Inc.



Alan Torbet Associates, Inc.



Metropolitan areas (number of stations reporting in parentheses)		Network times sales		Time sales to national & regional advertisers		Time sales to local advertisers		Value of trade-outs and better transactions		Total broadcast revenues		% change		Total broadcast expenses		Total broadcast income	
1973	1972	1973	1972	1973	1972	1973	1972	1973	1972	1973	1972	1973	1972	1973	1972	1973	1972
Minot, N.D. (4)	2051	817	64,164	62,710	803,536	784,724	4,988	6,367	856,324	824,463	3.8	752,811	103,513	752,811	103,513	752,811	103,513
Carlsbad, N.M. (2)	..	..	35,293	23,123	371,458	226,865	1,001	389	395,943	373,039	5.8	464,354	..	464,354	..	464,354	..
Clovis, N.M. (3)	9,377	..	51,976	46,641	586,207	337,575	..	..	680,512	559,789	18.0	472,427	188,085	472,427	188,085	472,427	188,085
Farmington, N.M. (3)	1,492	1,622	67,557	76,033	377,597	334,080	5,358	8,192	461,961	429,694	7.5	452,447	58,993	452,447	58,993	452,447	58,993
Roswell, N.M. (3)	..	..	72,242	69,028	462,892	443,011	..	..	511,140	487,904	4.9	784,130	..	784,130	..	784,130	..
Santa Fe, N.M. (3)	..	..	109,278	95,029	694,797	660,724	27,776	32,076	774,716	741,479	4.4	778,846	..	778,846	..	778,846	..
Kingston, N.Y. (3)	3,827	1,780	95,430	110,284	618,493	606,808	..	..	703,523	661,580	7.6	703,523	..	703,523	..	703,523	..
Plattsburgh, N.Y. (3)	6,325	4,043	258,952	252,038	476,437	431,409	14,522	12,746	595,954	561,890	5.6	595,954	..	595,954	..	595,954	..
Watertown, N.Y. (3)	3,437	1,255	77,375	105,249	506,237	366,060	..	..	760,524	742,728	2.8	760,524	..	760,524	..	760,524	..
Watertown, N.Y. (3)	2,029	..	20,362	15,467	93,786	86,060	12,568	14,639	109,888	109,888	0.0	109,888	..	109,888	..	109,888	..
Klamath Falls, Ore. (3)	4,930	..	120,362	512,824	43,700	43,700	..	..	70,524	70,524	0.0	70,524	..	70,524	..	70,524	..
Medford, Ore. (3)	..	..	59,697	78,336	471,511	471,511	..	..	600,231	533,118	12.7	600,231	..	600,231	..	600,231	..
Medford, Ore. (3)	2,222	1,111	58,972	73,330	319,533	319,533	1,732	2,127	376,414	333,118	12.5	376,414	..	376,414	..	376,414	..
Florence, S.C. (3)	771	..	73,904	76,739	400,744	425,981	1,216	1,612	467,618	494,508	-5.4	467,618	..	467,618	..	467,618	..
Orangeburg, S.C. (3)	..	..	181,191	82,521	502,679	473,651	2,159	1,872	601,754	546,045	10.0	601,754	..	601,754	..	601,754	..
Rapid City, S.D. (4)	2,347	804	83,655	76,704	683,719	683,719	13,203	8,545	836,705	748,153	11.7	836,705	..	836,705	..	836,705	..
Jackson, Tenn. (3)	6,985	1,287	97,821	90,895	553,492	534,248	55	1,112	654,226	618,556	5.8	654,226	..	654,226	..	654,226	..
Big Springs, Tex. (3)	1,590	..	59,061	50,370	373,157	381,825	2,281	7,300	441,699	429,424	2.7	441,699	..	441,699	..	441,699	..
Del Rio, Tex. (2)	2,934	..	..	22,910	..	152,082	..	..	..	192,831	..	..	..	..	..	..	..
Charlottesville, Va. (3)	2,976	..	90,774	92,191	906,720	811,664	11,822	11,822	1,027,643	936,473	9.7	998,880	28,763	998,880	28,763	998,880	28,763
Danville, Va. (4)	4,451	936	114,153	112,046	987,050	964,989	29,552	2,972	1,119,542	1,089,508	2.7	1,119,542	..	1,119,542	..	1,119,542	..
Harrisonburg, Va. (3)	25,226	809	22,975	56,188	786,551	718,747	7,041	7,835	801,950	783,564	4.9	801,950	..	801,950	..	801,950	..
Burlington, Vt. (3)	6,088	387	121,042	135,077	855,200	789,737	30,160	38,845	961,508	918,553	6.5	961,508	..	961,508	..	961,508	..
Bellingham, Wash. (4)	530	10,458	191,622	184,585	597,889	643,832	38,650	1,566	738,097	720,738	-0.9	738,097	..	738,097	..	738,097	..
Walla Walla, Wash. (3)	922	374	59,010	49,186	57,889	43,435	10,964	..	63,979	52,810	6.9	63,979	..	63,979	..	63,979	..
Wenatchee, Wash. (3)	6,353	2,043	124,288	106,933	808,531	766,851	1,562	4,012	903,263	866,277	4.5	903,263	..	903,263	..	903,263	..
Ellensburg, Wash. (3)	936	..	82,488	88,944	808,531	808,531	..	..	903,263	866,277	4.5	903,263	..	903,263	..	903,263	..
Ellensburg, Wash. (3)	..	..	61,515	41,275	663,460	663,460	..	..	903,263	866,277	4.5	903,263	..	903,263	..	903,263	..
Manitou, Colo. (3)	2,233	..	70,647	82,388	649,807	608,554	7,876	4,278	705,320	677,025	4.1	705,320	..	705,320	..	705,320	..
Wausau, Wis. (3)	5,119	260	86,214	85,615	786,355	786,355	4,666	10,648	931,062	879,919	5.9	931,062	..	931,062	..	931,062	..
Beckley, W. Va. (3)	2,419	..	57,013	52,098	477,590	477,590	2,275	14,872	567,393	533,038	6.3	567,393	..	567,393	..	567,393	..
Clarksburg, W. Va. (3)	2,726	..	..	96,091	504,842	504,842	..	..	..	..	..	..	..	..	..	..	..
Casper, Wyo. (2)	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Cheyenne, Wyo. (4)	12,507	9,703	51,321	34,135	425,895	339,410	6,151	7,625	497,383	372,859	33.6	535,681	36,298	535,681	36,298	535,681	36,298
Total (260)	\$280,262	\$45,622	7,224,206	7,098,714	45,425,895	41,566,321	756,511	638,574	52,647,269	48,660,482	8.1	49,326,826	3,320,443	49,326,826	3,320,443	49,326,826	3,320,443
Commonwealth and Possessions	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Mayaguez, P.R. (5)	130,565	106,696	197,236	239,748	648,980	691,252	14,147	11,337	941,004	1,021,966	-7.8	885,539	55,465	885,539	55,465	885,539	55,465
Ponce, P.R. (7)	119,439	98,098	387,900	468,044	746,216	653,988	17,162	8,950	1,154,931	1,194,474	-3.3	1,154,931	26,522	1,154,931	26,522	1,154,931	26,522
San Juan, P.R. (12)	148,430	204,784	1,946,110	2,522,093	3,242,440	4,096,742	232,092	468,73	4,843,367	5,626,288	-16.9	4,843,367	782,918	4,843,367	782,918	4,843,367	782,918
Total (24)	\$446,765	\$71,183	2,513,246	3,229,885	4,637,655	5,453,962	263,361	691,100	8,595,322	8,042,688	-13.7	8,595,322	90,556	8,595,322	90,556	8,595,322	90,556
Arctic, P.R. (3)	15,872	12,137	173,266	192,004	282,632	313,577	..	..	444,349	485,863	-8.4	389,547	54,802	389,547	54,802	389,547	54,802
Other territories (18)	43,450	54,292	677,962	878,096	2,348,208	2,394,935	..	..	2,885,884	3,112,213	-7.4	2,542,107	343,777	2,542,107	343,777	2,542,107	343,777
Total (45)	\$446,765	\$71,183	3,364,474	4,299,985	7,268,495	8,162,874	263,361	69,533	10,269,555	11,645,764	-11.8	9,780,420	489,135	9,780,420	489,135	9,780,420	489,135

1 Excludes independently operated FM stations and FM stations associated with AM stations but reporting separately.
2 Communities are included in this table if totals do not reveal individual station data.
3 Stations with less than \$25,000 revenue report only total revenue and total expenses.
4 Before commissions to agencies, representatives and others.
5 Total revenues consists of total time sales plus talent and program sales plus other incidental broadcast revenues, less commissions.
6 Before federal income tax. Note: - Denotes loss.
7 Over 90% of the apparent decline in national/regional time sales between 1972 and 1973 is due to a shift in the way stations allocated time sales between the national/regional and the local categories. This re-allocation would cause the decline in national/regional sales to be offset by an increase of a similar dollar amount in local sales with no effect on total revenue.
8 Approximately 75% to 80% of the apparent decline in national/regional time sales between 1972 and 1973 is due to a shift in the way stations allocated time sales between the national/regional and the local categories. This re-allocation would cause the decline in national/regional sales to be offset by an increase of a similar dollar amount in local sales with no effect on total revenue.
9 Time sales figures published for 1972 were in error. The correct 1972 figures are: National/regional time sales: \$2,207,092; local time sales: \$2,412,729.
10 Approximately 85% of the apparent decline in national/regional time sales between 1972 and 1973 is due to a shift in the way stations allocated time sales between the national/regional and the local categories. This re-allocation would cause the decline in national/regional sales to be offset by an increase of a similar dollar amount in local sales with no effect on total revenue.

8. FM finances, market by market

Metropolitan areas (number of stations reporting in parentheses)		Total broadcast revenues		Total broadcast expenses		Total FM revenues including FM portion of AM-FM revenues		% change	
1973	1972	1973	1972	1973	1972	1973	1972	1973	1972
Akron, Ohio (3)	..	..	..	..	..	\$ 298,342	\$ 187,130	59.4	..
Albany, Ohio (3)	..	..	..	..	..	167,372	150,574	11.1	..
Albany, Schenectady-Troy, N.Y. (10)	..	..	..	..	..	516,885	273,849	88.8	..
Albuquerque, N.M. (3)	..	..	..	..	..	360,591	261,386	37.9	..
Allentown-Bethlehem-Easton, Pa. (3)	..	..	..	..	..	221,669	104,657	..	..
Altoona, Pa. (4)	..	..	..	..	..	153,381	153,381	..	..
Anaheim-Santa Ana-Garden Grove, Calif. (6)	835,024	929,252	902,752	94,228	847,120	738,388	146	46.5	..
Appleton-Oshkosh, Wis. (6)	348,952	417,447	346,774	-68,495	405,113	372,164	372,164	9.9	..

Atlanta (11)	1,968,323	1,416,042	1,744,744	1,373,777	223,579	42,265	2,998,873	2,044,357	46.7
Atlantic City (4)	..	..	..	..	..	..	368,698	320,970	14.9
Aurora, Ill. (3)	..	..	..	..	..	..	103,887	120,332	-13.8
Bakersfield, Calif. (3)	..	..	..	..	..	..	81,323	570,111	42.6
Baltimore (12)	1,112,965	..	..	..	..	..	133,583	139,193	-4.0
Baton Rouge (4)	394,214	216,582	1,397,100	1,211,398	160,157	-98,433	2,146,957	1,625,204	32.1
Beaumont-Port Arthur-Orange, Tex. (5)	59,190	..	377,568	301,882	16,646	-85,280	394,214	216,582	82.0
Biloxi-Gulfport, Miss. (3)	..	..	118,666	..	-59,476	..	89,125	121,158	-32.5
Birmingham, Ala. (5)	..	..	..	..	..	..	292,999	231,591	26.5
Bloomington-Normal, Ill. (3)	150,302	..	..	..	..	..	439,443	383,142	14.7
Boston (11)	2,812,952	..	139,218	..	11,084	..	150,302	..	..
Buffalo, N.Y. (11)	1,225,110	..	3,229,424	2,062,286	-416,472	430,580	3,835,746	3,089,021	24.2
Caguas, P.R. (3)	..	..	1,296,536	1,075,506	-71,426	-116,164	1,477,117	1,122,090	31.6
Canton, Ohio (4)	..	..	..	..	..	..	71,197	86,249	5.9
Champaign-Urbana-Rantoul, Ill. (5)	299,073	255,249	341,387	298,966	500,672	..	357,420	270,216	32.2
Charleston, S.C. (6)	153,365	..	270,211	..	-43,711	..	357,420	270,216	32.2
Charlotte, N.C. (3)	..	..	..	..	..	..	153,119	223,555	-31.5
Chattanooga, N.C. (5)	789,436	565,709	721,396	494,111	116,846	..	794,436	565,709	40.4
Chicago (28)	7,111,298	5,766,832	9,454,003	7,308,539	68,040	71,598	24,592	149,118	63.4
Cincinnati (17)	1,781,812	1,286,799	1,854,794	1,568,680	-2,342,705	-1,541,707	7,838,202	6,425,193	22.0
Cleveland (12)	3,724,955	3,082,279	3,528,746	3,163,949	-172,982	-281,861	1,845,953	1,364,817	35.2
Colorado Springs (5)	344,348	..	333,135	..	196,209	-81,670	4,530,954	3,144,554	44.1
Columbia, S.C. (4)	..	..	..	..	11,213	..	396,669	238,472	66.3
Columbus, Ga. (3)	..	..	..	..	..	..	484,088	340,979	42.0
Columbus, Ohio (10)	1,483,238	1,215,664	1,097,618	1,092,734	161,379	187,533	1,712,095	1,341,911	-14.0
Corpus Christi, Tex. (6)	198,533	271,352	377,125	370,137	395,620	122,930	2,386,881	304,551	27.6
Dallas-Fort Worth (15)	2,309,985	1,258,586	3,183,820	1,708,399	-98,785	-178,592	2,732,896	1,903,722	-21.6
Davenport-Rock Island-Moline, Ill. (4)	..	..	..	..	449,813	..	1,435,500	93,323	107.6
Daytona Beach, Fla. (3)	1,309,809	808,911	756,139	590,033	218,878	..	1,450,500	93,323	107.6
Dayton, Ohio (7)	..	..	..	..	..	..	245,594	84,109	185.9
Denver-Boulder (11)	1,004,512	650,408	834,266	700,913	553,670	..	1,738,005	1,382,243	15.2
Des Moines, Iowa (4)	225,507	153,030	343,527	230,834	-50,505	-50,505	248,711	155,966	59.4
Deloit (16)	5,366,949	3,881,508	4,788,552	4,155,982	-97,824	-97,824	5,945,767	4,106,617	34.8
Duluth-Superior, Minn. (3)	..	208,835	..	252,886	-264,474	-264,474	180,796	216,705	-16.6
El Paso, Tex. (3)	..	..	..	..	-44,051	..	117,496	132,110	-11.1
El Paso, Tex. (4)	..	..	..	..	..	..	334,843	239,805	39.6
Eugene-Springfield, Ore. (4)	233,097	186,944	285,751	209,627	-52,654	-52,654	330,097	186,944	24.7
Evansville, Ind. (6)	313,768	196,599	282,296	231,292	51,472	..	370,294	242,700	52.6
Fargo-Moorhead, N.D. (3)	..	..	..	..	..	..	110,577	104,426	5.9
Fayetteville-Springdale, Ark. (4)	..	..	..	..	..	..	243,415	234,935	3.6
Flint, Mich. (3)	418,995	307,482	381,823	328,172	-20,990	..	418,995	307,482	36.3
Fort Smith, Ark. (4)	..	..	..	..	..	..	409,739	216,589	33.3
Fort Wayne, Ind. (4)	415,883	294,058	365,043	320,199	-26,141	..	409,739	216,589	33.3
Fresno, Calif. (6)	556,411	439,856	688,895	557,710	-117,354	..	654,432	541,189	33.0
Fl. Lauderdale-Hollywood, Fla. (5)	794,025	1,543,855	1,433,855	1,303,991	70,107	..	1,303,991	70,107	81.1
Gary-Hammond-East Chicago, Ind. (4)	539,123	325,204	473,069	247,471	-76,830	..	570,109	351,394	69.0
Grand Rapids, Mich. (10)	739,254	631,946	648,717	723,829	77,733	..	1,164,540	972,642	18.7
Greenville-Spartanburg, S.C. (4)	514,089	464,075	572,739	465,259	-91,987	..	568,243	11,483	129.6
Greenville-Winston-Salem-High Point, N.C. (9)	..	..	..	..	..	..	548,982	502,576	9.2
Harrisburg, Pa. (4)	..	..	..	..	-1,184	..	571,778	426,520	35.4
Hartford, Conn. (3)	..	..	..	..	..	..	541,413	488,742	10.8
Honolulu (3)	..	..	..	..	..	..	204,522	180,358	27.5
Houston (16)	2,820,114	1,723,487	3,588,545	2,571,302	-847,815	..	450,738	422,032	6.8
Huntington-Ashland, W. Va.-Ky. (6)	514,925	420,016	510,093	449,680	145,212	..	204,954	145,212	41.1
Huntsville, Ala. (4)	..	..	..	..	..	..	3,245,799	2,527,199	28.5
Indianapolis (12)	2,054,542	436,248	1,916,631	1,349,111	-847,815	-847,815	555,501	452,034	22.9
Jackson, Miss. (6)	226,412	..	..	911,225	-29,664	..	155,203	106,166	46.1
..	..	..	..	..	25,023	..	2,632,985	2,017,931	30.5
..	..	..	..	..	7,589	..	312,610	154,596	102.2

