

**PTAR III: One week old and already in trouble
Wiley extends hope of relief to cable**

[Index to departmental back cover](#)

Broadcasting Jan 27

The newswEEKly of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER

Small Town Sheriff Cleans Up NY, CHI, LA.



NY(7:00,M-F)

Andy Griffith captures highest rating and share; wins most households, 18-34 women and 18-49 women. Defeats 3 network newscasts, 2 law-and-order shows.



CHI(6:00,M-F)

Andy Griffith captures highest rating and share; wins most households, 18-34 women and 18-49 women. Defeats network and local news, a sitcom and adventure hour.



LA(6:30,M-F)

Andy Griffith captures largest number of 18-34 women and 18-49 women; up 20% and 38% over year-ago with these groups. Wins more women than network and local news, 2 law-and-order shows and a western.

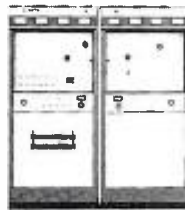
The Andy Griffith Show

from Viacom

Source: NSI, Nov. 1974 and 1973. Estimates are subject to qualifications available on request.

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Can't see the forest for the trees?



If the few proverbial trees bearing certain names are hiding the many broadcast equipment possibilities from you, we urge you to step out and examine the whole forest. These days none of us can afford to buy by maker's name alone. The woods are full of brand names, old and new, and we again invite you to glance through a few published features of high powered FM transmitters bearing popular names . . .

Manufacturer & Model	GATES FM20H3	CCA FM25000D/DS	COLLINS R31G-1B	RCA RTF20E1	SPARTA 625A
Power Output	21.5Kw	27.5Kw	22.5Kw	20Kw	25Kw
Driver as Auxiliary Capability	No	Yes	No	No	Yes
Automatic Power Control	No	No	No	No	Yes
VSWR Protection	No	No	No	No	Yes
Size of Largest Cabinet	42" W 78" H 32 3/4" D	38" W 76" H 34" D	68-15/16" H 71 1/2" W 27 1/2" D	48 1/2" W 77" H 32 1/2" D	34" W 75" H 25 1/2" D

Note the considerations that even a quick comparison can reveal. For instance the Sparta 25 kw FM transmitter, due to its modular construction in smaller cabinets, is easier to transport and install in any location, yet through thoughtful design it offers far superior accessibility. APC and VSWR protection may be available at extra cost on some models listed, but on our 625A they are standard.

Making equipment decisions today can be more difficult than ever, with such a thicket of names and claims to choose among. Only careful, detailed comparison should guide your choice, and surely our brief chart above gives reason for you to inquire further of all manufacturers. Evaluation of claims in depth will best serve your interests. And ours.

Start now by getting full, exact specifications on Sparta FM transmitters, AM transmitters, audio equipment and Spartamation systems and components. We want you to write or call us collect, today, for the Sparta equipment information you need.

We're in the business of You.



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Upheaval in House. Structure and leadership of House Commerce Committee subcommittees will be radically changed if reform-minded members get their way at Democratic caucus tomorrow (Jan. 28). There's strong possibility John Moss (D-Calif.) will be elected chairman of Special Subcommittee on Investigations, which Commerce Chairman Harley Staggers (D-W.Va.) had used as own strong arm (see story, page 28). That would give Mr. Moss room to rove across parent committee's jurisdictions, including communications.

Present Subcommittee on Communications and Power will be split. Word is that present chairman, Torbert H. Macdonald (D-Mass.), wants to keep Communications Subcommittee and probably can even though some members question state of his health. All told there'll be at least six subcommittees in place of present four. As sixth Democrat in seniority on full committee, after John Jarman of Oklahoma switched from Democratic to Republican party last week, Lionel Van Deerlin of California could be in line for subcommittee chairmanship. He said he'd prefer to stay on Communications as senior member if no chairmanship within his areas of interest or expertise came his way. At end of last week Chairman Staggers was campaigning to keep Investigations chair and reportedly soliciting Republican support in resistance to other changes liberal Democrats want.

Drafts on drop-ins. FCC this week will consider two matters involving proposals for VHF drop-ins. One is staff draft of notice of inquiry based on United Church of Christ proposal that 62 VHF channels be added to table of allocations. Other is draft notice of inquiry and rulemaking based on petition by New Jersey citizen group seeking commercial VHF service for that state — through drop-in, reallocation of existing channel or by creating hyphenated market (New York-New Jersey or Philadelphia-New Jersey).

More latitude. FCC's new antisiphoning rules may prove somewhat more palatable to pay-cable industry than broad outline of rules seemed to be when disclosed two months ago (*Broadcasting*, Nov. 18, 1974). For instance, rule permitting pay-cable operations to bid for any movie regardless of age if it is under contract to station in cable system's market is expected to make it clear that same exemption will apply if movie is under contract to network with affiliate in market.

And there may be some response to cable industry's complaint that permitting operators to bid for movies under contract to stations is meaningless in view of exclusivity provisions in stations' contracts with distributors. Commission has long been considering notice of inquiry to examine warehousing charge cable systems have leveled against broadcasters. Officials say commission may issue such inquiry, at or about same time it issues pay cable rules, probably in few weeks.

Biggest. With advance registrations pouring in, National Association of Broadcasters now expects its convention in Las Vegas April 6-9 to break records. Off-cuff guess last Friday was that paid registrants would exceed 7,000 (6,000 is previous high). And that figure doesn't include exhibi-

tors, wives or families. Already cleared are assignments of more than 2,200 rooms.

NAB is sending up flare on room occupancy in keeping with Nevada law that bans pre-emption of occupied rooms. Delegates who check in on Friday before convention will have no problem, NAB said, but there may be delays on Saturday and possibly Sunday check-ins because of heavy weekend occupancies which usually clear by Sunday afternoons.

Radio resurgence. Perk-up in national radio business, both national spot and network, is reported on number of fronts. "It's starting very strong [in 1975]," one long-time sales official said. "Some say it's the best they've seen radio business in several years." Detroit car makers are leading parade, thanks in part to current rebate push (story page 61), but foreign models are buying too, with more recently coming up. Others currently on most active list are said to include American Home Products' Dristan, Anacin and Preparation H; General Mills' Nature Valley Granola cereals; Standard Brands' Egg Beaters; Hertz car and truck rentals and Metropolitan Life Insurance.

Space-age AM. There's talk in technical circles of new transmitter for AM radio that could be sensation of equipment display at NAB convention in Las Vegas. Word is that Broadcast Equipment Division of Harris Corp. (formerly Gates Radio) will introduce fully transistorized broadcast transmitter. While solid-state technology is known, and Westinghouse reportedly has installed custom model for its WIND(AM) Chicago (5kw on 560 khz), Harris division, based in Quincy, Ill., is said to be only equipment manufacturer ready to market line.

Back to Washington? Robert Wells, vice president of Harris Enterprises group of newspapers and radio stations in Kansas and Colorado, and former member of FCC, is being strongly supported for directorship of U.S. Office of Telecommunications Policy. Given new life by President Ford after having been earmarked for extinction (*Broadcasting*, Jan. 20; see also editorial, page 90), OTP currently operates under acting director, John T. Eger, who formally holds number-two position.

Mr. Wells, 55, served on FCC for two years (1969-71) then returned to Garden City, Kan. In last year's elections he was active in re-election campaign of Senator Robert Dole, one of few Republican incumbents to come back. His son, Kim, attorney, is on senator's staff in Washington.

Recruiting for recruiting. Unfrocking of Representative F. Edward Hebert (D-La.) as chairman of House Armed Services Committee is cue for start of campaign to remove ban on paid military recruitment advertising on radio and TV. Miles David, president of Radio Advertising Bureau, hopes to enlist industry support and will also seek cooperation of National Association of Broadcasters to make it joint project, but insists radio's case should be presented separately from TV's. Representative Hebert, who wrote broadcast ban into military appropriations bill out of personal pique, was replaced as committee chairman by Representative Melvin Price (D-Ill.).

Top of the Week

Few fans for new shape. Third incarnation of prime-time draws talk of challenges from several quarters. NBC and ABC seem pleased, but not CBS and independent producers. Page 19.

Adding to the chorus. Study by University of Utah psychologist sees TV as causing and condoning aggression. Broadcast specialists in area still aren't convinced. Page 20.

Watch out. Networks, getting ahead of themselves on "family viewing" concept, seem to be plastering everything in sight with "adult-oriented" warnings. But some worry that such caveats may be used simply to draw greater audiences. Page 20.

Everything but the popcorn. Transformation of home TV screen into movie theater will be hurried along by networks next season, as all three are investing even more heavily in theatrical and made-for-TV films. Page 21. ABC's owned stations, with big chunk of movie programming, are using computer to keep track of their stable. Page 24.

Partially toppled. Power on House Commerce Committee will now be more equally divided among Chairman Harley Staggers, subcommittee chairmen and caucus members. Page 28.

Wood to be chopped. 45 bills relating directly to broadcasting have so far been introduced and will be taken up by 94th Congress. Prominent among them are seven versions of license renewal. Page 28.

No money-back guarantee. FCC finally decided that no one but cable operators will get refunds on fees; would-be beneficiaries will still pursue that money in courts. Page 29. Complete details of newly-released FCC fee schedule. Page 78.

Final flicker. With court dismissal of Securities and Exchange Commission suit against stockholder of Boston Broadcasters, end of historic battle for channel 5 in Boston may be in sight. Page 30.

Place your bets — this way. NAB distributed its guidelines on lottery advertising, with expected restrictions to keep end-of-the-rainbow exhortations at minimum. Page 60.

Once more with feeling. U.S. Court of Appeals has begun re-examining NBC Pensions fairness doctrine case, with boosts to network coming from Radio-TV News Directors Association and Society for Professional Journalists (SDX). Page 63.

Reassurance. FCC Chairman Richard E. Wiley hints that commission may not insist on letter of the law in 1977 cable rules, suggests upcoming pay cable rules may not be as negative as cable expects. Page 66.

But can you dance to it? Exposure of new releases in discos is affecting airplay in some, but not all, major markets. Page 68.

Independent thinker. Chief Judge David Bazelon of District of Columbia Court of Appeals — a man of his times for 25 years on the bench — has reputation for an activist stance in communications, sometimes in liberal doses. Page 89.

Index to departments on back cover

FCC on verge of calling halt to newspaper-broadcast acquisitions; divestiture confined to monopolies of paper and TV — and maybe radio

FCC is expected to complete work this week on rule prohibiting newspapers in future from acquiring television and radio stations in their markets. Commission is also expected to reach final decisions in two other crossownership questions — co-located newspaper-cable and cable and television stations.

Sentiment was expressed in FCC meeting last week for abandonment of proposed newspaper-cable crossownership rule, at least for present. And commission, instead of granting most waivers of rule requiring breakup of crossowned television and cable systems, as had been expected, may choose to accomplish same end through amendment to that rule.

As for newspaper-broadcast crossownership, commission may jettison provision in draft rule requiring breakup — in five years — of radio-newspaper combinations in communities where there is monopoly of those media. Officials said no decision had been reached on that point, but they pointed out that original list of prospective divestitures was down from 14 to fewer than 10 as result of further staff analysis of facts in each case, and that list might be reduced even further. As result, since there is some sentiment within commission for dropping list entirely, that course might ultimately appear to be most practicable. Commissioner Abbott Washburn is said to be major critic of divestiture as it applies to radio; he feels it is unfair to small-market operators.

There appears to be no likelihood, however, that FCC will abandon rule requiring divestiture in communities where one owner controls only newspaper and only television station. There are now seven communities on that list; Hickory, N.C., which had been on list originally (*Broadcasting*, Dec. 23, 1974), will be dropped on ground TV station has relatively low power.

Commissioners spent much of Wednesday and part of Thursday on various proposals, and expectation had been that newspaper-broadcast crossownership rule would be disposed of Thursday. But absence of two commissioners — James Quello, making speech at University of Georgia (see page 30), and Charlotte Reid, ill — caused Chairman Richard E. Wiley to postpone action until this week, possibly Tuesday.

Commission draft order has not changed much from form in which it first surfaced in December.

New rule will prevent creation of newspaper-television combination within Grade A contour of station, and it requires divestiture in cases where only newspaper is co-owned with only television station putting city-grade signal over community.