1974 Spot-Radio Report from SAN FRANCISCO

1974 rep-placed billings from San Francisco are up 18.1% over 1973, industry-wide*.

1974 San Francisco billings are up 20.3% on ATA stations.

6.1% of total national-spot radio billings originated from San Francisco in 1974, compared to 4.8% in 1973, industry-wide*.

*Radio Expenditures Report, Oct. '74; Industrywide totals of the 19 major radio reps.



PAULIE LANDON
ATA Manager,
San Francisco Area

Alan Torbet Associates, Inc.



1974 Spot-Radio Report from LOS ANGELES

1974 rep-placed billings from Los Angeles are up 17.4% over 1973, industry-wide*.

1974 Los Angeles billings are up 31.5% on ATA stations.

11.5% of total national-spot radio billings originated from Los Angeles in 1974, compared to 9.9% in 1973, industry-wide*.

*Radio Expenditures Report, Oct. '74; Industrywide totals of the 19 major radio reps.



BOB ALLEN
ATA Vice-Pres.,
Los Angeles Area

Alan Torbet Associates, Inc.



Metropolitan areas (number of stations reporting in parentheses)	Total broadcast revenues	Total broadcast expenses	Total broadcast income	Total FM revenues including FM portion of AM-FM revenues	% change
1973	1972	1973	1972	1973	1972
Jacksonville, Fla. (4)	•	•	•	341,880	•
Johnstown, Pa. (4)	•	•	•	107,195	56,585
Kansas City, Mo. (8)	1,702,615	•	•	1,745,186	19,1
Kingsport-Bristol, Tenn.-Va. (3)	•	1,695,544	7,071	1,484,632	-36,4
Knoxville, Tenn. (4)	•	•	•	104,782	11,181
Lancaster, Pa. (5)	•	•	•	252,066	36,7
Lansing-East Lansing, Mich. (4)	•	•	•	755,223	59,784
Las Vegas (5)	•	•	•	523,857	21,5
Lexington, Ky. (5)	•	•	•	528,171	-38,6
Lima, Ohio (5)	•	•	•	257,770	102,8
Lincoln, Neb. (4)	•	•	•	211,503	26,2
Little Rock-North Little Rock, Ark. (5)	•	•	•	123,495	89,2
Los Angeles-Long Beach (28)	436,607	508,982	-72,295	331,767	157,7
Louisville, Ky. (5)	10,669,805	10,398,951	-329,146	10,719,415	211,165
Lubbock, Tex. (3)	494,905	586,971	-92,062	494,909	840,362
Madison, Wis. (4)	•	•	•	490,879	27,3
Madison-Thusville-Cocoa, Fla. (4)	•	•	•	32,461	•
Marietta (6)	437,888	378,928	58,960	70,689	29,4
Memphis (6)	•	•	•	515,631	472,125
Miami (9)	298,844	513,504	-214,660	226,811	9,2
Milwaukee (13)	2,371,356	2,418,166	-46,810	180,550	25,5
Minneapolis-St. Paul (10)	51,341,030	51,608,089	-267,059	202,823	49,695
Mobile, Ala. (4)	828,870	1,040,428	-211,556	2,601,582	20,363,61
Monroe, La. (3)	322,534	343,728	-21,194	1,602,218	51,116,34
Montgomery, Ala. (3)	•	•	•	341,151	1,051,185
Nashville-Davidson, Tenn. (10)	728,949	698,329	30,620	127,962	243,955
Nassau-Suffolk, N.Y. (8)	833,905	763,313	70,592	97,010	64,678
New Haven-West Haven, Conn. (3)	764,557	518,543	246,014	976,909	697,796
New Orleans (7)	864,129	1,117,627	-253,498	1,502,564	940,673
New York (17)	11,693,920	11,414,864	279,056	764,557	518,543
Newark, N.J. (4)	639,288	522,897	116,391	965,982	770,258
Norfolk-Va. Beach-Portsmouth, Va. (6)	•	•	•	11,863,780	9,395,377
Northeast Pennsylvania (6)	•	•	•	707,813	671,975
Omaha (6)	1,015,122	1,152,928	-137,806	1,042,714	21
Orlando, Fla. (7)	796,914	574,196	222,718	537,318	449,654
Oxnard-Simi Valley-San Buena Ventura, Calif. (5)	548,679	493,471	55,208	1,116,537	907,425
Pensacola, Fla. (4)	319,723	451,361	-131,638	396,380	313,530
Peoria, Ill. (4)	•	•	•	319,723	770,448
Philadelphia (13)	4,681,921	5,191,283	-509,362	344,000	305,573
Phoenix (5)	716,904	697,710	19,194	381,861	255,871
Pittsburgh (11)	978,604	1,176,517	-197,913	544,379	369,041
Portland, Ore. (8)	336,163	509,643	-173,480	744,234	4570,569
Poughkeepsie, N.Y. (3)	•	•	•	1,466,275	918,287
Providence-Warwick-Pawtucket, R.I. (5)	•	•	•	496,488	321,300
Raleigh-Durham, N.C. (5)	551,596	628,047	-76,451	129,380	93,712
Reno (3)	198,446	170,313	28,133	300,493	334,553
Richmond, Va. (5)	616,421	654,363	-37,942	576,757	225,114
Riverside-San Bernardino-Ontario, Calif. (8)	•	•	•	160,446	167,609
Roanoke, Va. (4)	•	•	•	661,463	421,088
Rochester, N.Y. (6)	703,579	797,198	-93,529	429,020	41,537
Rockford, Ill. (5)	279,813	334,237	-54,424	785,533	187,715
Sacramento, Calif. (7)	944,698	1,538,300	-593,602	1,361,732	1,132,779
Salinas-Seaside-Monterey, Calif. (5)	348,563	403,569	-55,006	384,062	237,879
Salt Lake City-Ogden (6)	273,382	266,348	7,034	757,940	24,6
San Antonio, Tex. (9)	488,309	634,279	-145,970	354,609	320,534
San Diego (12) Oakland (17)	1,458,375	1,981,063	-522,688	489,507	238,864
San Francisco-Oakland (17)	3,670,943	5,451,263	-1,780,320	1,022,720	727,939
San Jose, Calif. (7)	1,863,621	1,666,502	197,118	1,458,375	1,128,165
Santa Barbara-Santa Maria-Lompoc, Calif. (3)	•	•	•	3,467,702	29,3
Savannah, Ga. (4)	525,563	649,022	-123,459	1,412,268	20,4
Seattle-Everett, Wash. (9)	688,676	1,178,946	-490,270	126,970	46,4
Shreveport, La. (4)	•	•	•	562,477	30,3
South Bend, Ind. (5)	370,379	276,529	93,850	843,186	64,7
Spokane, Wash. (4)	•	•	•	119,434	113,879
Springfield, Ill. (3)	•	•	•	66,108	29,113
Springfield-Chicopee-Holyoke, Mass. (3)	•	•	•	339,349	215,275
St. Louis, Mo. (11)	355,598	340,384	15,214	501,979	275,380
Stockton, Calif. (3)	2,507,312	3,123,417	-616,105	359,647	373,601
Syracuse, N.Y. (8)	193,936	224,288	-30,352	2,629,394	1,754,607
Tacoma, Wash. (3)	698,890	514,063	184,827	193,936	180,081
Tallahassee, Fla. (3)	•	•	•	727,194	536,159
Tampa-St. Petersburg, Fla. (7)	421,713	395,685	26,028	92,448	76,196
Terre Haute, Ind. (4)	593,316	555,050	38,266	421,713	359,247
Texas-Kans. (3)	187,238	277,604	-90,366	969,351	775,155
Toledo, Ohio (10)	•	•	•	187,238	126,972
Trenton, N.J. (4)	•	•	•	119,603	87,824
Tucson, Ariz. (4)	•	•	•	1,165,646	63,0
Tulsa (5)	1,601,427	1,047,856	553,571	1,083,181	186,346
•	502,917	448,427	54,490	257,524	38,2
•	•	•	•	269,484	192,828
•	•	•	•	456,269	332,345

9. People and property

1972 employment and investment in tangible broadcast property of nationwide networks, their 18 owned-and-operated stations¹ and other AM and AM-FM radio stations.

Employment	Nationwide networks ³	18 Network owned-and-operated stations ¹	Other stations	Total
Full time	851	1,398	49,420	51,669
Part time	18	92	15,578	15,688
Total	869	1,490	64,998	87,357
Investment in tangible broadcast property				
Original cost (thousands of dollars)	10,653	17,282	857,786 ⁴	885,721
Depreciated cost (thousands of dollars)	4,187	6,932	437,664	448,783

¹Includes 14 AM's and four AM-FM combinations.

²Includes 4,241 AM and AM-FM stations.

³CBS, MBS, NBC and ABC's three AM networks and one FM network.

⁴Includes 4,221 AM and AM-FM stations.

10. Cost accounting

1973 broadcast expenses of nationwide radio networks, their 18 owned-and-operated stations and 4,194 other AM and AM-FM stations, reporting revenues of \$25,000 or more (in thousands of dollars)

Type of expense	Nationwide networks ¹	18 Network owned-and-operated stations ²	Other stations ³	Total
Technical	\$ 3,405	\$ 8,012	\$ 98,765	\$ 109,182
Program	28,428	18,864	340,292	387,584
Selling	7,607	14,130	229,140	250,877
General and administrative	4,373	11,494	468,406	484,273
Total broadcast expenses	43,813	52,501	1,135,603	1,231,917

¹CBS, MBS, NBC and ABC's three AM networks and one FM network.

²Includes 14 AM stations and four AM-FM stations filing a combined report.

³Includes 2,790 AM stations and 1,404 AM-FM stations filing a combined report. Does not include 361 FM stations that are associated with AM's but reported separately.

NOTE: Last digits may not sum to totals because of rounding.

Commercial radio stations in operation in 1973

	AM	AM-FM (filing a combined report) ¹	Total AM, AM-FM	FM associated with AM-FM combination but filing a separate report ²	FM independent	Total radio ¹	Grand total ³
Stations in operation on Dec. 31, 1973							
Full-year operation	2868	1429	4297	349	604	5250	6679
Part-year operation	43	11	54	13	41	108	119
Total	2911	1440	4351	362	645	5358	6798
Stations not reporting ⁴	63	27	90	1	30	121	148
Total stations reporting	2854	1413	4267	361	616	5244	6657

¹ AM-FM stations filing a combined report are counted as one station.

² Although these stations are associated with an AM-FM combination they are counted as separate.

³ Figures in this column count AM-FM combinations as two stations.

⁴ Stations that are counted as not reporting include those stations that were licensed but silent for the entire year, those commercial stations that obtained most of their revenues from contributions rather than time sales, and those stations that filed too late to be included in this report.

For the Record®

As compiled by BROADCASTING, Jan. 6 through Jan. 10 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP

—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM license

Broadcast Bureau granted following license covering new station:

■ KKAA Aberdeen, S.D., Dakota-North Plains Corp. (BL-13764). Action Dec. 31.

FM applications

■ Mount Shasta, Calif.—Shasta Cascade Broadcasting Corp. seeks 95.3 mhz, 3 kw., HAAT —1,297 ft. P.O. address: Box 448, East Alma St., Mount Shasta 96067. Estimated construction cost \$27,582; first-year operating cost \$15,000; revenue \$30,000. Format: MOR. Principal: David H. Rees Sr. (100%) owns KWSD(AM) Mount Shasta. Ann. Jan. 6.

■ Cedar Rapids, Iowa—Oakhill-Jackson Economic Development Corp. seeks 89.7 mhz, 10 w. P.O. address: 1219 - 16th St., S.E., Cedar Rapids 52403. Estimated construction cost \$4,840; first-year operating cost \$3,000. Principal: Robert M. Love, president. Ann. Jan. 6.

■ Cherokee, Iowa—C&H Broadcasting seeks 102.3 mhz, 3 kw., HAAT 220 ft. P.O. address: 201 S. Fifth St., Cherokee 51012. Estimated construction cost \$36,000; first-year operating cost \$18,000; revenue not given. Format: MOR. Principals: J. Alan Cramer (75%) and Charles K. Hutchinson (25%) own KCHE(AM) Cherokee. Ann. Jan. 6.

■ Bath, Me.—Board of Education, Bath, Maine seeks 90.7 mhz, 10 w. P.O. address: c/o James Hummer, Morse High School, Bath 04530. Estimated construction cost \$2,275; first-year operating cost

NOTE
NEW
ADDRESS

**EDWIN TORNBURG
& COMPANY, INC.**

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

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

\$2,500. Principal: Mr. Hummer, advisor of Morse High radio club. Ann. Jan. 6.

■ *Brockport, N.Y.—Brockport Central School District seeks 90.5 mhz, 10 w. P.O. address: c/o David W. Field, Senior High School, Brockport 14420. Estimated construction cost \$7,441; first-year operating cost \$500. Principal: Mr. Field, superintendent. Ann. Jan. 8.

■ New Bern, N.C.—Campbell Broadcasting seeks 101.9 mhz, 100 kw., HAAT 762 ft. P.O. address: Box 3837, Wilson, N.C. 27893. Estimated construction cost \$133,410; first-year operating cost \$67,240; revenue \$100,000. Format: MOR. Principal: A. Hartwell Campbell (100%) owns WGTN(AM) Wilson and WGAI(AM) Elizabeth City, both North Carolina. Ann. Jan. 6.

■ Portland, Ore.—Portland Communications Corp. seeks 103.3 mhz, 100 kw., HAAT 877 ft. P.O. address: 1230 Melody Lane, Gresham 97030. Estimated construction cost \$64,585; first-year operating cost \$60,000; revenue \$100,000. Format: C&W. Principals: Jeanne Lyon Benjamin (48%), David J. Benjamin III and Charles W. Banta (both 26%) have interest in Community Communications Corp., licensee of KRDR(AM) Gresham, Ore. Ann. Jan. 6.

■ Jackson, Tenn.—Madison County Broadcasting seeks 103.1 mhz, 3 kw., HAAT 300 ft. P.O. address: 2111 Vine St., Savannah, Tenn. 38372. Estimated construction cost not given; first-year operating cost \$32,200; revenue \$60,000. Format: soul. Principals: J. A. Baxter Jr., Gordon Bostic and Gerald W. Hunt are respectively manager of WWTX(FM) Corinth, Miss., stockholder in clothing store and shareholder in several Mississippi radio stations. Ann. Jan. 6.

■ Richland, Wash.—KUTI Communicators seeks 106.3 mhz, 2.69 kw., HAAT —44 ft. P.O. address: Box 6127, Kennewick, Wash. 99336. Estimated construction cost \$24,500; first-year operating cost \$5,000; revenue \$12,000. Format: modern country. Principals: Donald M. Heinen (39.2%), C. Loal Smith and Clarence Jensen (both 30.4%) own KUTI-AM-FM Yakima and KOTY(AM) Kennewick, both Washington. Ann. Jan. 6.

■ Walla Walla, Wash.—Com Cast Media Services seeks 93.3 mhz, 27.9 kw., HAAT —128 ft. P.O. address: Box 244, Milton-Freewater, Ore. 97850. Estimated construction cost \$41,982; first-year operating cost \$44,510; revenue \$88,000. Format: MOR. Principals: Dennis L. Widmer, John H. Farrar, Dervuni Fortenberry (33.3% each), et al. Messrs. Widmer, Farrar and Fortenberry are, respectively, sales executive at KPAM(AM) Portland, Ore.; grocery clerk, and pharmacist. Ann. Jan. 6.

FM starts

■ *WSSR Springfield, Ill.—Authorized program operation on 91.9 mhz, ERP 50 kw, HAAT 500 ft. Action Dec. 30.

■ *KRLX Northfield, Minn.—Authorized program operation on 90.3 mhz, TPO 10 w. Action Dec. 30.

■ *KLSE-FM Rushford, Minn.—Authorized program operation on 91.7 mhz, ERP 100 kw, HAAT 590 ft. Action Dec. 27.

■ KGLC-FM Miami, Okla.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 255 ft. Action Dec. 31.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ *KBHI Modesto, Calif., Fred C. Beyer High School (BLED-1287). Action Dec. 30.

■ KRNO Reno, B.B.C. Inc. (BLH-6333). Action Dec. 30.

Ownership changes

Applications

■ WHOS(AM)-WDRM(FM) Decatur, Ala. (AM: 800 khz-D; FM: 102.1 mhz, 100 kw)—Seeks transfer of control of Dixie Broadcasting from John H. Jones (85% before; none after) and Louis C. Blizard (15% before; none after) to International Television Corp. (none before; 100% after). Consideration: \$500,000. International TV principals: Gerald V. Bull and Donald G. Martin (100%) own WEFZ-FM-TV Burlington, Vt. and recently acquired WMSL-TV Huntsville, Ala. Ann. Jan. 6.

■ KMBY(AM) Monterey, Calif. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from West Coast Broadcasters Inc. to Century Broadcasting Co. for \$500,000. Seller: James L. Saphier family have interest in WBMJ(AM) San Juan, Puerto Rico. Buyers: Charles D. Powers (50%), et al. own KEXO(AM) Grand Junction, Colo. Mr. Powers also has 45% interest in WJPF(AM) Herrin, Ill., and KTFI(AM) Twin Falls, Idaho. Century is also buying KVEC(AM) San Luis Obispo, Calif., from West Coast (see below). Ann. Jan. 6.

■ KVEC(AM) San Luis Obispo, Calif. (920 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from West Coast Broadcasters Inc. to Century Broadcasting Co. for \$475,000. Principals: (see above). Ann. Jan. 6.

■ WGBF(AM) Evansville, Ind. (1280 khz, 4 kw-D, 1 kw-N)—Seeks transfer of control of Radio Station WGBF Inc. from Martin L. Leich, Martha L. Parkhurst, John F. Leich, et al. (100% before; none after) to Metro Radio Co., subsidiary of Bloomington Broadcasting Corp. (none before; 100% after). Consideration: \$750,000. Metro principals: Vernon A. Nolte (33%) and Evergreen Communications Corp. (67%) publisher of Bloomington, Ill. newspaper. Evergreen is owned by Timothy R. Ives and wife, Adlai E. Stevenson family and Davis U. Merwin family estate (approximately 1/3 each). Metro owns WJBC(AM)-WBNO-FM Bloomington and WROK(AM)-WZO(FM) Rockford, Ill. Ann. Jan. 6.

■ WHHO-AM-FM Hornell, N.Y. (AM: 1320 khz, 5 kw-D; FM: 105.3 mhz, 8.3 kw)—Seeks transfer of control of Steuben Broadcasters from Southeastern Publications (83 1/3% before; none after) to Jonas Termin (16 2/3% before; 66 2/3% after) and Donald C. Hartman (none before; 33 1/3% after). Consideration: \$2,500. Principal: Termin is general manager and Mr. Hartman is station manager of WHHO-AM-FM. Ann. Jan. 6.

■ WCKY(AM) Cincinnati (1530 khz, 50 kw, DA)—Seeks assignment of license from Post-Newsweek Stations, Florida to Truth Publishing Co. for \$3,600,000. Seller: Post-Newsweek, subsidiary of Washington Post Co., owns WJXT(TV) Jacksonville, Fla.; WPLG-TV Miami; WTOP-AM-TV Washington and WFSB-TV Hartford, Conn. Buyers: John F. Dille Jr. (53%) and Walter R. Beardsley (47%) own Elkhart, Ind. newspaper and WTRC(AM)-WYEZ(FM) Elkhart. Mr. Dille and son own WCUZ(AM) Grand Rapids, Mich., and WMEF(AM)-WMEF(FM) Fort Wayne, Ind. Ann. Jan. 6.

■ WCLW-AM-FM Mansfield, Ohio—Seeks assignment of license from Mansfield Broadcasting Co. to Greater Mansfield Broadcasting. No consideration. Frederick Eckhardt (100%) wishes to include his wife Beatrice as 50% owner. Ann. Jan. 6.

■ WMTU-TV (ch. 30) Memphis—Seeks assignment of CP from Memphis Telecasters to Christian Broadcasting Network for \$32,000. Sellers: David L. Steel Sr., vice president, et al. Mr. Steel has interest in WATU-TV Augusta, Ga. Christian Broadcasting (M. G. Robertson, president; A. E. Robertson, vice president), non-profit organization, owns several stations, including WHAE-TV Atlanta, WXNE-TV Boston, and KXTX-TV Dallas. Ann. Jan. 10.

■ KDHN(AM) Dimmitt, Tex. (1470 khz, 500 w-D)—Seeks assignment of license from High Plains Broadcasting Co. to Petty D. (Bo) Johnson, for \$109,000. Seller: Steve Taylor, Amarillo, Tex., rancher and investor. Buyer: Mr. Johnson owns KFLP(AM) Floydada, Tex. Ann. Jan. 6.

■ KRAN(AM) Morton, Tex. (1280 khz, 500 w-D)—Seeks assignment of license from Roximae Jennings Barrett to Morton Radio Corp. for \$10,000. Seller: Mrs. Barrett is selling station as administratrix of estate of her husband Mike Allen Barrett. Buyers: Fred Payne (5%), Maurice Lewallen, Gerald Ramsey (.025% each), et al. Messrs. Payne, Lewallen and Ramsey are respectively motel owner, city employee and food store owner. Morton Radio is comprised of 55 members of Morton community. Ann. Jan. 6.

■ KTW(AM) Seattle (1250 khz, 5 kw)—Seeks assignment of license from Sterling Recreation Organization Co. to Carl-Dek Inc. for \$350,000. Seller: Frederick A. Danz and wife, Selma (23% jointly), own KZOK(FM) Seattle. Buyer: Dudley Communications Ltd., parent company of Carl-Dek, owns KYAC-AM-FM Kirkland, Wash. and Seattle. Don-

ald T. Dudley (33.3%) also has interest in Seattle management and financial consulting firm. Sale is contingent on purchases of KUUU(AM) (see below) and KYAC(AM) Kirkland, Wash. KYAC application not yet filed with FCC. Ann. Jan. 6.

■ KUUU(AM) Seattle (1590 khz, 5 kw, DA-N)—Seeks assignment of license from Big Wind Broadcasting Co. to Sterling Recreation Organization Co. for \$600,000. Seller: Davis Broadcasting Co., parent company of Big Wind, is owned by M. Philip Davis estate and various family trusts Davis owns KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose, both California Buyers: (see above). Sale contingent on KTW(AM) and KYAC(AM) Kirkland, Wash. purchases (see above). Ann. Jan. 6.

Actions

■ WEZL(FM) Charleston, S.C.—Assignment application granted Sept. 19, 1974, not consummated. Ann. Jan. 9.

■ KQTY(AM) Berger, Tex. (1490 khz, 250 w)—Broadcast Bureau granted assignment of license from Empire Radio Co. to Big-Tex Media for \$115,000. Sellers: William Lee Anderson and Larry D. Hickerson, general manager of WQDI(AM) Homestead, Fla. Buyers: J. Fred Perry, William W. Jamar Jr., Calvin Fryar and Ken Schulze (25% each) are Texas businessmen. Mr. Jamar has interest in KBWD(AM) Brownwood, Tex. and in two CATV companies and Mr. Schulze is station manager of KBWD (BAL-8241). Action Dec. 31.

■ WAGO(AM) Oshkosh, Wis. (690 khz, 250 w-D, DA)—Broadcast Bureau granted transfer of control of WAGO Radio from John C. Miller (63.3% before; none after) to Obed S. Borgen (none before; 63.3% after). Consideration: \$174,850. Principal: Mr. Borgen owns KFIL-AM-FM Preston, Minn. and has interest in WMIN(AM) Maplewood, Minn. (BTC-7555). Action Jan. 8.

Facilities changes

TV actions

■ WTVY Dothan, Ala.—Broadcast Bureau granted authority covering installation of precise frequency control equipment (BLCT-2337). Action Jan. 8.

■ KNXT Los Angeles—Broadcast Bureau granted CP to change type trans. (BPCT-4799). Action Jan. 8.

■ *KIIN-TV Iowa City—Broadcast Bureau granted request for authority to operate trans. by remote control from KRIN-TV, 4.5 miles northwest of Walker, Iowa (BRCETV-69). Action Jan. 8.

■ KSIN Sioux City, Iowa—Broadcast Bureau granted request for authority to operate trans. by remote control from KMEG-TV, 7th and Floyd Blvd., Sioux City (BRCETV-71). Action Jan. 8.

AM applications

■ WDCF Dade City, Fla.—Seeks CP to add nighttime operation with 500 w, DA-N, and redesign trans. and studio location to 2100 Highway 301, South Dade City. Ann. Jan. 6.

■ KCHE Cherokee, Iowa—Seeks CP to make changes in ant. system. Ann. Jan. 9.

■ KOZY Grand Rapids, Minn.—Seeks CP to change frequency to 1320 khz, change power to 5 kw, DA-N, and change trans. location to 4 miles southeast of Grand Rapids. Ann. Jan. 6.

Please send

Broadcasting

The newsworthy of broadcasting and allied arts

Name _____	Position _____
Company _____	
☐ Business Address	
☐ Home Address	
City _____	State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

SUBSCRIBER SERVICE

- ☐ 3 years \$60
- ☐ 2 years \$45
- ☐ 1 year \$25
- Canada Add \$4 Per Year
- Foreign Add \$6 Per Year
- ☐ 1975 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- ☐ 1975 Yearbook \$17.50 (If payment with order: \$15.00)
- ☐ Payment enclosed
- ☐ Bill me

Summary of broadcasting

FCC tabulations as of Nov. 30, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,404	2	21	4,427	49	4,476
Commercial FM	2,566	0	53	2,619	162	2,781
Educational FM	684	0	27	711	96	807
Total radio	7,654	2	101	7,757	307	8,064
Commercial TV	700	1	12	713	32	757
VHF	193	0	6	199	27	236
UHF	221	0	17	238	10	252
Educational TV	87	0	7	94	3	98
VHF	134	0	10	144	7	154
UHF	921	1	29	951	42	1,009

* Special temporary authorization

** Includes off-air licenses

■ **KTNT Tacoma, Wash.**—Seeks mod. of CP to change ant.-trans. location to South 29th and Alder, Tacoma. Ann. Jan. 9.

AM actions

■ **WDBO Orlando, Fla.**—Broadcast Bureau granted mod. of license covering operation by remote control from 750 N. Texas Ave., Orlando (BRC-3739). Action Dec. 31.

■ **KTOK Oklahoma City, Okla.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1800 W. Main St., Oklahoma City, while using nighttime operation only (BRC-3750). Action Jan. 6.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KOMW Omak, Wash.** (BP-19,519), Dec. 24; **WGUL New Port Richey, Fla.** (BP-19,604), Dec. 23.

FM applications

■ **KUAC College, Alaska**—Seeks mod. of license to change station location to Fairbanks, Alaska. Ann. Jan. 8.

■ **WWDM-FM Sumter, S.C.**—Seeks CP to change trans. location to 0.5 mile west of Tiverton Church, near Wedgefield, S.C.; install new ant. and trans.; increase ant. height; change TPO; ERP: 100 kw and HAAT: 639 ft. Ann. Jan. 8.

FM actions

■ **KTSC-FM Pueblo, Colo.**—Broadcast Bureau granted CP to change station and trans. location; remote control permitted; install new trans. and ant.; make changes in ant. system; ERP 9.8 kw, ant. height 165 ft. (BPED-1875). Action Dec. 31.

■ **WOCH-FM North Vernon, Ind.**—Broadcast Bureau granted CP to install new trans. and ant.; change ERP to 50 kw, ant. height to 165 ft. (BPH-9233). Action Dec. 30.

■ **KTOF Cedar Rapids, Iowa**—Broadcast Bureau granted remote control (BRCH-1238). Action Dec. 31.

■ **WCSG Grand Rapids, Mich.**—Broadcast Bureau granted mod. of CP to change trans. location; change trans. and ant.; make changes in ant. system, ERP 20 kw, ant. height 285 ft.; remote control permitted (BMPED-1184). Action Dec. 31.

■ **WRAH Richfield, Minn.**—Broadcast Bureau granted CP to change trans. location to IDS Bldg., Minneapolis between 7th and 8th Sts., and Nicollet and Marquette Aves., Minneapolis; change studio location to 2110 Cliff Rd., Eagan, Minn.; operate by remote control from proposed studio site; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 810 ft. (BPH-9153). Action Jan. 6.