Radio-newspaper acquisitions will be barred within station's service area that would be equivalent to television's Grade A contour; and divestiture — if required — would apply where radio station owned by newspaper is only one providing primary service to that community.

Only commissioner expected to vote against newspaper-

Ford's stamp. For whatever it's worth, there was talk in Washington last week about changes at FCC. White House spokesman said Friday it was premature to speculate on possible reappointment of Commissioner Abbott Washburn, whose short-term tenure runs out June 30. This will be President Ford's first chance to make FCC appointment. It's also in his power to designate chairman when he wants to.

broadcast rule in Glen O. Robinson. He feels broader divestiture rule, possibly even one applying to all crossownerships involved, should be adopted. He regards prospective rule as virtually meaningless.

Commission, which had never seriously considered breakup of newspaper-cable combinations, was said to be abandoning thought of even prospective ban for two reasons — cable television's need for capital, and fact that there are relatively few cases of such crossownership. If commission does decide against ban now, it will probably announce that decision and say it will review matter in future, perhaps in year.

Television-cable crossownership question involves 50 petitions for waiver of rule barring such crossownership within station's Grade B contour. Commission had been moving toward decision to grant waivers in all cases except those in which only cable system is owned by only station putting city-grade signal over system. However, Commissioner Robinson, opposing wholesale waivers, suggested that commission would be on sounder legal ground if it simply amended rule to ban crossownership only within station's city-grade contour. Officials last week indicated that was approach commission might adopt.

Baker may leave Commerce for Foreign Relations; other committee assignments fall into place

Senator Howard Baker (R-Tenn.), ranking minority member of Senate Communications Subcommittee, has abandoned parent Commerce Committee for seat on Foreign Relations Committee. Republicans made deal to create vacancy Mr. Baker will fill by giving up Republican seat on Commerce — but deal will fall through if Democrat John Durkin is seated over Republican Louis Wyman in disputed New Hampshire Senate race.

Meanwhile, Senators Lowell Weicker (R-Conn.) and James Buckley (C,R-N.Y.) joined minority ranks on full Commerce Committee last week. Senator Wendell Ford (D-Ky.) was named to majority side week before. Full line-up on Senate Commerce Committee is now:

Majority (12) — Chairman Warren Magnuson (Wash.), John Pastore (R.I.), Vance Hartke (Ind.), Philip Hart (Mich.), Howard Cannon (Nev.), Russell Long (La.), Frank Moss (Utah), Ernest Hollings (S.C.), Daniel Inouye (Hawaii), John Tunney (Calif.), Adlai Stevenson (Ill.) and Wendell Ford (Ky.).

Minority (6) — James Pearson (Kan.), Robert Griffin (Mich.), Ted Stevens (Alaska), J. Glenn Beall (Md.), Lowell Weicker (Conn.) and James Buckley (N.Y.)

Proxmire looks askance at family hour plan

Senator William Proxmire (D-Wis.) looked with disapproval last week at TV networks' plans for nightly "family viewing" hour. He noted networks have been conferring with FCC Chairman Richard E. Wiley about policy, and said — in statement published in *Congressional Record* — that "By merely talking with them, Mr. Wiley exerts tremendous influence." And that, he said, is bad. Mr. Proxmire, who has introduced bill to abolish fairness doctrine, has argued repeatedly that government should exert no influence on broadcast programming unless it violates law — such as that against broadcasting obscenity. Referring to family viewing hour talks, he said, "Even a preliminary step taken by the FCC chairman for good intentions presents a potential danger worth considering by all of us."

Stanton panel seeks independence for VOA

Quasi-government panel under chairmanship of former CBS President Frank Stanton reportedly will recommend soon to Congress and President plan to separate propaganda and news functions of government communications. Un-

der arrangement to be proposed by Panel on International Information, Education and Cultural Relations, Voice of America, now part of U.S. Information Agency, would be spun off and made responsible to reconstituted Board of International Broadcasting, which now supervises Radio Liberty and Radio Free Europe. Overt propaganda functions of USIA and similar but separate State Department efforts would be consolidated in new Agency for Information and Culture, which would be part of State but with separate funding and responsible to department at secretary's level. Proposal is regarded as solution to long-standing contention of VOA directors that to be credible agency must be free to pursue own news reporting and commentary, and not be simply conduit for formal State Department announcements and analyses. Nevertheless, VOA's new supervisors would include newly created under secretary of state for public affairs and head of Agency for Information and Culture.

In Brief

It's working. Chrysler Corp. reports that sales of its compact cars have increased since its rebate program — backed by TV, radio and print campaigns — was started Jan. 13 (story page 61). Until Jan. 20, compact sales jumped by 12% from year-earlier levels. Prior to rebate program they had been running at 50% of year-earlier levels.

Half a loaf. FCC ruled on Thursday that IBM may enter domestic satellite business, but only on conditions designed to prevent computer giant, now object of Justice Department antitrust suit, from establishing vertically integrated monopoly in expected rich market for data communications. Commission's ruling proposed several alternatives that apparently take into account comments of Justice and Federal Trade Commission, which argued before commission that companies, both of which have large capital resources, were too specialized and powerful to be permitted to operate system designed, in effect, to provide links between IBM computers. Commission said they could either compete against each other (and RCA and Western Union Telegraph) or bring in a third corporate partner (Western Union International has asked to be included), if no participant in system owns less than 10% or more than 49%. Third alternative is for Comsat General to operate comsat system and for IBM to rent transponders, on condition that Comsat General be a carrier's carrier, that is, it would not be permitted to offer services directly to public.

Forget it. Council of Economic Advisers is editing out of report it will submit to President next week recommendation that present system of broadcast frequency allocation be dropped and replaced with one in which frequency space is auctioned off to highest bidder ("Closed Circuit," Jan. 20). Administration spokesman said Friday that CEA had agreed to drop section after various agencies that had reviewed it, including Office of Telecommunications Policy and FCC, had expressed criticism. However, spokesman also noted that CEA could resurrect recommendation.

And then there was one. Post-Newsweek station group is running out of license challengers. Trans-Florida Television last week followed Florida Television Broadcasting Co. (*Broadcasting*, Jan. 20) out of contest for channel 4 in Jacksonville, on which P-N operates WJXT (TV). Remaining challenger is St. Johns Television Co., which indicates it intends to stay in contest. Principals of Trans-Florida are understood to have decided that prosecution of application no longer was worth time and expense involved.

Takes one to know one. Rev. Dr. Carl McIntyre, whose WXUR-AM-FM Media, Pa., were denied license renewals

for fairness-doctrine and other violations, invoked fairness doctrine — and WXUR case — in suggesting to CBS and NBC last week that International Council of Christian Churches, which he heads, will probably seek free program time. In identical letters, he said networks were currently carrying sustaining religious programming, including some by National Council of Churches, and that "we should come to you with a question of this whole matter relative to the fairness doctrine, balanced programming and the like." He asked CBS and NBC for their schedules of religious programming planned for 1975 and of "special features" covered or projected.

Justice denied. U. S. Court of Appeals in Washington has commanded FCC to act within 60 days on two petitions to deny renewals of network-owned television stations that have been pending more than two years, or to say why further delay is needed. National Organization for Women filed both petitions — against ABC's WABC-TV New York in May 1972 and against NBC's WRC-TV Washington in August 1972. Both allege discrimination against women in employment and in programming. Judges George E. MacKinnon and Malcolm R. Wilkey acted on petition NOW filed asserting lack of action by commission amounted to rejection of its petitions. Kathy Bonk, NOW national media coordinator, welcomed court's action Friday with statement saying "extraordinary" action ordering commission to act indicates court does not believe NOW's petitions are either frivolous or insubstantial.

Women upheld on NBC discrimination. New York City Commission on Human Rights last week supported discrimination complaint against NBC by Women's Committee for Equal Employment Opportunity of NBC, originally filed in February 1973. Commission found "probable cause" in charges of sex discrimination against NBC's female employees in recruitment, hiring, placement, promotion and conditions of employment, including discriminatory salary scale and company benefit allotments. Commission also found sex discrimination in divisions of two unions: National Association of Broadcast Employees and Technicians and International Alliance of Theatrical and Stage Employees.

Station pressured off air. WABQ (AM) Cleveland, owned by Booth Broadcasting of Detroit, went off air for nine hours Thursday after picket lines were thrown up by blacks demanding increase in public service programming and resignations of key station executives. General Manager Gordon Stenback said he took station off air because he was worried about safety of station's black employees. WABQ was back on air Friday, simply playing records without announcements. Picket lines remained.

Trial offer. *Sanford and Son* ranks first in total TV households and first among men, *All in the Family* and *Sanford* tie for tops among women, *Rhoda* is first among women 18-49, *The Waltons* leads among teen-agers and *Wonderful World of Disney* beats everything else as far as children are concerned. These come from new service launched by Arbitron Television last week: It's "Arbitron SuperSweep," and among other things offers top 50 network program rankings by TV households and five demographics, based on sample of 98,800 U.S. TV homes in 207 ADI markets in November 1974 sweep.

Radio-TV exclusive. Friday was RTNDA day at White House with about 175 members of Radio Television News Directors Association mingling with some 50 government officials for high level briefing on energy topped by meeting with President Ford. Gerald Warren, deputy press sec-

retary, directed proceedings. Tom Frawley, Washington bureau chief of Cox Broadcasting and RTNDA president, had arranged seminar.

KOL stations sold. Buckley Broadcasting Corp. has announced sale of KOL-AM-FM Seattle to Hercules Broadcasting Corp. (Manning Slater) for \$950,000, subject to FCC approval.

Late Fates. *E. Jonny Graff*, veteran TV syndication executive, is scheduled to retire soon as vice president in charge of television for Avco Embassy Pictures, New York, to be succeeded by *Dan Goodman*, independent motion picture producer and former vice president, syndication, Screen Gems (now Columbia Pictures TV) . . . *Harold Kassens*, who retired Jan. 1 as assistant chief of FCC Broadcast Bureau, joins A. D. Ring & Associates, Washington, consulting broadcast engineers, as senior partner . . . *Larry Fine*, of Three Stooges comedy team, died Jan. 24 in Los Angeles following series of strokes that had paralyzed him since 1971. Moe Holland is only surviving member of comedy trio whose 1930's movie shorts are still syndicated in TV markets . . . *Wade Arnold*, 68, radio-TV documentary producer, died Jan. 20 of pulmonary emphysema in New York. For earlier reports see "Fates & Fortunes," page 73.

Headliners



Poor



Shakespeare

John B. Poor, president of RKO General Inc., New York, named chairman and chief executive officer, effective Feb. 1, to be succeeded as president and chief operating officer by **Frank Shakespeare**, currently vice chairman of Westinghouse Broadcasting Co. **Thomas F. O'Neil**, chairman of parent General Tire & Rubber Co., moves from chairman and chief executive of RKO General to chairman of RKO General's executive committee. **Robert L. Glaser** and **Bruce Johnson**, presidents of TV and radio divisions respectively, will report to Mr. Shakespeare, as will representatives of company's cable-TV interests (76% of publicly owned Cablecom-General), recording and tape duplication facilities, bottling franchises and other interests except Frontier Airlines, Denver, which reports to Mr. O'Neil. Mr. Shakespeare, 49, joins RKO after two years at Westinghouse; his position there is not expected to be filled. He was director of U.S. Information Agency 1969-73 and, before that, held several executive posts at CBS. Mr. Poor, 59, has been RKO General president since 1962.

Sol Taishoff, editor of *Broadcasting* and chairman of Broadcasting Publications Inc., named to receive special citation of International Radio and Television Society at March 11 anniversary dinner at which **Elton H. Rule**, president of ABC Inc., will receive IRTS Gold Medal ("Closed Circuit," Jan. 20). Mr. Rule was chosen for "important contributions in providing leadership enhancing the development and stature of the radio-television industries"; Mr. Taishoff, for "tremendous and continuing contributions to the broadcast industry, its people, its programs and its progress."

Something about 1974 kept people up nights.

Something:



The phenomenal popularity of "The Tonight Show Starring Johnny Carson" isn't exactly news, by this time. But Johnny's record in '74 was...well, phenomenal. To be specific:

"Tonight" in '74 out-rated its nearest network competitor by 45%, the other by 81%.

"Tonight" in '74 out-rated the previous annual high for a late-night TV program ("Tonight" in '73) by 9%.

"Tonight's" margin over its network movie competition in December '74 was the widest for any month ever.

Still, the other networks do have one consolation: If they lost sleep over Johnny, at least they weren't staying up alone.

NBC

Source: Nielsen Television Index (11:30pm-1:00am) A.A. Rtg. Annual Averages 1954-74. Monthly Averages Mar. 1972-Dec. 1974. Subject to qualification available on request.

Datebook®

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.

June 8-11—Broadcasters Promotion Association 20th annual seminar. Denver Hilton hotel, Denver.

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.

Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi, 66th anniversary convention. Benjamin Franklin hotel, Philadelphia.

■ Indicates new or revised listing

This week

Jan. 26-29—National Religious Broadcasters 32nd annual convention. Speakers: Dr. George Sweeting, president, Moody Bible Institute, Chicago; Vincent Wasilewski, president, NAB; David Foster, president, National Cable Television Association; Charlotte Reid, FCC commissioner, 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. 27-28**—Radio Advertising Bureau management conference. Jack Tar hotel, San Francisco.

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. 30-31**—Radio Advertising Bureau management conference. Hilton Inn, Dallas.

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

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

Bankers Association of America, 1125 15th Street, N.W., Washington 20005.

February

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

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

Feb. 2-4—Wyoming Association of Broadcasters 1975 convention. 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. 6-7—Audio Workshop at The American College, Bryn Mawr, Pa. Tel. 215-525-9500, Ext. 249.

■ **Feb. 7-8**—Utah Broadcasters Association mid-winter mini-convention. Speaker: Maurie Webster, formerly VP, CBS Division Services in charge of sales & marketing, now executive VP, Compu/Net. Tri-Arc Travelodge, 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. 18-19**—Radio Advertising Bureau management conference. Marriott motor hotel, Atlanta.

■ **Feb. 19**—Kentucky Broadcasters Association sales seminar. Holiday Inn North, Elizabethtown.

■ **Feb. 20-21**—Radio Advertising Bureau management conference. Marriott motor hotel, Chicago.

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

■ **Feb. 25-26**—Radio Advertising Bureau management conference. Sheraton Airport Inn, Philadelphia.

■ **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**—Radio Advertising Bureau management conference. Marriott motor hotel, Cincinnati.

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

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We talk to people.**

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"Operation Re-Regulation" Conference, Eastern region operators, L'Enfant Plaza hotel, Washington.

■ **March 5**—Catholic University Law Review conference, "Developing Legal Issues in Cable Communications," Statler Hilton 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 14-15**—Country Radio Seminar, Statler Hilton Motor Inn, Nashville. For registration forms and information: Country Radio Seminar, Box 12617, Nashville 37212.

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

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

April 6-9—International Industrial Television Association annual conference, Sahara hotel, Las Vegas.

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

April 17-18—American Advertising Federation sixth district meeting, Chicago.

April 17-19—New Mexico Broadcasters Association convention, Roswell Inn, Roswell.

April 17-20—American Advertising Federation fourth district meeting, Fort Lauderdale, Fla.

■ **April 18-19**—Indiana Associated Press Broadcasters Association annual meeting, Marolt hotel, Indianapolis.

■ **April 20**—Children's Television Fair, sponsored by Committee on Children's Television, San Francisco, and 20 professional and civic organizations. Previews of children's programs, dialogue groups for parents and children and workshops, University of California Education Extension, Berkeley, Calif.

■ **April 22-23**—Kentucky Broadcasters Association spring convention, Stouffers Inn, Louisville.

April 23-24—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings, Century Plaza hotel, Los Angeles.

April 23-26—International Communication Association annual meeting, LaSalle hotel, Chicago.

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

April 24-25—American Advertising Federation 11th district meeting, Boise, Idaho.

■ **April 28-29**—Television Bureau of Advertising fourth annual retail TV commercials workshop, Biltmore hotel, New York.

April 30-May 2—Washington State Association of Broadcasters 1975 spring meeting, Hotel to be announced, Yakima.

Books

Who Controls the Mass Media? Popular Myths and Economic Realities. By Martin H. Seiden. Basic Books, 246 pages, \$8.95.

A clue to the question posed in the title of this book is provided in the subtitle. For it is Dr. Seiden's view that it is not the media barons or fat-cat advertisers or any of that ilk so often thought of as holding the power to manipulate the minds of the masses who actually have such power. Rather, he suggests, it is the public, whose wishes and preferences are constantly being ascertained in polls, rating measurements and, in the case of print media, circulation figures, that influences the type of entertainment that is provided, the consumer products that are offered and even the political programs that are put forth.

From this premise, Dr. Seiden goes on to attack a number of other "myths"—that heavy access to television in the form of commercials assures a political candidate of victory, or at least increases his chances (in 14 out of 32 senatorial contests in 1970, the winner spent less than the loser, and among the big spenders who won, most were incumbents, who start out with an advantage) and that exposure to violence on television breeds violence in the young viewer (the young people who were the most active in opposition to the Vietnam war and in support of the civil rights movement "were raised on television"). In making that point, however, Dr. Seiden reads the report of the National Institute of Mental Health on the subject differently than do some others, who say it points up a connection between violence in the streets and on the tube.

The vaunted power of the media, particularly television, is another "myth," he says, even if it is one that is believed by electronic journalists and commentators, who engage in a kind of "self-inflating professionalism [that is] analogous to Hollywood's penchant for making films of the lives of entertainers, or the church's canonization of clerics." For the media do not mold public opinion so much as they reflect it. (In that connection, he notes that the Cox organization, despite its ownership of the two dailies in Atlanta as well as WSB-AM-FM-TV, was unable in 1969 to block the election as mayor of a man it opposed.)

Even broadcasting's reputed financial power is merely a "myth." Dr. Seiden notes that the \$5 billion that broadcasters grossed in 1973 was only half that grossed by the newspaper industry. And the rate of growth of newspapers has exceeded that of television in the last 10 years.

The various "myths" are matters of more than academic interest to Dr. Seiden, an economist who has served as a consultant to the FCC as well as to the National Association of Broadcasters. He feels they can lead to governmental policies which could erode the basis on which freedom of the electronic press, at least, rests. In that regard he reserves some of his sharpest barbs for "reformers," who, he said, "have managed to wrap them-

selves in a cloak of sanctity that a previous age had reserved for clerics and theologians." He expresses particular concern about attacks on the advertising that supports the system—and that assures "its independence of thought and action."

Dr. Seiden also has some advice for the regulatory agencies most directly involved in media regulation—the FCC and the Federal Trade Commission. Such agencies, he says, "tend to overestimate their own wisdom and to underestimate the ability of individuals to discriminate among the many appeals made to them. What is needed today," he adds, "is a new sense of modesty about the abilities of government bureaucracies and an awareness of the destructive power they wield."

Openly Arrived At: Report of the Twentieth Century Fund Task Force on Broadcasting and the Legislature. The Twentieth Century Fund, New York, 1974. Background paper by Lee M. Mitchell.

Presented are arguments for and against the task force's recommendation that broadcasting of all public legislative sessions and public committee sessions of Congress be allowed; that the Corporation for Public Broadcasting provide for coverage and recording of House and Senate public sessions; that a Congressional Television Advisory Committee be established consisting of press gallery officers, representatives of CPB, network and independent broadcasters and the public; that excess costs be absorbed by congressional appropriation and that each state legislature should work toward public broadcasting of its legislative process.

TV Violence and the Child: The Evolution and Fate of the Surgeon General's Report. By Douglas Cater and Stephen Strickland, Russell Sage Foundation, New York, 178 pp., \$5.95.

Messrs. Cater and Strickland provide a clear and digestible account of what the surgeon general's report means and why and how it came to be. The authors detail project's inception, giving insights to problems inherent in the report which would later link TV violence with children's behavior. Brief reviews of various experimental findings and research papers incorporated in the final report are presented in easy-to-read lay terms. The report's reception by the press and its subsequent impact on Senator John O. Pastore's (D-R.I.) committee hearings are outlined. In concluding, the authors, both academicians, take a look at what academic-scientific research panels can and cannot do in solving social-political questions.

Directional Broadcast Antennas: A Guide to Adjustment, Measurement, & Testing. By Jack Layton, Tab Books, Blue Ridge Summit, Pa., \$12.95.

The author, chief engineer for WTEN (AM) Philadelphia, has written a comprehensive manual for planning, installation and operation of directional antennas. This book is intended as a supplement to the services of a consulting engineer for a given station.

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The most young women in PHILADELPHIA

7 P.M./Mon.-Fri.	STATION	PROGRAM	WOMEN (000)		
			TOT.	18-49	18-34
NO. 1 WITH WOMEN 18-49 & 18-34	WPVI	TELL TRUTH	415	160	92
	A	Various	208	82	51
	B	CBS Eve News	199	90	46

Also No. 1 in rating & share (ADI/METRO) and homes

The most young women in NEW YORK

7 P.M./Sat.	STATION	PROGRAM	WOMEN (000)		
			TOT.	18-49	18-34
NO. 1 WITH WOMEN 18-49 & 18-34	WNBC	TELL TRUTH	633	215	120
	A	Ch 2 News 7	588	187	86
	B	Peo-Plce-Thg	156	70	26

Also No. 1 (tie) in rating & share (ADI/METRO) and homes



Garry Moore stars with
Kitty Carlisle, Bill Cullen,
Peggy Cass and a host of
revolving guest panelists.

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To Tell Th

The most young women in CLEVELAND

7 P.M./Mon.-Fri.	STATION	PROGRAM	WOMEN (000)		
			TOT.	18-49	18-34
NO. 1 WITH WOMEN 18-49 & 18-34	WEWS	TELL TRUTH	201	87	54
	A	NBC Nght Nws	125	47	22
	B	Truth-Conseq	176	72	36

Also No. 1 in rating & share (ADI/METRO) and homes

The most young women in LOUISVILLE

7 P.M./Mon.-Fri.	STATION	PROGRAM	WOMEN (000)		
			TOT.	18-49	18-34
NO. 1 WITH WOMEN 18-49 & 18-34	WAVE	TELL TRUTH	110	42	20
	A	Beat Clock	46	26	15
	B	Various	36	21	14

Also No. 1 in rating & share (ADI/METRO) and homes

The most young women in ALBANY-SCHENECTADY-TROY

7 P.M./Mon.-Fri.	STATION	PROGRAM	WOMEN (000)		
			TOT.	18-49	18-34
NO. 1 WITH WOMEN 18-49 & 18-34	WTEN	TELL TRUTH	101	37	20
	A	NBC Nght News	70	28	17
	B	Truth-Conseq	34	21	12

Also No. 1 in rating & share (ADI/METRO) and homes

The most young women in CHARLOTTE

9 A.M./Mon.-Fri.	STATION	PROGRAM	WOMEN (000)		
			TOT.	18-49	18-34
NO. 1 WITH WOMEN 18-49 & 18-34 (tie)	WSOC	TELL TRUTH	20	5	3
	A	Together	9	5	2
	B	Phil Donahue	5	4	3

Also No. 1 in rating & share (ADI/METRO) and homes

The most young women in PORTLAND, ORE.