■ **WSTS Laurinburg, N.C.**—Broadcast Bureau granted CP to change trans. location; remote control permitted; install new trans. and ant.; ERP 100 kw, ant. height 450 ft.; granted waiver of mileage separation requirements (BPH-9167). Action Dec. 30.

■ ***WVXU-FM Cincinnati**—Broadcast Bureau granted CP to install new ant.; change transmission line and increase height of existing tower; ERP 65 w; ant. height 650 ft.; remote control permitted (BPED-1923). Action Jan. 6.

■ **WCFA Clinton, Tenn.**—Broadcast Bureau granted CP to redescribe trans. and studio location; install new ant., make changes in ant. system; ERP 3 kw, ant. height 300 ft. (BPH-9066). Action Dec. 30.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KNEV Reno (BPH-8877)**, Dec. 27; **KRAV Tulsa, Okla.** (BPH-9065), Dec. 30; **WADV Buffalo, N.Y.**

(BPH-8606), Dec. 31; **WDDD Marion, Ill.** (BPH-9133), Dec. 27; **WGOK-FM Fairhope, Ala.** (BPH-8777), Dec. 30; **WGUL-FM New Port Richey, Fla.** (BPH-8757), Dec. 27; **WHIN-FM Gallatin, Tenn.** (BPH-9171), Dec. 26; **WPLO-FM Atlanta (BPH-8993)**, Dec. 31; **WRSV Rocky Mount, N.C.** (BPH-9220), Dec. 30; **WYOR Coral Gables, Fla.** (BPH-8672), Dec. 26; ***WQTC Hartford, Connecticut** (BPED-1870), Dec. 30.

In contest

Designated for hearing

■ **Bayou Vista and Berwick, La.** AM proceeding: **Teche Broadcasting Corp.** (Bayou Vista) and **Phillips Radio (Berwick)**, competing for 1170 khz (Docs. 20300-1)—Broadcast Bureau designated for hearing mutually exclusive applications of Teche Broadcasting and Phillips Radio. Hearing issues include which areas and populations would receive primary service from respective proposals, and availability of other primary aural service. Action Jan. 6.

■ **Polson, Mont.** AM proceeding: **Lake County Broadcasters and KBMR Radio Inc.**, competing for 1050 and 1070 khz (Docs. 20310-1)—Broadcast Bureau designated for hearing applications of Lake County Broadcasters and KBMR Radio. Lake County proposed to operate station on 1050 khz; KBMR proposed operation on 1070 khz. Hearing issues include whether Lake County is financially qualified. Action Dec. 31.

Case assignments

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

■ **Ridgefield, Conn.** AM proceeding: **Radio Ridgefield**, seeking 850 khz (Doc. 19687)—Designated **ALJ Chester F. Naumowicz Jr.** to preside due to retirement of presiding judge. Action Jan. 7.

■ **Milton, Fla.** AM proceeding: **Radio Santa Rosa**, **Aaron J. Wells**, **Jimmie H. Howell** and **Mapoles Broadcasting Co.**, competing for 1330 khz (Docs. 19882-5)—Designated **ALJ Ernest Nash** to preside due to retirement of presiding judge. Action Jan. 7.

■ **Philadelphia, TV proceeding:** **CBS Inc.** (WCAU-TV Philadelphia) and **First Delaware Valley Citizens Television**, competing for ch. 10 (Docs. 20010-1)—Designated **ALJ Thomas B. Fitzpatrick** to preside in this matter due to retirement of the presiding judge. Action Jan. 7.

Procedural rulings

■ **Banning and Yucaipa, Calif.** AM proceeding: **Bud's Broadcasting Co.** (Banning), **Frederick R. Cote** (Banning) and **H & B Broadcasting Co.** (Yucaipa), competing for 1490 khz (Docs. 19778, 80-1)—Review board rescheduled oral argument from Jan. 14 to Jan. 21, in response to request by Mr. Cote. Action Jan. 6.

■ **KSWR(AM) Rifle, Colo.** renewal proceeding: **Oil Shale Broadcasting Co.** (Doc. 20231)—**ALJ Walter C. Miller** scheduled hearing for April 21 in Grand Junction, Colo. Action Dec. 31.

■ **Washington, AM proceeding:** **United Broadcasting Co.** (WOOK(AM)) and **Washington Community Broadcasting**, competing for 1340 khz (Docs. 18562-3)—FCC denied motion of **United Television** and **United Broadcasting** for continuance of oral argument on exceptions and briefs to Feb. 22, 1973, initial decision denying renewal of license of **WOOK**. FCC said there would be adequate opportunity to consider remand during oral argument. Action Jan. 3.

■ **Milton, Fla.** AM proceeding: **Radio Santa Rosa**, **Aaron J. Wells**, **Jimmie H. Howell** and **Mapoles Broadcasting Co.**, competing for 1330 khz (Docs. 19882-5)—Review board on request of Broadcast Bureau, enlarged issues against **Jimmie H. Howell**.

Broadcast Bureau requested addition of misrepresentation, stating that in his original application **Howell** listed dress shop owned by his wife as asset, but that shop had been sold approximately one year earlier. Action Jan. 8.

■ **Perry, Fla.** AM proceeding: **H. S. Hagan Jr.** and **His World** competing for 1400 khz (Docs. 20131-2)—**ALJ Reuben Lozner**, in response to joint request by applicants for approval of settlement agreement, granted parties until Feb. 3 to submit additional evidence; denied request for summary decision with respect to ascertainment; canceled procedural schedule. Action Jan. 2.

■ **Decatur, Ill.** FM proceeding: **PrairieLand Broadcasters**, **WBIZ Inc.**, **Superior Media** and **Decatur Broadcasting**, competing for 95.1 mhz at Decatur (Docs. 20053-7, 20059)—**ALJ Thomas B. Fitzpatrick** scheduled hearing to commence on April 21. Action Jan. 3.

■ **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. In denying reconsideration, FCC said its rules explicitly state that petitions for reconsideration of interlocutory actions would not be entertained. Action Jan. 3.

■ **Brookhaven, Miss.** FM proceeding: **Brookhaven Broadcasting Co.** and **21st Century Broadcasters** competing for 92.1 mhz (Docs. 20145-6)—**ALJ Byron E. Harrison** granted request by **21st Century** and continued date for hearing to Jan. 28. Action Jan. 7.

■ **KTVO(TV) Kirksville, Mo.** TV proceeding: **KTVO Inc.**, applying for changes (Doc. 20100)—**ALJ Lenore E. Ehrig**, in view of retirement of **ALJ Herbert Sharfman**, continued without date hearing scheduled for Jan. 22. Action Jan. 2.

■ **WNJR(AM) Newark, N.J.** AM proceeding: **Sound Radio**, **WNJR Radio Co.**, et al., competing for **WNJR facilities** (1430 khz) (Docs. 20298-9)—FCC referred to review board for resolution conflicting interim operating proposals of six applicants for regular authority to operate **WNJR**. Issues include whether present interim operation of **WNJR** should be continued, and if so, conditions under which parties not now in interim operation might be allowed to participate, and whether interim operating authority should be granted to **1430 Associates**. Action Dec. 17.

■ **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)—**ALJ John H. Conlin** ordered hearing to convene on April 1. Action Jan. 3.

■ **Dayton, Tenn.** FM proceeding: **Norman A. Thomas** and **Erwin O'Connor Broadcasting Co.**, competing for 104.9 mhz (Docs. 18547-8)—Review board scheduled oral argument for Jan. 30, on exceptions and briefs to initial decision which granted application of **Mr. Thomas** and denied application of **Erwin O'Connor Broadcasting Co.** Action Jan. 8.

■ **Dallas, TV proceeding:** **Belo Broadcasting Corp.** (WFAA-TV Dallas) and **WADECO Inc.**, competing for ch. 8 (Docs. 19744-5)—Review board added issue against **WADECO** to determine whether it failed to report substantial changes in its application. Action was in response to petition by **Belo**. **Belo** alleged that **WADECO** and/or **James K. Wade**, president of **WADECO**, misrepresented extent of **Wade's** liquid assets. Action Jan. 8.

Review board decision

■ **Lexington Park and Leonardtown, Md.** FM proceeding: **Sound Media** and **Key Broadcasting Corp.**, competing for 97.7 mhz (Docs. 19410-11)—Review board granted application of **Sound Media** and denied competing application of **Key**. Because **Key** engaged in multiple misrepresentations, board said, "we hold that public interest would not be served by . . . rewarding **Key** with additional broadcast facility." Board granted **Sound Media** 97.7 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 346, Leonardtown 20650. Estimated construction cost \$32,600; first-year operating cost \$7,000; revenue \$10,000. Format: easy lstng. Principals: **Richard A. Myers** and **George E. Clark III** (50% each) own **KWIK(AM) Leonardtown**. Action Dec. 12.

FCC decision

■ **Ogallala, Neb.** FM proceeding: **Industrial Business Corp.** and **Ogallala Broadcasting Co.**, competing for ch. 228 (Docs. 19559-60)—FCC upheld review board's decision granting application of **Industrial Business Corp.**, and denying application of **Ogallala Broadcasting Co.** **Industrial Business Corp.** was granted 93.5 mhz, 3 kw., HAAT 300 ft. P.O. address: 201 S. Spruce St., Ogallala 69153. Estimated construction cost \$56,099; first-year operating cost \$45,000; revenue \$50,000. Format: standards, semi-clascl. Principals: **Willard Soper**, **Russell M. Van Every** (both 9.76%), et al. **Mr. Soper** has interest in manufacturing company and **Mr. Van Every** owns real estate and insurance agency. Action Jan. 3.

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347.1319
Washington, D. C. 20005
Member AFCCE

COHEN and DIPPILL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 770-7470
(202) 223-4664
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W. 659-3707
Washington, D. C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Patomac, Maryland 20854
301 - 299-3900
Member AFCCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member AFCCE

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
906 - 36th Ave.
Seattle, Washington 98122
(206) 324-7860

**Midwest Engineering
Associates**
Consulting Engineers
F. W. Hannel, P.E.
BSEE; MSEE
7304 N. Oxford, Peoria, Ill. 61614
(309) 691-3426

**JOHN F. X. BROWNE
& ASSOCIATES, INC.**
TELECOMMUNICATIONS
CONSULTANTS/ENGINEERS
25 West Long Lake Road
BLOOMFIELD HILLS, MICH. 48013
Tel (313) 642-6226 TWX (810) 232-1663
Member AFCCE

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

Fines

- **WTWX(FM)** Guntersville, Ala.—Broadcast Bureau notified Guntersville Broadcasting Co. that it incurred apparent liability for forfeiture of \$1,000 for leaving station on air with no one in charge of trans. from time programming ceased in late evening until following morning. Action Jan. 6.
- **KBBB(AM)** Benton, Ark.—Broadcast Bureau notified Benton Broadcasting Co. that it incurred apparent liability for forfeiture of \$300 for failing to make equipment performance measurements at least once every calendar year, with no more than 14 months between completion dates of successive measurements. Action Jan. 3.
- **WFRP(AM)** Hammond, La.—Broadcast Bureau ordered Airweb Inc. to forfeit \$2,000 for operating station with excessive power and logging errors. Action Jan. 6.
- **WMIN(AM)** Maplewood, Minn.—Broadcast Bureau notified Voyageur Broadcasting Co. that it incurred apparent liability for forfeiture of \$1,000 for violation of rules which require that station identification announcements be made at beginning and ending of each time of operation and on hour; that station identification must consist of station's calls immediately followed by name of community of station's location; and licensee may not identify officially with cities other than those permitted to be included. Action Dec. 26.
- **WEYE(AM)** Sanford, N.C.—Broadcast Bureau notified Crest Broadcasting Corp. that it incurred apparent liability for forfeiture of \$1,500 for operating station without regard to times of local sunrise at PSA power more than 5% above that authorized, and for reading ant. current with modulation. Action Jan. 3.
- **WGPA(AM)** Bethlehem, Pa.—Broadcast Bureau ordered Holt Corp. of Pennsylvania to forfeit \$2,000 for failing to make entries in program log of name of persons who paid for commercial announcements and failing to broadcast announcements of name of person who paid for commercial announcement. Action Jan. 6.
- **KTXO(AM)** Sherman, Tex.—Broadcast Bureau ordered KTXO Inc. to forfeit \$2,000 for operating with excess power and commencing operation earlier than authorized. Action Jan. 6.

Other actions

- ***Alabama**—FCC formally denied renewal applications of all eight educational TV stations licensed to Alabama Educational Television Commission and denied AETC's application for license to cover CP for ninth station at Demopolis. FCC said decision was based on AETC's conduct during its 1967-1970 license term. AETC, FCC said, followed racially discriminatory policy in its overall programming practices (Docs. 19422-30). Action Dec. 17.
- **WCRT-AM-FM** Birmingham, Ala.—FCC denied request of Chapman Radio and Television Co. for tax certificate in connection with assignment of licenses and broadcasting facilities of WCRT-AM-FM. Chapman requested issuance of tax certificate based on expectation that it would eventually prevail in its request for TV in Birmingham area. FCC said Chapman was merely one of number of competing applicants for TV in Birmingham area and did not hold any television license. Action Jan. 3.
- **WFTV(TV)** Orlando, Fla.—FCC denied request by Channel Nine of Orlando licensee of WFTV for waiver of prime time access rule in connection with presentation of ABC "Reasoner Report" during 1975. FCC said in order to waive prime time rule, "Reasoner Report" must be preceded by hour of local news or public affairs. Action Jan. 7.

Allocations

Petitions

- FCC received following petition to amend TV table of assignments (ann. Jan. 8):
- **WJCT-FM-TV** Jacksonville, Fla.—Seeks to reserve existing ch. 30 at Jacksonville as noncommercial channel, and delete educational reservation from ch. *59 at Jacksonville.
- FCC received following petitions to amend FM table of assignments (ann. Jan. 8):
- **John Fallon Schad Jr.**, Carlinville, Ill.—Seeks to assign ch. 252A to Emmetsburg, Iowa.
 - **KMOO(AM)** Mineola, Tex.—Seeks to assign ch. 237A to Mineola.

Actions

- FCC took following actions on FM allocations:
- **Aledo and Morton, Ill.**—Broadcast Bureau proposed assigning ch. 272A as first FM assignment to

both Aledo and Morton, Ill., either by deleting unused ch. 272A at Galesburg, Ill., or by replacing ch. 272A with ch. 224 at Galesburg (Doc. 20315). Action Dec. 30.

- **Bangor, Me.**—Broadcast Bureau proposed adding ch. 265A or 280A to Bangor. Action was in response to petition by Penobscot Valley Broadcasting System. (Doc. 20319). Action Jan. 7.
- **Forest Lake village, Minn.**—Broadcast Bureau proposed assigning ch. 240A as first ch. to Forest Lake village, and substituting channel at Morris and Brainerd, Minn., to accommodate Forest Lake assignment. Action was in response to petition by Lakes Broadcasting Co. (Doc. 20316). Action Jan. 3.
- **Cheyenne, Wyo.**—Broadcast Bureau proposed assigning ch. 264 to Cheyenne, and deleting present Cheyenne assignment, ch. 292A. Deletion of ch. 265A in Terrytown, Neb., and substitution of ch. 280A was also proposed, in response to petition by KVWO Inc., licensee of KVWO-AM-FM (ch. 292A) (Doc. 20314). Action Dec. 30.