7 P.M./Mon.-Fri.	STATION	PROGRAM	WOMEN (000)		
			TOT.	18-49	18-34
NO. 1 WITH WOMEN 18-49 & 18-34	KATU	TELL TRUTH	78	37	20
	A	Big Valley	63	33	20
	B	What My Line	81	28	15

Also No. 1 in rating & share (ADI/METRO) and homes

The highest rating, share & homes in SEATTLE-TACOMA

7 P.M./Mon.-Fri.	STATION	PROGRAM	ADI RTG	HOMES (000)	
				SHR	
ALSO NO. 1 WITH TOTAL WOMEN	KOMO	TELL TRUTH	18	32	142
	A	Truth Conseq	16	28	126
	B	Mike Douglas	13	23	101

The most young women in PHOENIX

6:30 P.M./Wed.	STATION	PROGRAM	WOMEN (000)		
			TOT.	18-49	18-34
NO. 1 WITH WOMEN 18-49 & 18-34	KOOL	TELL TRUTH	128	38	19
	A	Masqrd Prty	12	8	5
	B	Price Right	45	26	18

Also No. 1 in rating & share (ADI/METRO) and homes

The highest rating, share & homes in PROVIDENCE

7:30 P.M./Mon.	STATION	PROGRAM	ADI RTG	HOMES (000)	
				SHR	
ALSO NO. 1 WITH TOTAL WOMEN	WPRI	TELL TRUTH	15	26	119
	A	Price Right	13	22	89
	B	Wild Kingdom	14	24	118

The most young women in SPOKANE

6:30 P.M./ Mon.-Fri.	STATION	PROGRAM	WOMEN (000)		
			TOT.	18-49	18-34
NO. 1 WITH WOMEN 18-49 & 18-34 (tie)	KHQ	TELL TRUTH	62	19	12
	A	Wrld Tday 2	25	14	8
	B	Lucy Show	28	18	12

Also No. 1 in rating & share (ADI/METRO) and homes

The highest rating, share & homes in PORTLAND-POLAND SPRING

7 P.M./Mon.-Fri.	STATION	PROGRAM	ADI RTG	HOMES (000)	
				SHR	
ALSO NO. 1 WITH TOTAL WOMEN	WCSH	TELL TRUTH	20	33	58
	A	FBI	12	20	45
	B	Raymond Burr	18	30	48

The most young women in BUFFALO

7 P.M./Mon.-Fri.	STATION	PROGRAM	WOMEN (000)		
			TOT.	18-49	18-34
NO. 1 WITH WOMEN 18-49 & 18-34	WKBW	TELL TRUTH	208	83	45
	A	Bowl For \$	107	56	26
	B	CBS News	112	43	20

Also No. 1 (tie) in rating & share (ADI/METRO) and homes

The highest rating, share & homes in ORLANDO-DAYTONA BEACH

7 P.M./Mon.-Fri.	STATION	PROGRAM	ADI RTG	HOMES (000)	
				SHR	
ALSO NO. 1 WITH TOTAL WOMEN	WESH	TELL TRUTH	24	40	111
	A	Concentration	14	23	64
	B	Truth Conseq	7	12	29

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Monday Memo®

A broadcast advertising commentary from Bruce B. Cox, vice president, Compton Advertising, New York

Cable advertising: Where to buy it

According to the National Cable Television Association's 1974 *Local Origination Directory*, those systems that originate programming offer the best prospects for cable advertising. Advertising revenues were up 40% over the preceding year's figures. The median ad revenue figure was near \$7,500 ... although the highest reported figure for a single system was \$225,000.

Sports programming was the most popular buy followed by news. (As an aside, I would have to point out that the "news" mentioned here works only when it's of the most local variety—right down to police blotters and the neighborhood drunk. Although there have been exceptions, cable operators have found that trying to compete with the local television stations' news departments is a disaster.) News is followed in turn by ... bingo.

The top-10 advertisers on cable in 1973, in descending order, were McDonalds, Pepsi-Cola, Coca-Cola, Ford Motor Dealers, Kentucky Fried Chicken, Goodyear Tire, Woolco department stores, Grant's department stores, Hardee's (hamburger chain) and Holiday Inns. Advertising was accepted on two-thirds of the 629 channels that originate programming.

The Manhattan system has had some notable, if initial, success with advertisers through its Madison Square Garden telecasts. Bill Hylan of J. Walter Thompson used it for some of his clients. His nonrenewal for a second year was based on the fact that there was "... simply no way to evaluate efficiency," he said in 1971. Avis used the Garden telecasts, but George Simko at Benton and Bowles didn't renew for the same reason. In fairness, there are some advertisers that have been on for more than one season.

Three years ago a company called Monitel sold General Foods on the idea of testing ads on five CATV systems across the U.S. Monitel provided a 24-hour video service of time, temperature, weather, and general information from fixed teletypes plus ads in the form of digital readouts and slides. Besides GF, Campbell Soups, Hudson Vitamins, RCA Records, and Black & Decker had some experience with Monitel. GF was paying about \$3,000 a month for the service. All advertisers eventually left the company, and it folded.

Advertisers have been using cable to research their new copy strategies for years. It's good, and since it's been over-reported in the trades, there's little I can add to knowledge in this subject. Very conceivably, there are people who are using Adtel or the similar systems to test recall, copy strategy, claim believability, or whatever. Parenthetically, it is interesting to note that the networks are getting heavily into the cable markets to test their new programs. Programming judgments still rely heavily on intuition, but, more and more, we are hearing some network authority tout his show or his season on the basis of tests on cable.

Because of the aforementioned problems, the national advertiser has been slow to enter cable. Besides the abject lack of statistical information,



Bruce B. Cox joined Compton in 1965 and is vice president—director of broadcast programming. He is responsible for the evaluation, negotiation, and supervision of clients' network programming and for the development of network specials and series. He is also executive producer of *Guiding Light*. Earlier, Mr. Cox was program manager for WLOS-TV Asheville, N.C., and before that assistant general manager, WLWI(TV) Indianapolis. He received a degree in radio-TV from Indiana University and while there, he worked in programming and production posts at WTTS(AM) and WTTV-TV, both Bloomington.

there's another reason, too. That's the fact that there are so few reps prepared to handle a sponsor's business on a more-than-one-system basis. CableRep, presided over by Dick Bergh, is the only non-MSO rep I know. Dick is a knowledgeable spokesman for the cable industry to the advertising community, but he's got one of the most frustrating jobs in the business. Like the snake eating its own tail, the advertising budgets will not include consideration of cable till cable operators organize themselves better. And the latter will not organize into "networked" groups until they can see the big dollars coming their way. Round and round the argument goes. But Dick valiantly struggles on ... and more power to him.

A second general method of buying cable is through the larger MSO's: Teleprompter, Sterling, Warner, Cox. It is possible to put together your own mininetwork this way, but the administrative costs far outweigh the amount of dollars you'd end up placing on the total systems.

In short, cable remains a very, very local medium. That's where its advantages lie, and that's about the only place where the merchant-advertiser can substantiate the value of his buy.

You should also be aware of an insidious campaign to cut out the middleman, the advertising agency. Because of the paucity of facts available, cable operators are going directly to clients to make their pitch. Many of the national advertisers I cited earlier as heavy users of cable television made their buys in this way. Since the client makes the ground rules, he can un-make them. Be prepared for this, my agent col-

leagues, for it may come unto you, too. This brings us to another topic of discussion: cable's software. Despite federal exhortation to the contrary, many operators still look upon their cable service as merely a conduit for other programming. The programming first comes from the television stations the operator taps into, next from local civic, social or educational events, next from advertisers, next from Hollywood, and finally from local, public sources known as public-access channels. Over the years others have tried to put together inexpensive programs which could be used exclusively in cable originations, but the cost has proved to be an overwhelming obstacle to success. There was (and still is, I believe) the Modern Cable Network that's run by Modern Talking Picture Service, a company that distributes industrial free films. Modern ships video cassettes to 56 systems. Dick Bergh has a show called *Shopping Around New York* which he ships to two cable systems. Another group has put together a show called *Daytime* which is used, via barter, on 175 CATV systems.

And now, like Clark Kent shedding his mild manners in a phone booth, out pops a whole network schedule of programming from an independent UHF station in Kansas City, KMBA-TV. Bob Wormington and his brother, Bill, have put together a schedule of special interest programming through a subsidiary of the station, Target Network Television. A lot of operators think that TNT will be dynamite for them. The Wormingtons have put together a network of about 340,000 cable homes in Kansas, Nebraska, Missouri, Iowa, Oklahoma, and Arkansas.

Besides Big 8 sports and Kansas City pro baseball, hockey, and basketball, they will cover stock car racing, basketball, gymnastic meets, swimming ... you name it. But that's just the frosting on their programming cake. Bill Wormington is a very bright man. He believes that the only way cable programming can be successful is through specialized programming—not the mass appeal kind we are so used to seeing from local stations and television networks. Therefore, he's got cooking shows, religious shows, family health and hygiene, farm equipment repair, a couple of women's talk shows, farm management, crafts, auto fix-it, sewing, board of trade reports, and a lot more. You can see that he literally is targeting in on specific interest groups.

Mr. Wormington is candid to admit that he's "going directly to the advertisers." He goes on to say: "We're not going to sell by points because there's just no way, even on the 100 cable systems we have contracted, that the point system can mean anything. We're selling special interest all the way and we're going after special-interest advertisers." To date, he's sold a number of regional distributors or companies in the area to be covered: The Fleming Co., an IGA distributor, Budweiser, Shell Chemical, Colgate, Gillette ... to name a few.

In short, cable's clarion call to the advertiser did sound in the forest. Maybe it hasn't yet been orchestrated in the right pitch, but if you listen carefully, you can hear it getting closer and closer.

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Portable Color Camera Systems

Now Affiliates are
joining the trend to
real-time news...and
higher ratings!



All four networks, dozens of independents and now the affiliates

are replacing film cameras with the Ikegami Camera System. Its NTSC video signal can go directly on the air. Or be taped and played without film delays. Your station gets a priceless "first with the news" image... and it shows up in the ratings. Proof: VARIETY reports the Ikegami is the first piece of hardware to have a substantial effect on news ratings in Chicago.

This is the only micro-mini electronic news gathering system that delivers the picture quality, reliability and ruggedness of film cameras. And it's truly portable... only 12 lbs. with an auxiliary backpack of 22 lbs. Operating costs are much lower than film, too. Join the trend. Be the first "instant news" station in your market. With the Ikegami Portable Color Camera System.



Ralph L. Hucaby
Vice President
Director of
Engineering
WLAC-TV, Nashville
(CBS affiliate)

"Our Ikegami cameras deliver better picture quality than we got with color film... live! We're broadcasting four or more real-time news feeds a day from remote vans, via microwave links. Color is strictly broadcast quality. These little portables have surpassed all my expectations in stability, quality and ruggedness."

"Our switch to live news has created more talk in town than any technical programming change we've ever made!"

For further information and/or demonstration, call or write:

IKEGAMI ELECTRONICS INDUSTRIES INC. OF NEW YORK

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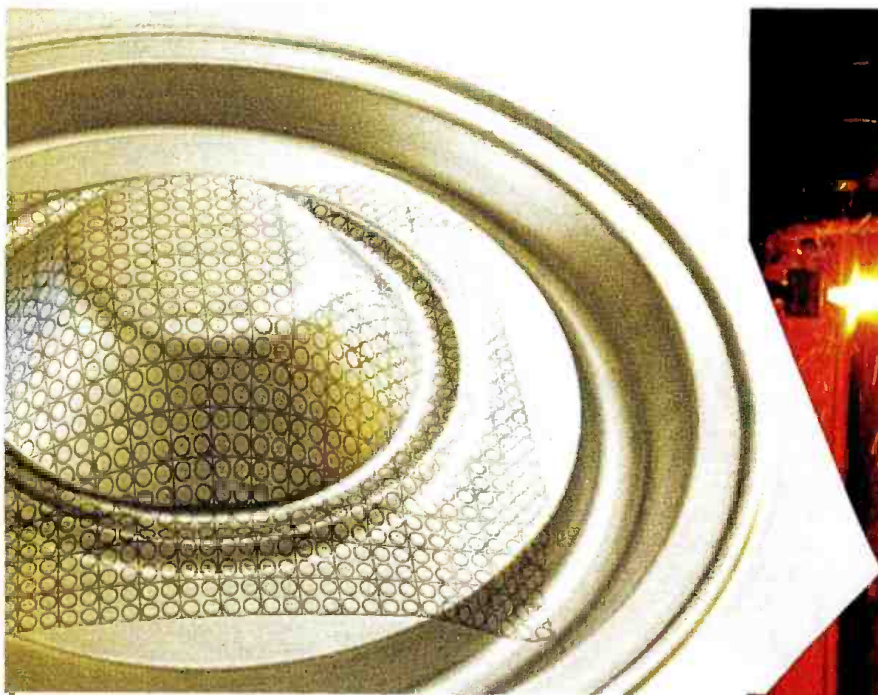
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Flat Rolled technology:

Republic was one of the first to make a technical approach to how flat rolled steel behaves and why. We learned, under actual shop conditions, what happens when steel sheet or strip is run through a roll former, or drawn, or stamped. Analysis of the grid pattern stenciled on a test sheet tells the maximum stretch required of the steel. And relating this to die design, grade, and steel-making practice helps determine how to set up a minimum-cost production operation.

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Whether it's a steel for aerospace, nuclear, anti-pollution, antiseptic, or aesthetic applications, there's probably no alloy steel we have not already made or could not make — including steels with as little as 70 percent iron or more than 99 percent. And there's no bigger or better combination of facilities in the world for electric furnace melting, vacuum processing, and strand casting of steels than at Republic.



"At Republic, we are dedicated to vigorous, innovative, and responsive steel technology, keeping our research, development, and production capabilities strong, flexible, and alert to customer needs. It's what helps us to keep improving our products, so you can keep improving yours. Want to put us to the test on your problem? Write: J. R. (Jack) Lowey, Vice President, Steel Operations, Republic Steel Corporation, Department 1441, Cleveland OH 44101."

us do more than just make steel.

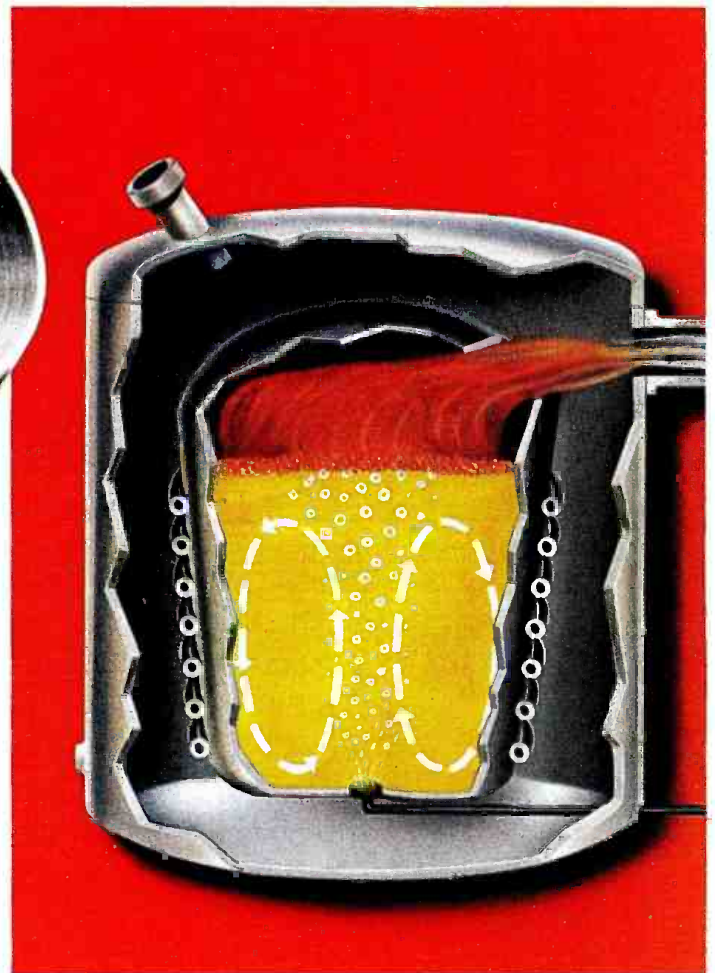
Machining technology:

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. Combining the efforts of research, process development, and operating control to provide the broadest range of steel products available for machining applications. Backed by multiple mill locations and a unique system for coordinating and controlling production and delivery. Pictured here is a specially designed test piece for evaluating various machining operations.



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Shades Of Ebony—making it clear, within the special context of being black.



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Multimedia Stations are: WXII-TV, Winston-Salem, N. C.; WFBC-AM-FM-TV, Greenville, S. C.; WMAZ-AM-FM-TV, Macon, Ga.; WBIR-AM-FM-TV, Knoxville, Tenn.; and WWNC-AM, Asheville, N. C. Represented By KATZ.

Programing

PTAR III may have touched off a fuse

Appeals to FCC, court action loom as independent producers, suppliers to networks and CBS make no bones about unhappiness over revised rule

The rumblings of discontent with the FCC's third version of the prime-time access rule—adopted Jan. 16—are rolling across the land, feeding the belief that PTAR III, like PTAR I and II, will find its way into court.

Members of the National Association of Independent Television Producers and Distributors may welcome the return to the form of PTAR I, in that network affiliates in the top-50 markets are limited to three hours of network or off-network programming in prime time.

But they are concerned about the exemption for children's, public-affairs and documentary programs. They feel it could take away whatever benefits the rule otherwise would provide for independent producers with programs to sell for access time.

The major producers—those that sell to the networks—are disturbed. The rule continues to restrict the amount of time for which they can sell their programs. They want it repealed. Edward Bleier, vice president in charge of network programming and sales for Warner Bros. Television, restated the majors' contention that the rule generates the production of cheap game shows and wild-animal series which "are a disaster for the audience and for the best creative people in the business." Katrina Renouf, counsel for NAITPD, and Mr. Bleier, who has served as spokesman for the major producers on the prime time issue, said their respective groups are giving serious consideration to appealing the commission's action.

There is trouble brewing on another front also. Sandy Frank Program Sales said it will seek reconsideration of the rule, with a view to having the effective date set back one year, to September 1976. Sandy Frank contends that the time remaining until the start of the 1975-76 season is inadequate for those in the industry to change the plans they had

made in reliance on PTAR II, which was adopted in January 1974. (That rule would have specified 7:30-8 p.m. as access time, but would have imposed no limits on network programming on Sunday.) If his petition is denied, he said, he will "definitely" seek judicial review.

Mr. Frank will also press for commission action on his proposal to ban multiple exposures in access time. He said he will ask the commission to hold an oral argument on the matter.

Of the networks, only CBS is indicating dissatisfaction with PTAR III. CBS officials said the network would withhold comment until it had studied the commission order. But they noted that CBS has steadfastly opposed the rule and said that they had seen nothing in the new version to make them believe the network would change its mind.

ABC, which has consistently supported the rule, found the commission's action "in the public interest." And NBC, which changed its position on the rule from anti to pro, issued a brief statement asserting that the commission "took all considerations into account" and reached "a reasonable balance."

An NBC spokesman later indicated one reason why the network likes the rule. The exemption for children's programming, he said, offers the possibility of the network gaining an additional hour of prime time on Sunday with the presentation of

Countdown. The National Association of Broadcasters' television code review board has scheduled a special meeting in Washington Feb. 4 for action on the CBS proposal to change the NAB TV code to provide for a nightly prime-time "family viewing hour." That meeting will follow by one week the meeting of the code board's program standards committee, which meets there tomorrow with orders to study the plan and come up with recommendations for the code board. The eventual upshot of these meetings will be put before the TV board, probably during the annual NAB convention in April.

The TV code board had not planned to take up the program standards committee recommendations until April, but accelerated its schedule at the request of the TV board two weeks ago (*Broadcasting*, Jan. 20), and presumably to accommodate FCC Chairman Richard Wiley, who would like to hear what steps the industry may take to curb TV violence before he reports to House and Senate appropriations subcommittees in mid-February.

The Wonderful World of Disney.

And it is that kind of possible network encroachment that worries the NAITPD members. Goodson-Todman issued a statement expressing concern "about exemptions for network and off-network material and their effect on the prime-time-access marketplace." A spokesman for the firm said that if new syndicated material is removed for "reruns that might qualify for exemptions under, say, children's programming, then I think we have a legitimate grievance."

Although the commission adopted PTAR III by a 6-to-1 vote, the enthusiasm for it within the commission was less than that indicated. Chairman Richard E. Wiley issued a concurring statement in which he said he was voting for the rule "reluctantly." He said he had never been an admirer of the rule, primarily because he believes it involves the commission too deeply in decisions "which traditionally have been left to the marketplace." He also said the commission's experience with the rule since it first became effective in 1971 has not been encouraging. However, he said that, with the modifications adopted by the commission, "the rule may prove to be in the public interest."

Commissioner Glen O. Robinson, the lone dissenter, expressed his views with considerable spirit in a 34-page opinion in which he likened the commission, in its effort over the years to deal with "network dominance," to Don Quixote's struggle with windmills.

The goals—reducing network dominance, stimulating sources of new programming and encouraging more local programming—cannot, he said, be reconciled with the "development of the market functions necessary to generate quality programming."

And to the extent that the commission laments the growth of "network dominance," he said, "it laments the development of efficient program brokerage." In this sense, he said, "what has been obtained from the prime-time access rule is just what should have been expected: a fragmented array of low-cost, low-quality programs offered to local stations directly by producers without the intervention of a broker."

Nor has Commissioner Robinson been impressed by any increase in local programming resulting from the rule. "If the rule has increased the incentive for additional local programming," he said, "it has done so largely by degrading the competition."

Commissioner Robinson believes that if the commission is serious about reducing "network dominance," it should deal

Mickey is mighty. The mouse really roared, according to the first day's ratings for the *Mickey Mouse Club* return to TV after a 17-year hiatus. In New York and Los Angeles, the only markets with Nielsen overnight ratings, the program dominated its 5 p.m. competition on the Jan. 20 premier program, according to Metromedia. In New York, on WNEW-TV, the program had an average of 19, with a share of 38. In Los Angeles on KTTV(TV), the program had an average of 15 and a share of 32. In New York the closest competition was *Mike Douglas Show* on WNBC-TV with a 12.2 rating. In Los Angeles KNBC(TV) news was number two, with an 8.0 rating.

Both WNEW-TV and KTTV are Metromedia stations; other Metromedia stations carrying the *Mickey Mouse Club* reported they were flooded with telephone calls asking about membership. WTCN-TV Minneapolis-St. Paul, for example, had more than 400 such calls in the two-hours following the initial telecast.

with "the basic source of the problem; the limited number of economically competitive television stations in each market."

The aim, then would be to increase the number of outlets. One "limited" step might be VHF drop-ins, he said. Another might be some form of deintermixture—by community or region—to strengthen UHF and thereby permit an increase in station outlets. Or the commission might even look to cable television as a competitive solution.

But these are all controversial measures that the commission in the past has indicated it is unwilling to attempt, Commissioner Robinson said. Accordingly, he added, the commission should "simply return to the status quo ante, allowing the three network companies to program as much or as little of the prime time period as they wish." That, he said, "is the most realistic option at this point," and "the commission should embrace it."

Utah psychologist draws another bead on TV violence

Article in 'Ladies Home Journal' again offers argument about effect of violence shown in programs; however, broadcast specialists disagree on desensitization idea

TV takes its lumps for violence again in an article by Dr. Victor B. Cline, professor of psychology at the University of Utah, in an article on "TV Violence: How It Damages Your Children" in the February issue of *Ladies Home Journal*.

"One of the major social-cultural differences between the U.S. with its high

homicide and violence rates and those countries with low violence rates is the amount of violence screened on public television," Dr. Cline writes, apparently not using "public" in the sense of non-commercial TV.

Much of Dr. Cline's article reports and interprets research in ways that broadcast specialists have challenged in the past.

"The hard scientific evidence," he writes, "clearly demonstrates that watching television violence, sometimes for only a few hours, and in some studies even for a few minutes, can and often does instigate aggressive behavior that would not otherwise occur. If only 1% of the possibly 40 million people who saw *The Godfather* on TV were stimulated to commit an aggressive act, this would involve 400,000 people. Or if it were only one in 10,000, it would involve 4,000 people—plus their victims."

He also emphasizes the alleged "desensitizing" effects of watching TV violence, suggesting that viewers have "developed a tolerance for [violence], and possibly an indifference toward human life and suffering," as reflected, perhaps, in "the My Lai massacre, in which American soldiers killed Vietnamese civilians."

Dr. Cline reports that he and associates at the University of Utah conducted experiments that produced "the first empirical evidence that children who are exposed to a lot of TV violence do to some extent become blunted emotionally or desensitized to it."

Broadcast specialists in special research who were questioned last week were divided on the desensitization question, though they uniformly belittled the Cline experiments in this area.

One school of thought held that, while the Cline research was "defective in design," some support for the desensitization concept is nevertheless "beginning to build up" as a result of at least one study having no such apparent flaws. Indirectly, this view also claimed support for the theory in research indicating that children will imitate "pro-social" behavior they see on TV.