Translators

Applications

- **Northern Television and Midnight Sun Broadcasters**, Slope pipeline camp, Alaska—Seeks ch. 7, rebroadcasting KFAZ-TV Fairbanks, Alaska (BPTTV-5213). Ann. Jan. 10.
- **Tru Vue Television Association**, White Sulphur Springs, Mont.—Seeks ch. 11 and 13, rebroadcasting respectively KFBH-TV and KRTV, both Great Falls, Mont. Ann. Jan. 7.

Actions

- **K03EA Alukanuk and Mountain Village, Alaska**—Broadcast Bureau granted CP for new translator on ch. 3, rebroadcasting KYUK-TV Bethel, Alaska (BPTTV-3078). Action Dec. 18.
- **K02HX, Upper Piedra rural area, Colo.**—Broadcast Bureau granted CP for new translator on ch. 2, rebroadcasting KOAT-TV Albuquerque, N.M. (BPTTV-5090). Action Dec. 16.
- **Board of Cooperative Educational Services of Steuben-Allegany County, N.Y.**—Broadcast Bureau granted CP's for seven new translators rebroadcasting WSKG Binghamton, N.Y.: W58AD to serve Addison, on ch. 58; W57AD to serve Cameron, on ch. 57; W57AC to serve Canaseraga, on ch. 57; W66AD to serve Canisteo and Hornell on ch. 66; W68AD to serve Corning on ch. 68; W60AD to serve Savona, on ch. 60; and W55AC to serve Cohocton and Avoca, on ch. 55 (BPTT-2678, 81-2, 84-7). Action Dec. 19.

Cable

Applications

- Following operators of cable TV systems requested certificates of compliance, FCC announced Jan. 7. (stations listed are TV signals proposed for carriage):
- **Clear Vision Cable Co.** of Southwest Alabama, Box 3007, Meridian, Ala. 39301, for Linden, Ala. (CAC-4599): Add WSLA Selma, Ala.
 - **El Cerrito Video System**, 620 Contra Costa Blvd., Pleasant Hill, Calif. 94523, for El Cerrito, Calif. (CAC-4614): Add KMUV-TV Sacramento, Calif.
 - **Televents of San Joaquin Valley**, 700 D St., Martinez, Calif. 94553, for Newman, Calif. (CAC-4602): KCRA-TV, KVIE, KXTV, KTXL Sacramento, Calif.; KLOC-TV Modesto, Calif.; KOVR Stockton, Calif.; KHBK-TV San Francisco; KTVU Oakland, Calif.; KMUV-TV Sacramento, Calif.

- **Telecab Communications Corp.**, 1336 Sulpher Spring Rd., Baltimore 21227, for (CAC-4604): Add WJZ-TV WBFF Baltimore; WNJS Camden, N.J.; WTAJ-TV Philadelphia; WKBS Burlington, N.J.; WTTG Washington.
- **Sentinel Communications of Muncie**, 320 S. High St., Muncie, Ind. 47305, for Muncie (CAC-4603): Add WFIY Indianapolis.
- **Fredonia Cable TV**, Box 366, Fredonia Kan. 66736, for Fredonia (CAC-4612): Add KBMA-TV Kansas City, Mo.
- **Community TCI of Kansas**, Box 10727, Denver 80210, for Leavenworth (CAC-4610) and Kansas City (CAC-4611), both Kansas: Delete KWGN-TV Denver and add WGN-TV Chicago.
- **St. Landry Cable TV**, Box 1907, Alexandria, La. 71301, for St. Landry parish, La. (CAC-4589): Add KPLC-TV Lake Charles, La.
- **American Television and Communications Corp.**, 360 S. Monroe St., Denver 80209, for Hartford,

Ky. (CAC-4600): Add WNGE-TV Nashville, Tennessee; WHAS-TV, WLKY-TV, WAVE-TV Louisville, Ky.

- **York Cable Corp.**, 360 S. Monroe St., Denver 80209, for Biddeford, Me. (CAC-4621): Add CKSH-TV Sherbrooke, Quebec.
- **Colonial Cablevision of Burlington**, Colonial Cablevision of Stoneham, and Colonial Cablevision of Woburn, 75 Fountain St., Providence R.I. 02902, for Burlington (CAC-4615), Stoneham (CAC-4616) and Woburn (CAC-4617), all Massachusetts: Add WOR-TV, WPIX-TV New York.
- **Video Enterprises**, Box 1159, Holyoke, Mass. 01040, for Holyoke (CAC-3966) and South Hadley (CAC-4179), both Massachusetts: Add WOR-TV New York.
- **Mt. Morris Cable Company**, Box H, Mt. Morris, Mich. 48458, for Flint township, Mich. (CAC-4608): WJRT-TV Flint, Mich.; WNEM-TV Bay City, Mich.; WEYI-TV Saginaw, Mich.; WUCM-TV University Center, Mich.; WJIM-TV Lansing, Mich.; WKAR-TV East Lansing, Mich.; WJBK-TV, WKBD-TV, WTVS, WWJ-TV, WXYZ Detroit; WXON Allen Park, Mich.; CKLW-TV Windsor, Ontario.

- **Cablecom-General of Kirksville**, Box D, Kirksville, Mo. 63501, for Kirksville (CAC-4601): Add KIIN-TV Iowa City.
- **Mid Continent Cable Systems**, 1917 Lindenwood Cr., Olathe, Kan. 66061, for Macon, Mo. (CAC-4605): KTVO Kirksville, Mo.; KOMU-TV, KCBJ-TV Columbia, Mo.; KHQA-TV Hannibal, Mo.; WGEM-TV Quincy, Ill.; KBMA-TV, KCPT Kansas City, Mo.
- **United Cable Co. of New Hampshire**, 36 Hanover St., Manchester, N.H. 03105, for Manchester (CAC-4609): Add CKSH-TV Sherbrooke, Quebec, and delete CHLT-TV Sherbrooke, Quebec.
- **Manhattan Cable Television**, 120 E. 23rd St., New York 10010, for New York (CAC-4613): Add WSNL-TV Patchogue, N.Y.
- **TelePrompster of Portland**, Box 20488, Park Rose, Ore. 97220, for Happy Valley (CAC-1508), Multnomah county (CAC-1509) and Maywood Park (CAC-1510), all Oregon: Delete CBUT-TV Vancouver, British Columbia.
- **Glen Rock Cable Corp. and Delta Cable TV Co.**, 2661 Garfield Ave., Silver Spring, Md. 20910, for Glen Rock borough (CAC-4263) and Delta (CAC-4264), both Pennsylvania: Add WDCA-TV Washington.
- **Peninsula Broadcasting Corp.**, Box 400, Hampton, Va. 23669, for Westover Hills (CAC-4606) and Walnut Heights (CAC-4607), both Virginia: WTAR-TV Norfolk, Va.; WAVY-TV, WYAH-TV Portsmouth, Va.; WVEC-TV Hampton, Va.; WWTB-TV, WTVR-TV, WCVW, WCVI-TV Richmond, Va.; WTVB-TV Durham, N.C.; WRAL-TV Raleigh, N.C.; WLEX-TV Petersburg, Va.
- **King Videocable Co.**, 320 Aurora Ave. N., Seattle 98109, for Ellensburg (CAC-4618), Kittitas (CAC-4619) and Kittitas county (CAC-4620), all Washington: Add KSPS-TV Spokane, Wash.

Certification actions

- **Waukegan and North Chicago, Ill.**—FCC granted applications by All Clear Cable TV for certificates of compliance to operate cable systems at Waukegan and North Chicago, in response to petition by All Clear for reconsideration of earlier FCC action denying applications. All Clear proposed to carry WBBM-TV, WMAQ-TV, WLS-TV, WGN-TV, *WTTW, *WXXW, WCIU-TV, WFLD-TV, WSNL-TV Chicago; and *WILL-TV Urbana, Ill.; *WMVS and WTVT Milwaukee; and WTTV Bloomington, Ind. (CAC-1735-6). Action Jan. 7.
- **Murfreesboro, Tenn.**—FCC granted application of Murfreesboro Cable Television Co. for certificate of compliance for cable system at Murfreesboro, located in Nashville major TV market. Murfreesboro Cable proposed to carry WLAC-TV, WSIX-TV, WSM-TV, WDCN-TV, and WMCV Nashville; WTCG and WHAE-TV Atlanta; WRIP-TV Chattanooga and WDXR Paducah, Ky. Action Jan. 7.
- **Lubbock, Tex.**—FCC granted Lubbock Cable TV certificate of compliance to add *KERA-TV Dallas, to its existing system at Lubbock. Texas Tech University, licensee of *KTXU-TV, opposed application, stating that addition of KERA-TV would seriously dilute KTXU-TV's audience and financial support. FCC said it could not conclude that carriage of *KERA-TV would erode public support for *KTXU-TV, particularly since Lubbock Cable will provide *KTXU-TV with program exclusivity against duplication by *KERA-TV (CAC-3840). Action Jan. 7.

Rulemaking

- **Greeley, Bernard & Tierney**, Washington—Requests regulation of ownership of CATV systems by aliens. Ann. Jan. 8.
- **Henderson All-Channel Cablevision**, Henderson, Ky.—Seeks amendment of rules relating to carriage by CATV systems of network programming carried by local network affiliates on delayed basis. Ann. Jan. 8.

Classified Advertising

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

RADIO

Help Wanted Management

Upper Midwest 500 watt daytimer has an opening for sales manager who is manager material and wants a chance to buy into the action. Highly competitive market of 100,000 requiring a seasoned wide-awake idea person. Should be prepared to start modestly for excellent future earnings. Repeat, a piece of the business available to the right person. Box A-9, BROADCASTING.

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.

Young, aggressive station manager needed for small market AM-FM. Sales and administrative ability a must. Excellent opportunity for small market specialist. Reply Box A-125, BROADCASTING.

Christian Manager needed for established non-commercial, listener supported California FM station. Please reply to Box A-137, BROADCASTING.

Mature individual, strong sales background for General Manager, Mid Atlantic metro area. Must offer strong leadership to young staff. Box A-159, BROADCASTING.

Experienced salesperson to manage a small market station in Michigan. Good income and working conditions. Send resume to: Box A-175, BROADCASTING.

Manager or assistant manager WTBJ Monticello, Florida. Immediately, not later than April 1. Requirements: Management ability, sales experience, programming knowledge, first phone. Compensation: Mgr. \$600 per month base plus 7 1/2% collected sales, \$50 per month gas allowance. Asst. Mgr. \$300 per month plus 7 1/2% collected sales, \$25 per month gas allowance. No calls. Write including resume, H. L. Townsend, Jr., Townsend Broadcasting Corporation, Box F, Parsons, TN 38363.

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.

Solid Wisconsin station has opening for salesperson on way up, good account list, guarantee plus commissions. Great growth potential. Box A-180, BROADCASTING.

Experienced Account Executive, Lincoln, Neb. (pop. 165,000). Top ARB ratings (18-34). Five figure salary, commission. KFMQ Radio, 1025 Terminal Bldg., Lincoln, NE.

Experienced Account Executive for very good station can earn \$10,000 plus first year. Some announcing helpful. A fine opportunity. KHAD, Desoto, MO. 314-586-8577 for Mgr.

Creative A.E. for fulltime 5 kw AM/FM. Career opportunity, new management. Donald Sherman, KMYC, Box 631, Marysville, CA 95901. 916-742-2396.

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.

Madison, WI. 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.

Expanding small group has an excellent opportunity for an experienced broadcaster who is ready to move into sales. Our western Maryland station has a good account list which will provide an aggressive beginner better than \$10,000 the first year. Call Don Miller 703-434-1777.

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.

Mid So. Full time AM station seeks announcer. Progressive Top 40 format. College town of 13,000. Equal opportunity employer. Box A-130, BROADCASTING.

Mid-atlantic medium market automated progressive fulltime AM/FM looking for a broadcaster with mature attitudes who can handle production and traffic. Box A-135, BROADCASTING.

Announcer-Program Director must be experienced. Mature voice. Top 40 format. Northeast. Box A-153, BROADCASTING.

Experienced Announcer. Rock format. Good quality voice. Top 50 market. Box A-154, BROADCASTING.

Need Top 40 and Country announcers plus experienced salesperson. Growing large market salary commensurate with ability. Resumes to Box A-166, BROADCASTING.

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, KPQW, 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.

Personality and/or format jocks for number one station in market. Tapes and resumes to J. C. Smith, WJPS, Box 3636, Evansville, IN 47735.

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.

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 right 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.

Immediate opening. Some experience. Salary open. WVOS, Liberty, NY 914-292-5533. Equal Opportunity Employer.

Announcer/Engineer with first for daytimer/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 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.

Help Wanted Technical Continued

Midwest AM-FM needs Chief Engineer strong on maintenance. Career opportunity. Box A-147, 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 update NY news team. Send resume to Box A-103, BROADCASTING.

News Director, experience required. Must do all: Dig, write and air strong local news. 5,000 watt full-time, long established. Also, opportunity to do sports pbb. Salary based upon experience and ability. Equal opportunity employer. KUBC 303-249-4546.

WOKY needs fulltime newsperson. Send tape and resume. Minorities welcome. 3500 N. Sherman, Milwaukee, WI.

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.

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.

Small Mkt. Southern AM seeks Program Director. Progressive Top 40 format. Equal opportunity employer. Box A-131, BROADCASTING.

Women's Director—Major Midwest University Radio Station. On air and production. Five figure salary. Bachelor's degree required. Health insurance, retirement, 22 days paid vacation and other benefits. Equal opportunity employer. Box A-141, BROADCASTING.

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

Looking for challenge, not job. GM, 14 years experience, sales, management, programming. South, Southwest. Will consider all. Box A-55, 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.

Situations Wanted Management Continued

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.

Success-oriented. General manager seeks new challenge. 14 years last station. 22 years successful management/sales. Excellent abilities all phases. Responsible, community-minded. Available March 1. Box A-132, BROADCASTING.

\$25,000 to invest plus successful management experience and ideas. Want part ownership and management position. Box A-144, BROADCASTING.

Aggressive, hardworking account executive. 3 1/2 years experience, top 10 market seeks sales management position to develop potential. 29, married. Box A-150, BROADCASTING.

General Mgr. 16 years experience in all phases. Small, medium, major markets. Good track record, excellent references. No miracle worker but success based on hard work and dedication. Looking for an opportunity, not just another job. Box A-162, BROADCASTING.

General manager. Want challenge, California, Oregon, Washington. Large market. If you need complete turn around, I'm your man. Small and major market background. Respected broadcaster with excellent track record. Currently running West Coast medium market station successfully with ownership. In addition to background and experience, I am a motivator and leader. I believe in winning. Box A-174, BROADCASTING.

20 years plus—Radio and T.V. sales and management. leading Pacific markets. Last 5 years majority stockholder broadcast oriented ad agency. Desire return broadcast media. Industry's highest references. Complete resume, photo, and personal interview available. Box A-179, BROADCASTING.

Young 39, experienced in all phases of AM & FM. Currently supervise and sell for 4 major market stations all in east. Know FCC requirements, am community and politically involved. Strong on Image & Sales & Ratings. Handle union negotiations, programming etc. in all 24 years in business, 15 years as manager. Work is my life. 12 to 14 hours daily now. Stable, same company all these years. Will move anywhere. Minimum \$45,000. Box A-181, BROADCASTING.