The opposite view was offered by a specialist who said he knew of no valid support for the desensitization concept and that, in fact, it is contradicted by studies done for the National Institute of Mental Health and purporting to show that TV violence makes heavy viewers more fearful, overestimating the danger of violence in everyday life (BROADCASTING, Dec. 23, 1974).

Dr. Cline said TV programs don't have to be "hyped up with violence" to get good ratings, and cited *I Love Lucy*, *All in the Family*, *Sanford and Son*, *The Waltons* "and scores of other shows" as proof. TV has in fact "the potential for great good," he said.

He suggested that "if something particularly objectionable is broadcast during children's prime-time hours," parents can "(1) turn the set off, (2) phone your local station expressing your concern and (3) write to the program's sponsor." The "responsibility for effecting change," he wrote, "rests with every adult citizen. Meaning you. Meaning me. Meaning us."

Program warnings begin to light up on the TV tube

Singed by heat from Washington, networks flag 'mature' treatments; there's also concern about exploiting the notices for promotional purposes

The mushroom cloud of proposals for setting aside a family hour on network TV next season is having a fallout effect on other periods—a rush, particularly by ABC and NBC, to slap warning notices on any programs that might draw fire from the crusaders against sex and violence on television.

"We're more sensitive these days," says Grace Johnson, the vice president of broadcast standards and practices for ABC-TV. And Robert Howard, the president of NBC-TV, says, "We're re-evaluating our whole position in this area in the light of recent developments."

So far this month, ABC has advised "parental judgment and discretion" because of "the mature subject matter" of the first two episodes of Norman Lear's situation comedy, *The Hot l Baltimore* (Friday, 9-9:30 p.m., NYT), which features a prostitute as one of its main characters, and of two theatrical movies, "The Heartbreak Kid" and "The Sterile Cuckoo." Two upcoming made-for-TV movies—"Hustling" and "The Legend of Lizzie Borden"—will be ticketed with warning notices by ABC, along with the following theatrical movies: "Frenzy," "The Summer of '42," "Electra Glide in Blue," "Walking Tall," "Crazy Joe" and "What's New, Pussycat?"

NBC-TV calls these warnings "advisories," and will assign them to the rerun of the theatrical movie, "Doctors' Wives," on Feb. 3 (when it was first shown on the network, it got by without such a warning) and to the rerun of the made-for-TV "A Case of Rape" on Feb. 17. NBC's advisory on "Death Stalk" (*World Premiere Movie*, Feb. 21, 8:30-10 p.m.) caused John J. O'Connor, the TV critic of the *New York Times*, to write that the "ultimate justification for more mature programming will have to be rooted in some concept of superior quality, in the form of artistic intentions, superior productions, perhaps even intelligence. If the warning is going to cloak junk like 'Death Stalk' the game is over."

This is the kind of thing that Tom Swafford, the vice president for program practices at CBS-TV, is also worried about. "If the networks start exploiting this notice for promotional purposes, we'll run into trouble," he said last week. CBS has only one advisory planned in the near future, which will be tacked on to "The Tenth Level," a made-for-TV movie about psychological experiments that cause extreme stress in the unwitting subjects. "Because some of the language is rough and because of the over-all theme of psychological terror, we thought we'd better let the viewer know about it," Mr. Swafford said.



Rolling their own. "QB VII," which ran more than six hours on ABC-TV last year, was the first of what could be a trend toward long-form made-for-TV movies that would be aired as mini-series. ABC *Novels for Television* is planning to adapt Irwin Shaw's "Rich Man, Poor Man," John Dos Passos's "U.S.A." trilogy, Gore Vidal's "Burr" and others into movies that could run anywhere from six to 14 hours. NBC and CBS also have properties that fit this category. All of this activity is part of the networks' big push to made-for-TV movies to supplement the diminishing theatrical-movie product.

Golden age of movies made for TV

Networks vie for quality property, allow for variety of formats

In the words of NBC-TV's Lawrence White, vice president, programming, "the TV networks are in the motion picture business." Consider:

- ABC-TV is cranking into motion at least five properties that could each run to substantial length (Irwin Shaw's "Rich Man, Poor Man" is being targeted, as a finished film, at anywhere from eight to 14 hours) and calling the concept "ABC Novels for Television." In addition, the network will film dozens of shorter-length made-for-TV movies for the 1975-76 season.

- NBC-TV has just announced "the most extensive line-up of movies for television" in the network's history, with more than 35 two-hour films in development, and about 30 of the 90-minute variety. Some of these pictures are based on such best-sellers as John Fowles's "The French Lieutenant's Woman," Flora Rheta Schreiber's "Sybil" and Justice William O. Douglas's "Go East, Young Man."

- CBS-TV's VP for programming, Fred Silverman, says that made-for-TV movies are beginning to skid a bit in the ratings but the network nevertheless has as many

as 35 such projects in various stages of development, including best-sellers such as "The Foster-Laurie Story," Vincent Bugliosi's "Helter Skelter" and Ernest K. Gann's "Band of Brothers."

The networks have even got to the point where they are outbidding the major studios for the rights to galley proofs of novels that, because of pre-publication hoopla (everything from plans for big publicity campaigns to sale of the manuscript to the Book-of-the-Month Club), are slated to be almost certain best-sellers.

For example, ABC shelled out a healthy six-figure price for "Roots" by Alex Haley, which Doubleday will publish later this year. The author, a black man, spent years tracing his heritage back through American slavery to his tribal ancestors in Gambia. Brandon Stoddard, vice president, motion pictures for television, ABC Entertainment, says, "It's a dynasty story, covering seven generations, and we got it because the major studios probably felt it would be too sprawling for theatrical-movie length." The David L. Wolper Co., which will produce it, has commissioned a screenplay, and Mr. Stoddard thinks it could end up a 14-hour movie. Like the BBC's adaptations of famous novels (which public television has made familiar to American viewers in *Masterpiece Theater*), "Roots," Mr. Stoddard suggests, could very well run in a given two-hour time slot each week until completion. "And we'd try to make each segment an entity in itself," he continues,

"so that if the viewer missed one week he wouldn't get hopelessly lost." But he stresses that these scheduling ideas are only tentative. "We really won't know how to showcase it until we've seen the finished film," he says. The one thing Mr. Stoddard knows for sure is that "we'll have lots of places on our schedule to put these movies." Theoretically, when NFL Monday night football rings down the curtain next winter, ABC could conceivably be programming movies five out of seven nights. (The network now has four: the Tuesday and Wednesday *Movie of the Week*, both of which go 90 minutes, and the Saturday and Sunday two-hour time slots, where the network runs off its theatrical movies.)

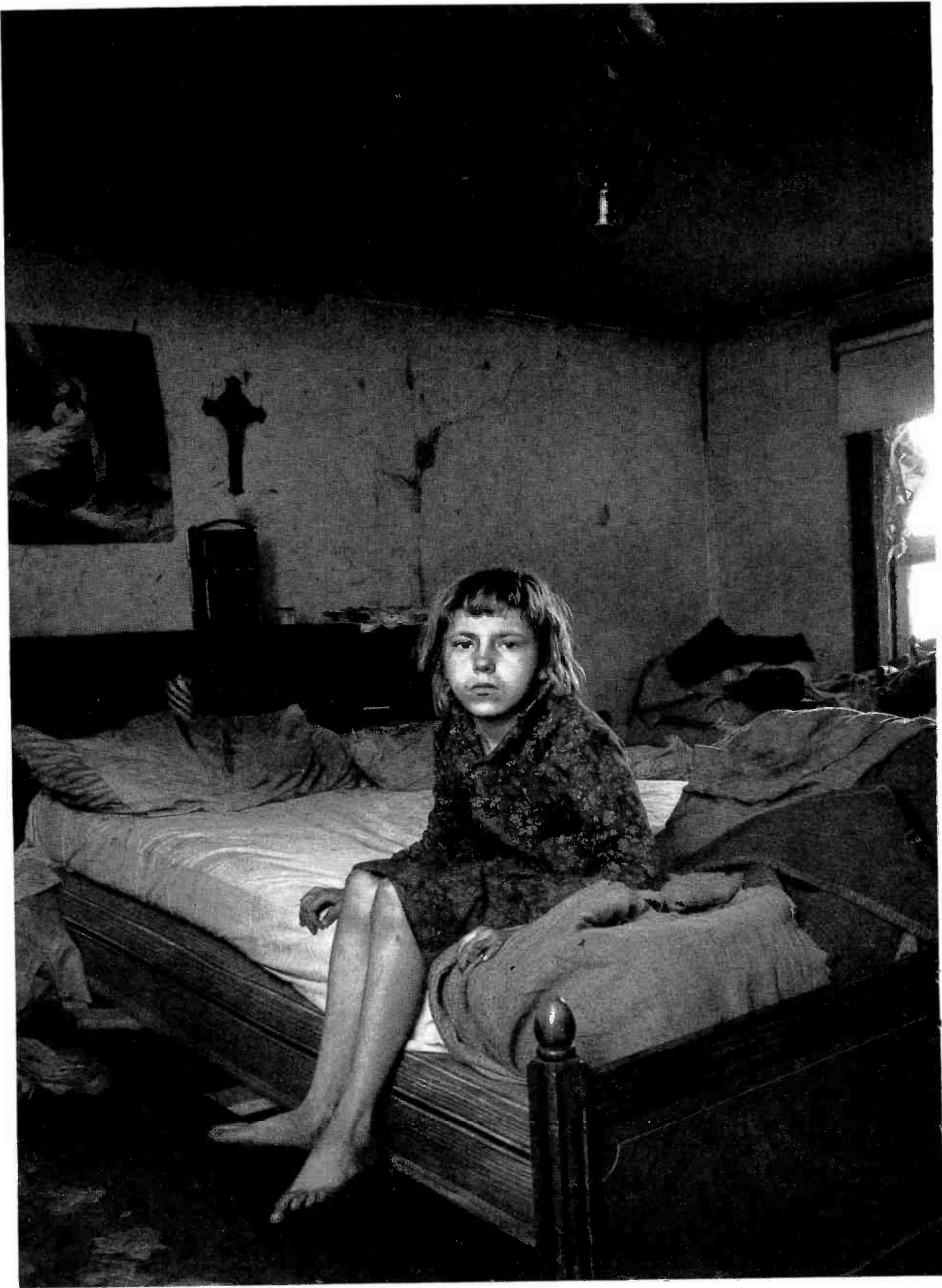
NBC's Larry White says that his network will almost certainly continue setting aside Saturday and Monday nights from 9 to 11 p.m. (NYT) for both theatrical and made-for-TV movies, and that it will probably push its *World Premiere Movie* time slot (now on Tuesday, 8:30-10 p.m.) back to 9 to comply with the family-hour guidelines (maybe even lengthening the slot to two hours to avoid a dangling half-hour at the end of the evening).

Mr. White is not laying out any grandiose plans for 12- or 14-hour movies but with "Sybil," a nonfiction book about a schizophrenic woman which Lorimar Productions (*The Waltons*) is now working on, "we're going to have to go longer than two hours. The story outline of the book—the structural situation of the main character—took us nine months to get into shape, and once the outline becomes a script, we'll let the content of that script dictate the final length."

With better properties and increased budgets, Mr. White is convinced that some of the big-name actors who have avoided television in the past will be forced to reconsider their negative feelings about the medium. "You've got to go for the bigger names in these made-for-TV movies because you're only getting one crack at the audience," he says, adding that the network heavily promotes these one-shots by emphasizing not only the stars but also whatever is exploitable in the plot. NBC has even signed the well-known producer, Ross Hunter ("Airport"), to turn out the kinds of romantic, mass-audience pictures he's been doing theatrically over the past two decades.

Mass audience is the key. The networks are leaping on the made-for-TV-movie bandwagon at least partly because of the giant ratings chalked up by a number of them during the 1973-74 season. For example, NBC's "A Case of Rape" pulled down a 33.1 rating and 49 share on Feb. 20, 1974. CBS's "The Autobiography of Miss Jane Pittman" racked up a 30.8 rating and 47 share on Jan. 31, 1974. And NBC's highly touted two-and-a-half-hour "The Execution of Pvt. Slovik" had a 25.7 rating and 40 share on March 13, 1974.

But CBS's Fred Silverman says these films are exceptions, and that the ratings trend of made-for-TV movies is down, particularly this season. He points out that ABC's two made-for-TV-movie time



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Storer stations are concerned and are doing something about it.

In spite of the fact that our economy topped the trillion-dollar mark, today one-third of America is still considered ill-housed.

Included are 21 million "working poor" who remain in poverty because of substandard incomes.

Squalid housing breeds a horde of problems. It drives adults to despair—and children into the streets. It sows the seeds of crime and violence. Drug abuse. Civil unrest. Sickness.

To solve many community problems, Storer radio and television stations believe, you have to start at home. Which explains why an important share of their editorials and specials are devoted to improving housing.

In Cleveland, for example, WJW-TV aired editorials supporting urban homesteading. This program allows citizens to buy an

inner-city home at low cost if they promise to refurbish and live in the home for a number of years, thus revitalizing blighted areas.

Generally homeowners pay higher taxes when they improve their property. WJBK-TV in Detroit has fought for a plan permitting home improvements up to \$4,000 without increasing assessed valuation. The aim: to encourage inner-city and low-income residents to rehabilitate and preserve their dwellings.

In another related effort, WJBK-TV learned of a despicable racket involving victims of serious house fires. Inflated repair orders and padded insurance claims were bilking Detroiters least able to afford it. Using a night scope sound camera, WJBK-TV news crews filmed unscrupulous contractors and insurance adjusters pressuring the victims. WJBK-TV's series "The Fire Conspiracy" also coincided with an arson investigation. Result: two weeks

later, indictments were issued by the local prosecutor.

And this is typical of Storer stations in city after city. WSPD-TV in Toledo, for instance, aired a 30-minute report on the Council of Government's "Fair Share Housing Plan" that allocates low and middle income housing to the suburbs. And in Milwaukee, WITI-TV has backed the use of some 1,200 empty rooms in state college dorms to house elderly citizens in need of decent housing.

We look at it very simply: The more effective we are for our communities, the more effective we are for our advertisers, and the more effective we are for ourselves. Everybody wins.

Broadcasting that serves.

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

slots, and the one on NBC, are each averaging less than a 30 share in the season-to-date Nielsens (September 1974-January 1975), and that the big numbers are being harvested by NBC's Saturday theatrical movies and ABC's Sunday theatricals because they've been front-loading the blockbusters ("The Godfather" and "The Poseidon Adventure"). "If our program-development effort comes up with some good series," Mr. Silverman says, "we may knock off one of our two movie nights next season, probably the one on Friday."

Programers at ABC and NBC respond to Mr. Silverman's analysis by saying that although the absolute numbers of the typical made-for-TV movies may only be marginal, the two networks can charge sponsors higher prices because the long-form anthology attracts the best demographics (on the assumption that people who seek out TV movies are casual, selective viewers—not the kind who get hooked on series and watch them week in and week out).

As an example, ABC charges the same rate-card price (\$80,000 per minute) for the *Tuesday Movie of the Week* as it does for *Streets of San Francisco*, even though the latter is four share points higher on the season-to-date calculations.

Mr. Silverman's adversaries also admit that CBS has more hit series than do the other two networks, a situation that leaves it with fewer open spaces on its schedule for long-form programing. "We're not under the gun to rush into production with a lot of made-for-TV movies," says Mr. Silverman.

Computer helps ABC keep tabs on its movie bank

O&O crew has been feeding data into machines that have been firing back sales, programing information

Tak Kako's face still lights up when, a few minutes after punching out his request on the IBM keyboard for the titles of all post-1960 John Wayne westerns in color that run more than 90 minutes, he gets the answer in typescript on the screen of the portable monitor above his right shoulder.

For Mr. Kako is the assistant manager for programing of WABC-TV New York, and he was given the assignment two years ago of feeding into the computer in ABC's midtown Manhattan headquarters key information about the more than 6,000 movies under lease to the network's five owned stations.

"In effect," Mr. Kako said, "we used the computerized film program as a pilot project for what is about to become a total station system, in which we'll feed everything from sales data and billing information to programing logs and complete schedules of commercials."

Richard A. O'Leary, president of ABC-owned TV stations, added: "The films were really a testing ground for getting the bugs out of the hardware and

FULLBUF						
ENTER INPUT OR REPLY 'END'						
STATION	WABC	FILM#	1620007	TITLE	THE ROBE	
START	01/01/71	END	12/31/76	LENGTH	135	COLOR C
RELEASE	00/53	RUNSLW	010	RUNSAID	04	RUNCHED 04
QUALITY	3.3.5.4.0	CONTENT	USEREST			
VIDTYPE	16MM	TRAILER	LOCATION		PHYSREST	
SUBJECTS DRAMA-RELIGIOUS						
STARS RICHARD BURTON, JEAN SIMMONS, VICTOR MATURE, MICHAEL REDFERN						
STORY THE STORY OF A ROMAN TRIBUNE ASSIGNED TO EXECUTE THREE CRIMINALS IN JERUSALEM AND ITS EFFECT UPON HIM.						

Screening. Mr. Kako's cathode-ray-tube terminal shows information for the movie "The Robe."

getting our people used to the technology."

It was very much a trial-and-error process from the beginning, but Mr. Kako, a patient, soft-spoken man, thinks he and his computer people have hit on the right format for cataloguing each movie.

"Let me give you an example in detail," he said. Swiveling his chair to face the keyboard, he punched up the 1953 costume spectacle, "The Robe." Within seconds, the information flashed on the screen.

The data has been boiled down to eight lines. The first line gave the owned station's call letters, the IBM number ("The Robe" will be assigned different numbers in the other four cities, if any of them has the rights to it), and the movie's title. The second line provided the start and end date of the contract (in "The Robe"'s case, from January 1971 through December 1978), the movie's running time and an entry indicating whether it's in color or in black and white.

The next line contained the film's original release date, the number of runs allowed under the contract, the runs already aired and showings that have been tentatively scheduled. "Quality" is the first category on the next line, and the numbers Mr. Kako keyed in were derived from a couple of sources, including the *New York Daily News's* star ratings. The other two categories on this line contained spaces for any entries Mr. Kako might want to make about excessive sex or excessive violence in particular movies and whether these factors might make it suitable only for placement in a late-night time slot. (He mentioned "Easy Rider" and "The Collector" as examples of adults-only movies.) These categories are almost never used because the sex and violence in most films can be edited out to conform to earlier time periods.

The fifth line contained nuts-and-bolts information, such as whether the print is 16 mm or 35 mm and whether a particular print is defective. (In the latter category, "Stagecoach" has a faulty soundtrack, for example.)

Mr. Kako is proud of his shorthand

for the "Subjects" category on line six because he says he has managed to come up with 65 different two-to-three-word descriptions to cover every movie in his inventory, from war/air to Japanese sci-fi. On line seven, he has shoehorned in as many names from the movie's cast as he can squeeze into the space. The last line of the computerized entry contains the plot summary of the movie.

What all this means is that an ABC station programmer can call up movie titles using any combination of these data, and, as Mr. Kako said, the system is particularly useful for quick access to the titles of pictures that haven't played in more than a year. (Packages are usually sold on the general understanding that each picture will play about once a year.)

A second set of entries for each movie lists the dates and times—and the ARB and Nielsen ratings and shares—of every air play. But this data is sifted carefully: some ratings may be deceptively high because of weak competition, and others artificially low because of blockbuster competition.

As with all the information that spews out of the computer, Mr. Kako warned, the human being doing the programing has to make the final decisions, which are still—as often as not—based on gut reactions of the man in charge.

Spinning off success

If the initial sampling is any criterion, Norman Lear has another hit on his hands. *The Jeffersons* (CBS, Saturday, Jan. 18, 8:30-9 p.m., NYT), which Mr. Lear spun off from *All in the Family*, made its second-season debut with a 28.9 rating and 47 share. Those numbers put it in the category of fourth highest-rated show of the week.

The Smothers Brothers Show (NBC, Monday, 8-9 p.m.) dipped a bit in its second week, but still managed to win its time period easily, with a 24 rating and 34 share.

ABC's *Baretta* (Friday, 10-11 p.m.), a cop series, got a survival sampling in its initial week (Jan. 17). Its rating was 16.7, with a 30 share. ABC also came

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This week marks our first anniversary and the second anniversary of the BAT Billing, Accounting, Traffic, and Payroll System idea. There are now over 100 stations served by these systems, with all functions and hardware located in the stations. That's more systems than any competitor, in less time. More radio stations than all other systems combined! What are some of the reasons? Take the little test below and see for yourself some "BAT" advantages!

For each question below, pick the answer that best describes your operation.

1. When does your log "close"? Can you still get an order on the air tomorrow using your regular procedure if its in the station by (A) 4 p.m. (B) 3 p.m. (C) 2 p.m. (D) 1 p.m. (E) Earlier. _____

Most BAT users close their log late in the working day before broadcast — often 4 p.m. or later. TV's, of course, around noon or 2 p.m.

2. When do your bills get out? In relation to month end, are they out (A) the day after (B) two days after (C) three days after (D) four days after (E) five or more days after _____

Virtually all BAT System users have bills out the day after each billing period ends. They take about 2½ hours for the System to prepare automatically.

3. How about your co-op or split-billing invoices? Do they go out (A) simultaneously with regular bills (B) one day later (C) two days later (D) three days later (E) four or more days later _____

BAT Systems issue split bills or co-op invoices without delay as part of the billing run, fully detailed with times and other data, ready the day after period-end.

4. When can you and your Sales Manager get sales figures for each salesperson on your staff in detail? (A) The day of broadcast (B) The day after broadcast (C) Weekly (D) Monthly at month end (E) Later _____

Every BAT System produces daily sales by salesperson reports as well as varied other revenue data.

5. When do you get sales projections for orders in-house, listed and totalled by salesperson? (A) Daily (B) Weekly (C) Monthly (D) Occasionally (E) Never _____

BAT Systems have an optional "Bookings Report" projecting all orders in-house up to 52 weeks, reporting Sales by Customer and Salesperson, any time.

6. You have overdue account lists (A) Immediately at month end (B) Ten days after month end (C) On request (D) Occasionally (E) Seldom _____

Each BAT System generates overdue lists the day after month end to facilitate collections.

7. You have complete aging of all accounts as well as contract utilization data (A) Monthly (B) Quarterly (C) On request (E) Never _____

For maximum sales, BAT Systems report last active date, units run contract - year - to - date, etc., on a monthly report.

8. You have a complete set of financials for the month and year-to-date within (A) two days after month end (B) five days (C) ten days (D) thirty days (E) quarterly or more. _____

BAT Systems generate a full set of Journals, a P & L, and Balance Sheet in one day to allow quick management decisions based on current, not past, history.

9. You have no more than (A) one (B) two (C) three (E) four or more persons handling all scheduling and availabilities functions for you. _____

The typical BAT installation handles an AM/FM with one traffic person (TV's usually take 1½ to 2) for ALL scheduling functions.

10. You have no more than (A) one (B) two (C) three (E) four or more persons handling all reporting and accounting functions for you. _____

Accounting on a BAT System requires less than one person for all functions.

Now score yourself. Allow ten points for each (A), eight for each (B), six for (C), three for (D), and none for (E).

Your score: _____

If you had a BAT System, your MINIMUM score would be over 90%.

Is this test conclusive? Of course not. But PSI offer your station, without any obligation, a complete "Station Systems Analysis" by a trained, thorough, full-time Systems Consultant. After the review, you will get a detailed report on the strengths and weaknesses of your present system, as well as details about the ways a PSI "BAT" System would help you . . . if it could. To get such an appraisal, fill in the coupon or call collect today.

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up with survival numbers for *The Six Million Dollar Man* in its new time slot (Sunday, 7:30-8:30 p.m.). The show got a Jan. 19 rating of 19.3, with a 29 share.

CBS's *Tony Orlando and Dawn* (19.0 rating and 28 share on Jan. 15) and NBC's *The Mac Davis Show* (18.9 rating and 28 share on Jan. 16) continued their losing ways (BROADCASTING, Jan. 20), and two other second-season time slot shifts by ABC are not taking hold: *Kolchak, the Night Stalker* (Friday, 8-9 p.m.) managed only a 13.2 rating and 21 share on Jan. 17 and *Kung Fu* (Saturday, 8-9 p.m.) staggered to its lowest numbers of the year (8.1 rating, 13 share on Jan. 18).