Money. Want more money for your station? I want to manage small FM or AM-FM. Money making ideas. Proven. Send inquiries to W. Willis, Box 14011, Dayton, OH 45414.

Christian broadcaster seeks employment with Christian radio or similar. Experienced in media. Michigan. 616-775-8404.

Situations Wanted Sales

Dynamic gal, strong closer, sell time, programming, heavy background, will travel. Box A-124, BROADCASTING.

Young aggressive college graduate wants to relocate in your city. Radio experience in top 10 market. Agency and direct client exposure. Hard worker. Box A-139, BROADCASTING.

Experienced salesman, announcer. Small or medium market M.O.R. or country format. Box A-149, 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.

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.

Situations Wanted Announcers Continued

Dependable, mature, disciplined. Seven years experience announcing, copy, production, managing, FCC renewal. Beautiful music or country preferred. Midwest, Midsouth. Box A-76, BROADCASTING.

1st phone, BA, speech grad with 9 years experience and mature voice seeks position in warmer climates. Will relocate any time. Must be stable position. Box A-117, BROADCASTING.

Experienced DJ, news, sports, play-by-play announcer, 3rd endorsed, masters degree in communications. Tight board, ready now, midwest area. Box A-126, BROADCASTING.

Beautiful music, EZ. Major market vet moving permanently to Florida February! Mature, responsible. Strong industry references. Good voice, third endorsed, tapes, records, automation. Now employed. Salary open. Resume. Pic, Tape. Box A-134, BROADCASTING.

Announcer, 2-years experience, mature, good news, 3rd endorsed, knows contemporary and MOR music, tight board, can follow directions, relocate anywhere. Box A-136, BROADCASTING.

Young, aggressive, DJ. Tight board, good voice. Do news, some copywriting. Write Box A-145, BROADCASTING.

Experience, DJ to manager, early 30's, good voice and references. Now living on East Coast of Florida. Want back in radio. 3rd endorsed. Single. Dependable. Box A-167, BROADCASTING.

English announcer, writer, news, interviews, talk shows, classical music. Box A-168, BROADCASTING.

Sports broadcaster 28, experienced in all market levels looking for stable position in medium market. Salary open, will relocate, available immediately. Box A-171, BROADCASTING.

Top 10 market MOR-Country personality. First phone. \$1,500 minimum. Box A-173, BROADCASTING.

Four years experience, in all formats, including news. 24 years old, single. Currently doing medium market country. Want to get back into Top 40. Will send tape and resume. Write Box A-177, BROADCASTING.

1st phone. Prefer nights with opportunity to sell days. Creative, hardworking and married. Solid background all formats. Call 205-943-1374 or write C. R. Elston, 420 West Fig, Foley, AL 36535.

Experienced broadcaster, ten years experience both MOR and contemporary formats. Prefer Florida or Southeast. Neil Rogers, 351 Cambridge Rd., Bldg. 9, #102, Hollywood, FL 33024. 305-961-1398.

Clever female announcer. One year experience, middle market. BA-telecommunications. Third phone, endorsed. Sally Adams, 710 That Way, Lake Jackson, TX 77566.

Situation wanted: Top Brown grad., responsible, professional, recommended and ready to rock for you. Minneapolis 612-522-0241-612-522-5032 Mark.

Utility man with first phone but little experience seeks position with small station. Contact Anthony W. Iacono, 303 West Feemster Ave., Visalia, CA. Phone 209-733-4043.

Communicating personality, first phone, good production, sponsor and audience approved. Over 12 years experience all phases, various formats. Midwest preferred. 701-252-1499.

First ticket preferred, program director, morning man, announcer, news, production. Seeking immediate opening at northeast medium market station. No tape available, but willing to come for personal audition-interview. I am only interested in definite, immediate opening. Contact: Larry Kay 516-791-6557, 58 Fairview Avenue, Valley Stream, NY 11581.

1st phone personality looking. Experience in top 40, MOR and country, 612-722-3440.

Present job good but want total airshift. Now employed 10K cont. automated, some live. Heavy production. Third, four yrs. exp. Black CSB grad, Isaiah 1-803-558-3558 Sun.

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.

Situations Wanted Technical

Broadcasters urge hire the handicapped. Here's your chance. Conscientious engineer, fair announcer, many related skills. Experience in AM, FM, stereo, directionals, automation. Would like responsible position where driving is not required. Box A-148, BROADCASTING.

Experienced high power directionals, FM, studio operations. First phone. Seeks permanent job. Box A-156, BROADCASTING.

Chief or engineer. 1st phone, AM, FM or TV. Two years college. Over 15 years experience in operation, maintenance and construction (studio and transmitter 50 KW-DA). Strong background in IC and logic circuitry. Anywhere. Charles Poticha, 5516 West 139th Street, Hawthorne, CA 90250.

Engineer, midwest. First phone, six years Navy electronics, technician, three years, EE college, age 28. WAQDXV, James Lysen, RFD 3, Glenwood, MN 56334.

Experienced chief. 5 years AM and FM broadcast engineering, studio design, construction, proofs, etc. Will relocate. Call 415-687-4221.

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

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 Nel O-O, seeks NDship with top 30 station, will consider street/anchor in top 10. For tape and resume, Box A-62, BROADCASTING.

Thirteen years experience, last seven in same station near NYC. Want career opportunity in established news department. Prefer East. Box A-102, BROADCASTING.

Economics, business, transportation. Strong academic background. Two years news director small market Pennsylvania. Want position writing, reporting business/economics. Box A-127, BROADCASTING.

Professional ND, broadcaster, self-starter, 11 years New York, Los Angeles, other majors. Prefer Louisiana. Consider others. Box A-169, BROADCASTING.

Radio or TV, hardworking, experienced female, all phases news presentation. Strong on actualities. 1st phone, 24 years old, single, will relocate. Write or phone Jan Benton, 2010 Jennifer, Madison, WI 53704. 603-244-5734.

Experienced journalist looking for permanent career position with super-news image station. Eager, stable, ambitious. Family man will relocate. Good sports too. Call 607-432-7030.

Sports director. Action PBP, strong news and production. 1st phone, will relocate. Phil Wendell, 27512 Loyola, Hayward, CA 415-782-1174.

Young, experienced, aggressive newsmen seeks position with major or middle market station sincere in its news/public affairs effort. Prefer New England or West, but will consider any locale. BA, MA, good references. Chris Moser, 3825 Woodlake Drive, Knoxville, TN 37918. 615-688-2014.

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.

Situations Wanted Programing, Production, Others

On Fire Christian broadcaster, can program, be chief engineer and even manage your Christian radio station. Heavy experience includes management position at high power AM and FM stations in top 10 market. If you want your station to be a blessing, and keep the payroll down at the same time, write to: A-123, BROADCASTING.

Highly successful major market personality for 15 years. 33, married, experienced in all radio departments, desires a program managing position in New England. Salary \$35,000. Want the best? Make contact! I am seeking a challenge, and a home! Box A-164, BROADCASTING.

Unique creative continuity, imaginative production, aggressive community affairs programing. Emerson college graduate with one year experience. No geographical restrictions. Excellent references. Duane c/o WALY, Herkimer, NY. 315-866-1420.

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 and/or Sales Manager, Contact Mr. William H. Hernstadt, Television Station KVVU, 1800 Boulder Highway, Henderson, NV 89015.

Director of Development. Broad responsibilities in public awareness and fund raising. Organization of volunteer groups and activities. Personal contact and solicitation for non-profit organization. Contact: General Manager, WVPT, Port Republic Road, Harrisonburg, 22801. 703-434-5391. An equal opportunity employer.

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 Sales

Experienced sales person for #1 station in Top 10 Eastern market. Ideal opportunity to move up from small market. Group owner. An equal opportunity employer. Box A-140, BROADCASTING.

Self-starter for group owned station. Single station Texas market. Potential \$20M plus. Send resume and track record to Box A-163, BROADCASTING.

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

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.

Experienced Television Maintenance Engineer for operations and maintenance with WPHL-TV, 1230 E. Mermaid Lane, Phila., PA 19118. (Salary range: \$15-20,000) Send resume—Attention: B. Ayrton, EOE M/F.

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.

Immediate openings, CCU and Videotape editing positions at network production center located in Florida's capital. Heavy remote experience helpful. Send resume to: CTV Engineering, 2037 Main St., Jacksonville, FL 32206, or call 904-354-2806.

Suburban Philadelphia College has immediate opening for technical engineering supervisor for campus wide CCTV system and color production facility. Must have experience in broadcast color, helical and quad vir, knowledge of budget and specs planning, plus FCC first class. Send resume to Donald Regan, Employee Relations Office, Bucks County Community College, Newtown, PA 18940.

Assistant chief engineer, 2.3 years TV studio experience, quad VTR. First phone. Small market. Sunny Arizona. \$850 to start. Write or call: Richard Nix, P.O. Box 1501, Yuma, AZ 602-782-3881.

Help Wanted Technical Continued

Chief engineer, challenging position, requires a person with transmitter experience, drive and management ability. Now UHF station to be constructed on tight time schedule. This is a position for a "working" chief with leadership and management ability to handle a large assignment in a relatively small market. Submit resume and salary history to: General Manager, Northeast New York Educational Television Association, c/o State University College, Plattsburgh, NY 12901. An equal opportunity employer.

Help Wanted News

Reporter/Anchor for small, but professional Southeast station immediately. Box A-147, 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.

Instructor to teach broadcast news courses and coordinate mass communication extension program. Master's and professional broadcast news and newspaper experience. Write Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74074. OSU is an equal opportunity employer.

Immediate opening for News Director on medium market CBS V. Applicants need administrative and heavy on camera ability. Equal opportunity employer. Phone: 614-282-0911.

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.

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.

Seeking an experienced person to supervise talented employees, set up and manage production budgets, manage all phases or studio, remote and control room operations for a major northeast VHF affiliate. Send resume and salary requirements. An equal opportunity employer. Box A-142, BROADCASTING.

Film director, top 10 market, must be knowledgeable in all phases of film operations. Prior experience in booking, scheduling, editing, and shipping. EOE/M-F. Send resume with salary requirements. Box A-151, BROADCASTING.

Traffic/Continuity Director—WGVC-TV, Channel 35. BA (preferably in Broadcasting; experience helpful). Supervise preparation of broadcast logs, writing of on-air promotion, compiling facilities schedule, and assist program director. Salary range, \$119 to \$152. Applications accepted to February 10. Contact: Charles R. Furman, Program Director, WGVC-TV, Channel 35, 616-895-6691 or 895-6611, ext. 386. An equal opportunity employer.

Wanted: Producer-Director to work in production of public television programing. Master's degree plus professional production experience required. Send resume to Dr. George E. Lotfi, WNPB-TV, Northern Michigan University, Marquette, MI 49855. An equal opportunity employer.

Theatre department. California State University, Fullerton has faculty position open September, 1975, in production, theory and history of radio-television-film, major emphasis in television production. Ph.D. degree and previous teaching experience preferred. Salary range: \$11,900 to \$14,472. Contact: Dr. A. J. Keller, Calif. State Univ., Fullerton, CA 92634.

Television producer-director. University public TV. BA plus 2 years full-time experience in creative television production. Experience in film also helpful. Send resume immediately to Don Swift, Personnel Services, 52 Gregory St., Champaign, IL 61820. We are an affirmative action/equal opportunity employer.

Situations Wanted Management

Experienced GM seeking new challenge; heavy sales background, proven success, references impeccable. Box A-160, BROADCASTING.

Situations Wanted Sales

Successful sales manager with heavy local and national experience; can motivate a team. Excellent references. Box A-161, BROADCASTING.

Situations Wanted Announcers

Florida. Top 10 vet, 15 years. Relocating Fla. permanently February, weekend weather, tape breaks, booth, studio cameraman, strong industry references, good voice and appearance, mature, responsible. Now employed. Salary open. Resume, picture. Box A-133, BROADCASTING.

Situations Wanted Technical

Director of engineering, small group. Degree, 25 years experience, network and stations. Looking for improvement. Box A-14, 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.

Past network director of engineering (UBG). Maintenance supervision for NBC and upgraded engineering for ABC. FCC first over 23 years. Past station owner, #1 rated announcing. Know all phases of broadcasting. VTR maintenance includes cartridge tape. Let's improve your operation. Phone AC 714-968-7663. Bert Gallemore wants out of the rat race.

Situations Wanted News

Sports anchor in Top 50 with all the tools and credentials seeking solid opportunity. Box A-40, 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.

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 responsible reporting position in major TV market. Box A-95, BROADCASTING.

Top rated anchorwoman, who is also an aggressive political/environmental reporter/photographer in top 25 market seeks greater challenge. Box A-129, BROADCASTING.

News director/anchorman desires change. Competent, dedicated, and competitive. Box A-170, BROADCASTING.

Reporter-anchor, 2½ years experience medium market, college graduate, can shoot film, edit, report, produce, and anchor. Box A-178, BROADCASTING.

Young, aggressive newsmen, experienced in radio, interested in television start. College educated, good references. Talented, able to learn quickly, willing to start low. Chris Moser, 3825 Woodlake Drive, Knoxville, TN 37918. 615-688-2014.

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.

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.

Administrative/Production Assistant. Female, B.S. Mass Communications, professional experience. Ellen Landau, 71 Brentwood Lane, Valley Stream, NY 11581.

Situations Wanted Production, Programming, Other Continued

Young but seasoned broadcaster with versatile talents seeks news, public affairs, or dramatic production duties with public TV. Little TV experience, but years of radio plus strong theatre background. BA University of Tennessee, MA LSU. Willing to start modestly. Chris Moser, 3825 Woodlake Drive, Knoxville, TN 37918. 615-688-2014.

Versatile, hard-working young man seeking entry-level production position. Prefer SE area. Degree. License soon. Alan Kaye, 1268 Poinsett Place, Decatur, GA 30033.

Experienced production manager/director with solid remote/studio background looking. Excellent references. 414-354-0789 after 4:00 p.m.

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

Equipped van, trailer, or mobile-home type unit, containing installed equipment suitable for small AM or FM station program origination, including basic items such as small console, turntables, tape machines, monitoring facilities, etc. Desirable that the area within be sufficient to that additional equipment could be installed. Box A-138, BROADCASTING.

FOR SALE EQUIPMENT

5 kw FM transmitter. RCA BTF-5-B. In continuous operation by KGNU 'til Nov., '74. New main tube, Mar. '74. \$4,500 F.O.B., Fresno, CA. 209-485-7272.

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.

Two QRK-5s stereo consoles in excellent condition, Jampiro 5 Bay FM Antenna, 120 feet 3 inch coax, Andrews 4 Bay FM antenna, 120 feet 7/8 inch coax, McMartin Frequency Monitor, McMartin Modulation Monitor # TBM3500. Contact Jimmie Joynt, KYKR, 3333-25th Street, Port Arthur, TX 77640. Phone 713-985-2543.

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.

Phelps-Dodge Wellflex 3"-930 ft. on reel. Complete with flanges, hangers, etc., \$8,500. Also remote radio studio on wheels - complete, WJMD 301-652-9470.

For Sale: Galvanized guyed tower, less than four years old, lighting flasher and photo cell control, \$3,800.00. Buyer assumes responsibility for dismantling and shipping costs. WPCV, Winter Haven, FL 813-294-5466.

RCA TR 22 Low Band with mono and color ATC and RCA TR5 Low Band color video tape recorder. Dinair TS-100 Side Band Analyzer. WWAY-TV, P.O. Box 2068, Wilmington, NC 28401. 919-762-8581.

Marti. 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.

Fidelipac #300 Carts, 65¢ unused. Standard 4x5 size, loaded with untimed album of tape. Send check to Panorama Sales, 6841 Pacific View Drive, Los Angeles, CA 90068. 213-874-2568.

RCA T540 switcher. All solid state, 5 buses, full effects, cut bar with preset system. Mint condition, excess equipment. \$10,000. Mr. Frost, Director of Engineering, Christian Broadcasting Network, 1318 Sprattley Street, Portsmouth, VA 23705. 804-393-2505.

For Sale Equipment Continued

1-375' galvanized guyed tower 8 1/2" face 5 1/2" solid leg, triangular cross section. 1-400' Rohn 45. 1-300' Rohn 55; 1-250' Utility 18" face, 3 leg tubular galvanized; 1-100' Angle 4 leg galvanized self-supporter; 1-150' tubular 3 leg galvanized self-supporter; 1-175' tubular 3 leg galvanized self-supporter. Call or write: National Tower Corporation, P.O. Box 446, Brooksville, FL 33512. Phone: 904-796-8316.

COMEDY

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

Thunderbunzz: Monthly comedy for personalities! One month, \$5.00; 6 months, \$20.00. Thunderbunzz, P.O. Box 222, Belgrade, MT 59714.

MISCELLANEOUS

Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

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

Daily Almanac of important country events, birthdays, record information. Free details: write Country Almanac, Box 978, Beloit, WI 53511.

Half-Price Closeout! Our comedy commercials book, 101 commercials, 35 categories. \$5.00 to Brain Bag, P.O. Box 875, Lubbock, TX 79408.

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.

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: Feb. 10, Mar. 24, April 28. 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.

RADIO

Help Wanted Management

SEARCH CONSULTANT MANAGEMENT CONSULTING FIRM

Outstanding opportunity for an assured, energetic self-starter. You must be able to deal well with people and thrive on brief, but intense personal contacts. Your work with a broad range of client companies and individual candidates will constantly confront you with new challenges.

Requires one or two years of business experience in radio, television or Cable TV and a college degree. We are an established firm with an excellent reputation in the communications industry. Informal atmosphere. Small staff. Depending on performance, earnings potential to well over \$20,000 within one year. To explore in confidence, call or write Mike Walker, Ron Curtis & Company, 5725 East River Road, Chicago, Illinois 60631. (312) 693-6171.

Help Wanted Sales

Midwest independent is looking for a person who wants to: make sales calls, earn big dollars, and build a career in broadcasting. We are looking for a college grad with 2-3 years of direct or retail sales, or media/agency experience.

Write Box A-183, BROADCASTING

An equal opportunity employer.

SALESPERSON/PRODUCT MANAGER

Customers: Broadcast, CATV & CCTV (technical background is not essential)

Territory: Entire USA involving about 30% travel

Home base: Metropolitan N.Y. area

Employer: Large New York City distributor

Liberal salary and commission with usual fringe benefits and paid expenses.

Telephone: (212) 679-1340; ask for Mr. Fudim

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

REGIONAL SALES MANAGER BROADCAST EQUIPMENT

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, N.J. 07662

You belong in

Broadcasting
The newsworthy of broadcasting and allied arts

Help Wanted News

NORTHEAST REGIONAL SALES MANAGER Broadcast and Recording Industries

Electro Sound—world's leading supplier of high-speed tape duplicating equipment has embarked on a strong growth and expansion program in the professional recorder field. We need a pro who knows the Northeast market, from Maine to Washington, DC to Pennsylvania.

Must be a self-starter—a take-charge individual. Ideally you are presently selling audio tape or recording equipment. Have a degree in a technical field or practical equivalent. Know how to set up and service dealers and OEM's, and looking for a superior product to market.

Compensation package includes substantial base with commission to \$25,000 plus liberal benefit program. If you're stuck with a company who's stalled or just not challenging you, come join Electro Sound, the innovator in professional sound.

For appointment for interview, in the strictest confidence, call me collect at (408) 245-6600.

Robert W. Cochran
Vice President, Marketing and Sales

MORNING NEWSCASTER

Minorities Encouraged.

No Collect Calls.

301-589-6384/0654.

Help Wanted Production, Programing, Others

P.D. WANTED

Contemporary Midwest Number 1 Top 40 seeks aggressive, mature P.D. who understands: 1. Promotions vs Contests. 2. Personality vs. Time/Temperature. 3. Importance of Adult Demographics. 4. New Ideas and good Follow Through. Good salary, stable environment. If you think you qualify and are personality oriented, write:

Box A-158, BROADCASTING

JAZZY PROMOTION SPOT

Promotion manager wanted immediately by WVRV-FM, New York's only all-jazz station. P.R., on- and off-air promotion, copy and sales development experience desirable. A challenging opportunity! Phone: Bob Orenbach, General Manager at (212) 749-5400 or write 85 Claremont Avenue, N.Y. 10027. EOE.

Situations Wanted Management

MAJOR BROADCASTING EXECUTIVE DESIRES TO RELOCATE

Nationally recognized corporate executive presently employed desires to relocate. Experienced all phases highest level corporate management. Radio and Television. Outstanding 20-year track record. Current and previous experience includes total P&L responsibility for group broadcaster as corporate officer: Acquisitions, long-range planning, financial forecasting, programing, sales direction, etc. Leader, innovator, motivator. Results oriented. Top references. Early 40's. Seeking group responsibilities. Replies held in strictest confidence. Reply to

Box A-47, BROADCASTING.

G.M. TOP 20 MARKET

Group owner selling property in top-20 market does not have suitable assignment available for G.M. Capable of top performance in competitive major market situation. Contact through:

Box A-122, BROADCASTING

Situations Wanted Management Continued

BROADCAST EXECUTIVE

Radio/TV pro seeks new challenge and responsibility with success-oriented chain or owner. Current profile highlighted by successful development of major market radio station, which includes equity position. Full emphasis on sales and P & L responsibilities. Outstanding credentials and industry references. Late thirties. Replies confidential. Box A-155, BROADCASTING.

Situations Wanted Announcers

One of the Nation's Premier Radio Personalities BRUCE BRADLEY

I offer: 14 years of commercial and ratings success at WBZ Boston and WHN New York; 1973-1974 NBC Monitor host; currently employed WCAU Philadelphia afternoon drive telephone-talk. Impeccable credentials and references.

I seek: A radio home. A womb with a signal. A contemporary music or talk station at which there lives a management that will not flee in stark terror from original humor or creative thought. Hurry. I may never again have the guts to run an ad with my name in it.

Bruce Bradley
1030 Longview Rd.
King Of Prussia, Pa. 19406
215-LA 5-1340

Tired of "robots"? Try a mature 5-year pro with "feeling" and wide-range versatility. Production ingenuity, too. This former P.D. will Rock anywhere. 3rd phone. Write or call:

Dave McGown—(802) 635-7822
Box 176, Johnson, Vermont 05656

Situations Wanted Production, Programing, Others

ALL-NEWS . . . NEWS-TALK???

Yes! You can do it profitably.

Stop living and dying with book-to-book ratings fluctuations as music audiences drift inevitably to FM.

A competitive signal and your serious determination to improve bottom-line performance are all we need to develop an invulnerable news-talk niche in your market.

Highly-regarded program/operations executive seeks opportunity with committed, responsible ownership to pursue AM Radio's future now.

Box A-157, BROADCASTING

Mr. GM and/or National PD

I am P.D. of a Top 50 mkt's Contemporary personality station and doing a 3 hour shift. This is my 2nd P.D.'s job. I'm looking for my third and last. In radio fulltime since 1967. Let's talk. 216-867-3750.

Employment Service

N.Y. WOMEN IN BROADCASTING

- STUCK?
- DEAD-END?
- WANT TO MOVE UP?

Katharine Nash Career Counseling
(212) 595-8300

Television

Help Wanted News

NEWS DIRECTOR

KMOL-TV, formerly WOAI-TV, has an immediate opening for a News Director. Candidates must be familiar with modern electronic news equipment, have journalistic background, and have at least several years' news management experience. Company offers excellent starting salary and fringe benefit package. Please send complete resume including earnings history and requirements to:

Edward Cheviot
Vice President General Manager
Arco Broadcasting Corporation, KMOL-TV
P.O. Box 2641
San Antonio, Texas 78299

An Equal Opportunity Employer M/F

Help Wanted, Programing, Production, Others

PRODUCTION MANAGER POSITION

PRODUCTION MANAGER, Top 5 Eastern Market VHF. Applicants must have several years major creative experience in all aspects of live, tape, and remote production, as well as proven administrative ability in station operations. Excellent fringe benefits. Salary commensurate with ability and prior experience. Rush resume. An equal opportunity employer.

Box A-152, BROADCASTING

Situations Wanted News

TALK SHOW HOST

Extremely versatile major market personality with impressive credentials and unusual ratings in two of the top 7 markets.

Box A-172, BROADCASTING

Miscellaneous

BUSINESS OPPORTUNITY

We are a highly respected national company doing business exclusively with broadcast stations. You know our name, many of you are now doing business with us. We are doing business in 48 states. We are dividing the 48 states into sales territories.

If you are presently an owner of a broadcast station, or a station executive, employed a minimum of 5 years with the same company, we will sell you one of the 26 exclusive territories. Prices range from \$2,500 to \$10,000 depending on territory. You will make between \$5,000 and \$25,000 a year in sales commissions, depending on your sales territory, based on present business. We guarantee to buy back from you, at any time the first fiscal year, your territory, for your original investment, whatever your reason for wanting out.

You must be available for a five day training session at our expense at our home office. You will be expected to represent us at state broadcast conventions but there is limited travel involved.

Mail "Letter of Interest" to:

Box A-96, BROADCASTING

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lincoln, N.Y. 10540
Number "One" in Weekly, Nationwide
Employment Listings for Radio, TV, DJ's,
PD's, Announcers, News,
Sales and Engineers

☐ \$5.00 per month (4 issues); ☐ \$12.00 3 months (12 issues); ☐ \$30.00 12 months (50 issues)
(Check Appropriate Box)

NAME

ADDRESS

Remit Cash With Order, Please!

Wanted to Buy Stations

Profitable Gulf South AM looking for unprofitable FM in SE, MW or SW large, medium or satellite market.

Box A-52, BROADCASTING

Experienced broadcaster extremely interested in acquiring AM and/or FM facility on East Coast. Apply in confidence to:

Box A-182, BROADCASTING

For Sale Stations

NORTHEAST
TOP 50 MARKET
CLASS IV—AM

\$450,000

BOX A-128, BROADCASTING

Profitable FM with excellent growth potential for sale in Puerto Rico, \$450,000.00. 29% down, balance terms.

Box A-143, BROADCASTING

Fulltime 1-kw AM station for sale. Fast growing SW Texas recreational area near giant, beautiful lake. Good equipment—includes property. \$170,000 cash. Principals only . . . no brokers.

Box A-165, BROADCASTING

Michigan Bargain
AM-FM daytimer, 6 A.M. sign on.
\$275,000. No brokers.

Box A-176, BROADCASTING

SOLD
5 kw daytimer
and
CL "c" FM
FLORIDA
REGGIE MARTIN—Media Broker
731 S. Mastha Dr. Key Biscayne, Fla.
305-361-2181 33149

For Sale—12 Channel Cable Television System with over 1,625 main station connections in the heart of Lancaster County, Penna., serving the communities of Blue Ball, New Holland, Bareville, Leola, Leacock, and portions of nearby townships of Upper Leacock, East Earl, Earl, and West Earl.

Kaiser built system with Benavac head end equipment placed in service December, 1968. Estimated population of communities served 11,300

Estimated number of homes passed by Cable 3,200

Estimated number of strand miles of Cable 42.6

Purchase price subject to negotiation. Details available upon request. For further information write to Enterprise Television Cable Co., Inc., 37-43 Diller Avenue, New Holland, Penna. 17557.

For Sale Stations Continued

INVESTORS WANT OUT

9 investors disenchanted. Only station in East Texas agricultural county. 250 w daytimer, adequate equipment, excellent potential for sales oriented owner/operator. Class A FM allocation available. Price \$120,000, terms to qualified buyer.

Absentee owner offering 1000 w daytimer in understated Colorado market. New equipment, real estate included. Unparalleled potential, dynamic economy. Price \$265,000, terms available.

George MOORE
& ASSOCIATES

6116 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8970

California AM with Problems
Needs experienced Owner-Manager
\$35,000 down
John Grandy
Western Business Brokers
773 Foothill
San Luis Obispo, California
805-544-1310



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138
New England office • St. Albans, Vermont 05478
(P.O. Box 270) • (802) 524-5963

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

MAJOR MARKET STATIONS

Fulltime AM
\$1,050,000
Unusually Attractive Terms

Daytimer with FM
Fiscal Year Gross \$375,000
Price \$650,000
Attractive Terms

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

RICHARD A. SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave. Chicago, Ill 60611
312/467-0040



SE	Medium	AM/FM	600M	29%
NE	Medium	Daytime	280M	29%
MW	Metro	Daytime	225M	Terms
SW	Major	AM/FM	1.2MM	29%

CHAPMAN ASSOCIATES*
nationwide service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

For Sale Stations Continued



SOVRAN
ASSOCIATES, INC.

BROKERS & CONSULTANTS

SUITE 217

11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

BROADCASTING'S CLASSIFIED RATES

Payable in advance, check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio or Cable, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy Deadline is MONDAY for the following Monday's issue. No telephone copy accepted. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box—, c/o BROADCASTING, 1735 DeSales St. NW, Washington, D'C' 20036

Since January 1, 1974, BROADCASTING no longer forwards audiotapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or VTR's to be sent to a Box number.

Rates: classified listings ads:

---Help Wanted, 50cents per word--
\$10.00 weekly minimum.

---Situations Wanted, 40cents per word--\$5.00 weekly minimum.

---All other classifications, 60cents per word--\$10.00 minimum.

---Add \$2.00 for Box Number each issue.

Rates: classified display ads:

---Situations Wanted--\$25.00 per inch

---All other \$45.00 per inch.

---More than 4" billed at run-of-book rate.

---Stations for Sales, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on Display Display space.

Profile

Fred Pierce's resolve: a Phoenix will rise at ABC

The new president of ABC Television, Fred Pierce, has his work cut out for him. After years of slow but steady progress, the network's prime-time schedule went into reverse last fall, with rating weaknesses popping up every night of the week except Monday. This sudden deterioration from a strong third-place finisher over the last few years to a weak number three forced ABC to engineer a record second-season schedule overhaul, in which six shows were scrubbed off the boards and four others were switched to different time periods.

It's this overhaul that has Mr. Pierce (who was installed as president last October, when the full dimensions of ABC's prime-time plight became clear) talking with confidence about the network's 1975 prospects. Even though he admits that, as senior vice president in charge of the television division, "I had as much to do with the fall schedule as anyone at the network," he makes it clear that he's not particularly interested in dwelling on past failures.

"The picking of shows is a very subjective thing," he says quickly, leaning forward slightly in his chair. It's this low-keyed and relaxed, manner that makes Mr. Pierce look much younger than his 41 years (19 of which—his entire professional life—have been spent in ABC's employ). In response to a question, he specifically refers to two shows that were canceled early last fall, *Kodiak* and *The New Land*, as typical examples of how projects come to grief. With *Kodiak*, "the pilot just didn't have the scope and the ingredients for a successful series—creatively, it just never came together," he says. In the case of *The New Land*, he puts the blame on the producer, Warner Bros., because "the follow-up episodes didn't have the flare and feel of the pilot." But then he adds, with a smile, "If all our new series clicked, my job would be a bore."

"Fred Pierce is always approachable," says Larry Pollack, an old friend who is now vice president and general manager of WKBW-TV, the ABC affiliate in Buffalo, N.Y. "He makes himself available. He keeps his door open because he knows that some of the best ideas can be generated" in the course of encounters, casual or otherwise, among people who work with each other.

But he didn't always make himself quite so available, according to another old friend, Len Koch, a senior vice president at Syndicast Services. "Fred used to be considered too introverted and shy," Mr. Koch says. "My clients would come back from a meeting with him and tell me, 'God, he's so aloof I can't communicate with him.' But as he's gotten more responsibility at the network, he's begun to overcome that aloofness."

Mr. Pierce's responsibility now, as he sees it, is to get "a team effort" going among the five divisions that report directly to him: ABC Entertainment, ABC-TV planning and development, the network itself, the five ABC-owned TV stations and the sports department. One of the projects that's heavily on his mind these days is *AM America*, the network's new morn-



Frederick Stanley Pierce—president, ABC Television; b. April 8, 1933, Brooklyn; BA, business administration, City College of New York, 1953; U.S. Army Engineers, 1954-56; analyst, ABC-TV research department, 1956-57; supervisor of audience measurements, 1957-58; manager of audience measurements, 1958-61; director of research, 1961-62; director of research and sales development, 1962; director of sales planning and sales development, 1962-64; vice president and national director of sales, 1964-68; vice president, planning, 1968-70; vice president, planning and assistant to the president, 1970-72; vice president, planning and development, 1972-74; senior vice president, 1974; present post, Oct. 1974; m. Marion Feld, Dec. 30, 1954; children: Richard, 18; Keith, 16, and Linda, 13.

ing assault on NBC's *Today* show. "We've just launched it," he says, "and so far the station acceptance and advertiser acceptance have far exceeded our expectations. The program should act as a showcase for the building up of new television personalities, and I'm convinced that we'll tap a completely different, younger morning audience."

Even though CBS has vaulted into the lead in the daytime wonderland of soap operas and game shows, Mr. Pierce contends that ABC is still "competitive," pointing with pride to the 90-minute *Afternoon Playbreak* specials that periodically crop up to break the games-and-soaps monotony. "The greater length allows our creative people the opportunity to really express themselves," he says. "And because of their special nature, we can get advertisers to pay premium prices for them."

On the subject of sports, he rattles off ABC's major entries without any prompting: Monday night's National Football League games, key college football games, the winter and summer Olympics, the Kentucky Derby and the Indianapolis 500.

As for the new second-season shows in prime-time, "ABC is putting a major emphasis on the development of more successful series programing," he says. "Two of our new com-

edy shows will be going after reality—Norman Lear's show *The Hot I Baltimore* and Danny Arnold's *Barney Miller*. They'll reflect the humor of today, and we're putting them on tape rather than film because tape forces you to focus on the characters and on the script." Of *Caribe*, *Baretta* and *S.W.A.T.*, ABC's second-season action-adventure shows, he says, "They feature virile leading men, they're set in major cities, and they'll attract the best audience demographics."

Although ABC's thrust is toward series that will appeal to masses of people, Mr. Pierce hastens to add that "we're still planning to keep our commitment of more long-form movies." ABC's recent purchase of "The Sound of Music" and a batch of other titles from 20th Century-Fox springs immediately to his mind as part of the network's theatrical-movie commitment. And he says ABC will try to emulate the ratings success of the five-and-a-half-hour made-for-TV movie "QB VII" with equally long, or longer, versions of Joseph Lash's biography, "Eleanor and Franklin," Irwin Shaw's novel, "Rich Man, Poor Man," and other presold properties of this type.

"I get the feeling that Fred would love to bring the great novels and the great dramas to television," says Eli Cohen, a New York attorney who has known Mr. Pierce since the mid-fifties. But "he's a hard-working, tough-minded businessman," adds Mr. Koch.

Mr. Pierce was brought up in the Bensonhurst and Williamsburg sections of Brooklyn, where, he notes, "learning how to survive" took up most of a young man's time. His dad at various times worked for a moving company, drove a cab and operated a candy store. Mr. Pierce's latent abilities came to the fore in the classroom, and he was ready to enroll at City College's Baruch School of Business in Manhattan at the age of 16.

After graduation and two years of Army service, he joined ABC as a rating clerk in the research department in 1956. He got his basic grounding at the network in research and audience measurement. But, since these statistics are what the sales department relies on for the setting of rate-card prices to advertisers, Mr. Pierce soon found himself in sales. From there, he branched out into planning and development, where "I was relieved of the day-to-day activities and pressures of the sales department in order to provide top management with an over-all game plan to make the TV network profitable," he says. During this period, he continues, ABC expanded its daytime schedule, poured money into sports, and launched a late-night talk show. In the late sixties and early seventies, he helped preside over "the reducing of losses and the building of a stronger affiliate line-up." ABC's watershed year was 1972, when, as he puts it, "the network operation finally turned the corner and showed a profit for the first time."

"Fred's not a colorful guy—he's not always popping off and making speeches," concludes one agency executive who counts himself one of Mr. Pierce's friends. "But his feet are always firmly planted on the ground, where they belong."

Editorials

Yes but

FCC Chairman Richard E. Wiley drew applause from a regional meeting of broadcasters in Washington on Jan. 9 when he announced his hope of devising a "clear and coherent" policy on license renewals. It remains to be recorded whether the applause will be as fervent at the end of what Mr. Wiley acknowledged would be a difficult and lengthy process.

Mr. Wiley's outline was reassuring (BROADCASTING, Jan. 13). He wants to simplify the renewal form for radio, in recognition of the vast differences between that medium and television. He wants to arrive at an ascertainment procedure that will take into account the variations in broadcast services. He wants to expedite the clearance of renewals that on their face appear to be deserved. Above all, he wants to formulate a renewal policy that will protect meritorious licensees against rival applicants who can offer only promises.

Well, hurrah for Mr. Wiley, and maybe he can bring it off. This publication would have more confidence in the outcome, however, if Mr. Wiley had not taken the occasion to put in a plug for Dr. Barry Cole who "continues to serve very ably as a special consultant to the commission on renewal policies."

Dr. Cole is a displaced academic who has somehow ingratiated himself with FCC chairmen while cultivating the status of resident guru on renewals. Samples of his work are already in the broadcasters'—and their lawyers'—hands. The complicated renewal procedures that the FCC adopted in May 1973—enormously increasing paperwork for broadcasters and civil servants and taking the commission deep into program surveillance—were a *toned-down* version of a Barry Cole draft. If clarity, simplicity and coherence are Mr. Wiley's goals, he had better re-staff the program.

There is, of course, an urgent need for all of the four projects that Mr. Wiley has in mind—and more. Radio forms are unnecessarily complex, but so are television forms. Why not start from that premise? Ascertainment requirements should obviously vary with the nature of the station and size of the market it serves, if there are to be ascertainment procedures at all. But why should any kind of station be required to go through pointless exercises at government command when its ascertainment and service are in constant evaluation by the established rating systems?

The most urgent need of all is for a policy that will clean up the mess the FCC left in its WHDH decision. As Mr. Wiley noted, the agency's previous attempt to restore reasonable order to renewal cases involving rival applicants was rudely rejected by the appellate court. He did not explain how to manage a rewrite that will survive the next appeal, which is inevitable unless the foundation funds that support those "public interest" law firms suddenly dry up. In this cause Mr. Wiley will need the best help he can get.

It is all to the good that the FCC is proceeding toward a new policy of its own, but that does not eliminate the need for the renewal relief that broadcasters almost got in the 93d Congress. The National Association of Broadcasters' combined board voted last week to continue the struggle for appropriate legislation. A sound decision.

He earned it

Broadcasters are seldom unanimous on anything unless it be licenses in perpetuity or some equally impossible dream.

We have the notion, however, that there will be no dissent to the selection of George B. Storer Sr. for this year's Distinguished Service Award of the National Association of Broadcasters.

Mr. Storer, who was 75 last fall (BROADCASTING, Nov. 11,

1974), is among the few first-generation broadcasters still active. As chairman of the executive committee of the Storer Broadcasting Co., which he founded in 1928 as the first nonnetwork-owned station group, Mr. Storer was attending a regularly scheduled board meeting in Miami when the word of the NAB's choice arrived. It is timely tribute to a wise and dedicated broadcaster.

Public domain

The argument over release of the Nixon tapes has taken a new and unpromising turn. As reported here a week ago, U.S. District Judge Gerhard Gesell has denied requests by the major networks and Warner Brothers Records for broadcast and recording access to the tapes that were played at the Watergate cover-up trial. The judge said the applicants had provided inadequate assurances against "undignified use."

This introduces what seems to be a clear First Amendment question into the case. If tapes played during a public trial are to be made available for public distribution, the courts have no authority to supervise the nature of the broadcast and recorded use. Surely the networks and Warner Brothers will continue their efforts to obtain release of the tapes.

Cornered

As reported elsewhere in this issue, the autocratic power of committee chairmen in the House is being tested in the new Congress. It may even prove to be the end of such events as Harley Staggers's single-handed blockage of license renewal relief at the end of the 93d Congress and F. Edward Hebert's earlier denial of radio and television advertising to armed forces recruiting campaigns.

Chairman Staggers (D-W. Va.), it will be recalled, refused to appoint a delegation from his Commerce Committee to a Senate-House conference on dissimilar renewal bills. His inaction left both bills to die. Chairman Hebert (D-La.) of the Armed Services Committee, in an act of personal pique against broadcasting, inserted the broadcast advertising prohibition in a military appropriations bill. Neither was seriously challenged, according to the then prevailing code.

If the new House rules and determination of freshmen members combine to democratize committee proceedings, the 94th Congress will have earned a special niche in history.



Drawn for BROADCASTING by Jack Schmidt

"Quit complaining, Pat. You're the one who insisted on equal opportunities."

NOW THE PD-II... THE ECONOMY CARTRIDGE MACHINE WITH A COMBINATION OF FEATURES NOT FOUND IN OTHER MODERATELY-PRICED UNITS

This new PD-II Series could be the smartest cart machine buy you ever made, and not only because it'll do the basic job of recording and playing mono tapes in "A" size cartridges and stopping automatically on the 1kHz tone.

It's also a smart buy because it's the only machine that combines all of these features in an economically priced package: Direct drive capstan motor, 1/2 inch aluminum deck, an air-damped solenoid, plug-in printed circuit cards, micro-adjust head assembly, adjustable tape guides and no lubrication required.



But there's more: The new PD-II Series—like all ITC equipment—is designed by broadcast engineers to meet the needs of broadcast engineers: minimum maintenance;

outstanding performance; long life expectancy; quiet, accurate performance, and compactness (three units mount side-by-side in 19" rack).

● Reproducer \$550.00 ● Recorder/Reproducer \$775.00

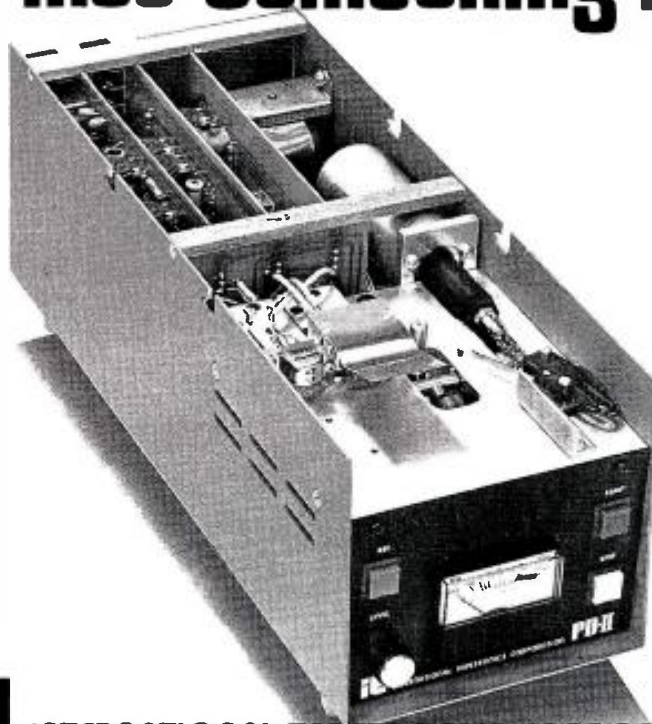
NOW LOOK INTO THE PD-II EVEN DEEPER

CALL US COLLECT — 309/828-1381

ITC does not use outside salesmen or reps. Instead they're always where you can find them—right next to the telephone. They are anxious to pay for your call. So why not call now? Ask all the questions you want. You'll be talking to experienced broadcasters who not only know ITC equipment, they know your problems, too.



Look into Something New



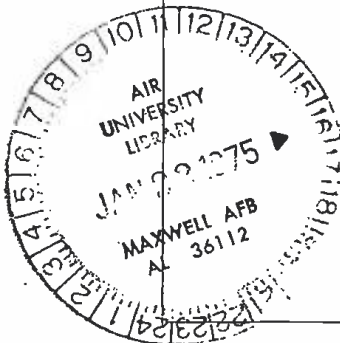
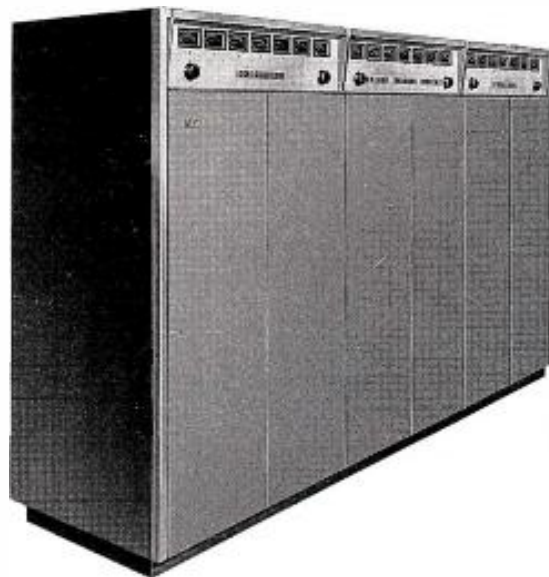
INTERNATIONAL TAPETRONICS CORPORATION

P. O. BOX 241 2425 SOUTH MAIN STREET BLOOMINGTON, ILLINOIS 61701

BROADCAST EQUIPMENT DESIGNED TODAY FOR THE DAY AFTER TOMORROW

An RCA F-Line VHF Transmitter is likely to do even more for you years from now than on the day you buy it.

NO WONDER IT'S THE BEST-SELLING TRANSMITTER IN THE COUNTRY.



RCA

SEE IT AT THE NAB.

Broadcasting Jan20

Broadcast Advertising	27	Editorials	78	Monday Memo	11
Broadcast Journalism	34	Equip. & Engineering	33	Music	36
Cablecasting	25	Fates & Fortunes	45	Open Mike	10
Changing Hands	22	Finance	43	Playlist	37
Closed Circuit	3	For the Record	66	Profile	77
Datebook	8	Media	14	Programing	30