TVN also sees satellite use by program syndicators

The planned introduction next July of daily domestic-satellite news feeds via Television News Inc. (TVN) and Western Union's Westar (BROADCASTING, Jan. 13, 6) may bode a new method of entertainment program syndication as well. Individual stations could eventually hook up to a satellite for limited and temporary transmission of locally produced shows for distribution by an instant mini-network. TVN's new vice president for finance, Maurice Schonfeld, said: "We hope to give every segment of society access to national television for the first time in 28 years with an opportunity for groups to reach a national audience without going through the networks." TVN's reason for switching to satellite feeds is as much economic as inventive. The two-year-old electronic news service pays, as an occasional user, eight times what the major networks pay at the miles-per-minute rate, for AT&T ground-line service. TVN's initial capital expenditure of an estimated \$12 million for earth station equipment—coming almost entirely from Adolph Coors Brewing Co., Golden, Colo., the chief TVN stockholder—is worth an estimated 50% savings over the use of AT&T carriers. "AT&T rates have been heavily weighted in favor of the networks," Mr. Schonfeld said. "What TVN is about to offer is the chance to break the AT&T leash."

WGBH-FM under gun for public affairs cutbacks

Noncommercial WGBH-FM Boston is under pressure to restore news, public affairs and special interest programming it cut back on Jan. 1. Jacob Bernstein, head of the Newton-based Committee for Community Access, has asked the station to respond to demands for more programming on Spanish, feminist and gay issues, for more jazz programs and for community review of top candidates for the job of station manager. Mr. Bernstein says he's "preserving our options" concerning a challenge to WGBH's license-renewal application (deadline April 1).

John H. Beck, the station's acting manager, says the station made the cuts after reviewing its budget, its staff and other WGBH Educational Foundation programs on public affairs. The cuts reduced news

and public affairs programming from 38 to 19 hours in a 132-hour broadcasting week; WGBH-FM is now presenting virtually-uninterrupted blocks of classical music.

Let show's success determine rate of payment, says Lear

A proposal that the networks pay royalties to program producers on the basis of the success of the show, instead of a flat fee as is now the practice, was made by Norman Lear at a panel discussion on program costs by the Hollywood Radio and TV Society. Mr. Lear said producers cannot blame the networks entirely for trying to pay the least they can for programs.

Part of the high costs, according to Frank Price of Universal TV, is the move by stars and their agents to renegotiate contracts once a series becomes successful. In some cases, he said, this amounts to virtual blackmail.

And referring to the moves to require the first hour of prime-time programming to be family-type shows, David Gerber of Columbia Pictures Television said he doesn't know what family viewing entertainment is and what the public will accept under that label.

Program Briefs

Columbia's two pacts. Columbia Pictures Television announced last week that it will sell and distribute TV productions of Bob Banner Associates. First Banner-produced shows Columbia will distribute, both to the networks and to domestic and foreign-syndication markets, are two 90-minute made-for-TV movies slated for NBC-TV: "The Last Survivors," about shipwrecked people adrift in lifeboat, and "Journey from Darkness," true story of blind medical student. Columbia also announced agreement with Bilingual Children's Television Inc. to license "publications, educational games, records and other products" related to *Villa Alegre*, 65-episode, half-hour series geared to elementary-school students.

For Cincinnati kids. WCPO-TV Cincinnati becomes nation's first commercial station to carry public TV's *Zoom* children's show on Feb. 1. Robert D. Gordon, station's general manager and chairman of National Association of Broadcasters' children's television committee, said no commercial messages will be inserted in program and that it acquired show after learning it would not be carried by city's public TV station.

Now in 60. 20th Century-Fox Television reports that *Dinah*, 90-minute variety series starring Dinah Shore that began in syndication last October, now is being broadcast in 60 U.S. markets—increase of 20 since Jan. 1. This is in addition to CBS-owned stations that produce and carry series. Program now is also being offered in Canada.

Name change. TV National Inc., New York, is new name of syndication firm of Maurice H. Zouary, whose offerings include packages of cartoon features

(like *Spiderman* and *Max the 2000 Year Old Mouse*), old-movie short subjects (including seven of Shirley Temple's first film appearances) and 17 Hopalong Cassidy movies starring William Boyd.

More 'Marbles.' International Telephone and Telegraph Corp. announced that its *Big Blue Marble* series for children is readying second batch of 26 half-hours for distribution to same 120 stations now carrying first 26-week cycle, which began last September. In addition, series, which looks at customs of people in different parts of world, will be seen in France, England, West Germany, Spain and Holland this spring, with target of 70 countries by end of 1976. Stations in U.S. get show free and have four minutes to sell to local sponsors (although ITT's guidelines specify no commercial interruptions in show itself).

C&W for sale. Broadcasting Division Inc., New York, is making available on barter basis half-hour TV series, *Country Music Festival*, targeted for March 15 premiere. Series will be in 26 shows, feature top country artists and be produced at Nashville's Grand Ole Opry House by Shirley Enterprises, Cleveland.

With a bang. Five-month-old Don Kirshner Productions has raft of TV specials and series in works: *Hereafter* series, in association with Norman Lear ("Closed Circuit," Oct. 7, 1974) for NBC-TV; two-part pilot co-produced with Allen Lansburg, "Night of the Full Moon," to be shown on ABC-TV *Wide World of Mystery*; 90-minute prime-time rock special for CBS-TV; children's musical show; dramatic pilot on life of singer Bobby Darin; three daytime shows, one for each network.

USIA film grants. Bicentennial filmmakers grants program sponsored by U.S. Information Agency, offers up to \$3,000 to students for sound films or video tapes. Ten to 12 films produced under the program will be blown up to 35mm prints and shown to 110 countries in theaters, schools and on TV. USIA's assistant director for motion pictures and television, Robert Scott, said grants would be made to fulltime graduate or undergraduate students in cinema, TV or communications, or to parttime students who have completed 75% of their degree credits. Documentary, drama, animation and verbal/non-verbal format entries, limited to 30 minutes, will be accepted.

Missionary reports. Five-minute vignettes describing events and changes in lives of primitive tribes people in places throughout world are available from Lutheran Bible Translators Inc., organization that provides translations of New Testament in other countries. Series, titled *Alphabetmakers*, offers 13 weeks of programming, five times weekly, on tape with no charge or obligation other than return of tapes after use. *Alphabetmakers*, P.O. Box 2400, Alhambra, Calif. 91801.

Expansion. Ansel Productions Inc., New York, TV commercials production firm, opens Hollywood production quarters at 1549 North Vine Street, telephone (213) 461-2951.

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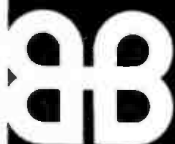
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Staggers stripped of one-man rule

Commerce Committee Democrats vote to redistribute power to caucus and subcommittee chairmen

The winds of change, as one congressman put it, have swept through the House Commerce Committee. A caucus of the committee's Democrats last week adopted new rules that in effect take away much of Chairman Harley Staggers's (D-W.Va.) power and distribute it to subcommittee chairmen and the caucus.

Although the reforms burst suddenly from behind the caucus's closed doors last week, they have actually been in the works since 1969, according to Representative John Moss (D-Calif.), one of the authors of the new rules. "We had the troops today, where we never had them before," he explained last Tuesday after the action was taken. Co-authors were Representatives John Dingell (D-Mich.) and Paul Rogers (D-Fla.).

Conspicuous among the "troops" were the recruits, the nine new Democrats on the committee, who voted as a bloc for the reforms. And, according to one member, two of the new members, Representatives James Scheuer (D-N.Y.) and Richard Ottinger (D-N.Y.) provided input in the drafting.

The reforms give the subcommittee chairmen and the majority caucus the power to make decisions previously made by Chairman Staggers alone—the power, for example, to determine the number and jurisdiction of subcommittees, to develop subcommittee budgets and to hire subcommittee staff members.

After passing the reforms, the caucus formed an ad hoc committee of 11 members, chaired by Mr. Staggers, to discuss the number and jurisdiction of the Commerce Committee's subcommittees and report back to the caucus Tuesday (Jan. 28). On Tuesday, the caucus will pass on the recommendations, elect subcommittee chairmen by secret ballot and finalize subcommittee assignments. Members of the ad hoc committee, which meets today, are Representatives Staggers, Moss, Dingell, Rogers, Scheuer, John Murphy (D-N.Y.), David Satterfield (D-Va.), Bob Eckhardt (D-Tex.), Ralph Metcalfe (D-Ill.), Henry Waxman (D-Calif.) and William Broadhead (D-Mich.).

Mr. Moss said there was "no rancor or bitterness" at last week's reform meeting. At the start of the meeting, Chairman Staggers offered reforms of his own, in which, by one member's account, he offered to "give a little ground" without losing his grip on subcommittee budgets and the right to hire and fire staff. But within five minutes, the member said, the caucus moved to shuffle his proposal off to the side and consider the Moss-Dingell-Rogers proposal as a substitute.

The member, who asked not to be

named, said that two pages of Mr. Staggers's four-page proposal were devoted to restrictions on broadcast coverage of committee and subcommittee hearings. Among other things his proposal would have required that radio and television coverage be handled in an "orderly and unobtrusive manner," with specific rules governing lighting, numbers of cameras and camera placement and prohibiting filming or recording witnesses against their will.

The rules adopted last Tuesday say briefly that any meeting open to the public (that is all meetings unless voted closed in open session by a majority of those members present) may be covered by radio and TV. Broadcast coverage will be subject to over-all House rules and supervised by whoever is presiding at the hearing. It may be terminated by the chairman "for good cause."

Although it may be no more than coincidence, the new rules respond to many of the criticisms leveled at Mr. Staggers two weeks ago by Common Cause, the "citizen's lobby" (BROADCASTING, Jan. 20). Common Cause faulted Mr. Staggers for being tight-fisted with subcommittee budgets and staffing, for not permitting his subcommittee chairmen to manage their own legislation on the House floor, for delaying too long before referring bills to appropriate subcommittees.

Under the new rules, the chairman must forward legislation to subcommittees "immediately" (the deadline used to be within two weeks). Subcommittee chairmen will floor-manage legislation reported from their subcommittees. Subcommittee staff members shall be hired, fired and their salaries set by the subcommittee chairmen, subject to the approval of the majority subcommittee members. The chairman will still have the authority to hire full committee staffers, subject to approval by the majority members of the committee. For the first time, subcommittee chairmen will be responsible for preparing yearly preliminary budgets, including funds for staff salaries, travel and investigation. With



Staggers

budget proposals in hand, they will get together with the full committee chairman, who will have his own proposals and combine them into one, thereafter to be approved first by the Democratic caucus, then by the full committee.

The committee members themselves will bid for subcommittee seats on the basis of seniority, and the ratios of Democrats to Republicans will be determined by the majority caucus and negotiated by the chairman with the ranking minority member. The ratio cannot favor the Democrats by more than two Democrats to every Republican plus one Democrat, as determined by the House Democratic Caucus, nor can the ratio provide for a majority of fewer than two Democrats on a subcommittee.

Furthermore, under the new rules, subcommittee chairmen can set their own meeting dates after consulting the full chairman and other subcommittee chairmen to avoid conflicts. Previously all subcommittee meeting dates were set by Mr. Staggers.

Said one Commerce Committee staff member: "It's a whole new ball game," a phrase heard often in the House recently. Representative Lionel Van Deerlin (D-Calif.), a veteran on the committee who voted for the reforms, said they are "going to move the business of the committee much more expeditiously" than ever before.

In Hill hopper: Only the numbers have been changed

Long-familiar legislation resurfaces in new Congress, including nine bills to reform license-renewal procedures

Since the start of the 94th Congress two weeks ago more than 2,000 bills and resolutions have been introduced. Of those, seven are license-renewal bills that stalled in the last session. In all, some 45 bills that directly affect or relate to the broadcasting industry have been introduced. Almost all were reintroduced from the 93d Congress. A list of bills in the hopper follows:

In the House:

H.R. 243, sponsored by Representative Thomas Downing (D-Va.), H.R. 448 by Representative John Flynt (D-Ga.), H.R. 545 by Representative Albert Johnson (R-Pa.), H.R. 669 by Representative John Murphy (D-N.Y.), H.R. 972 by Representative Fred Rooney (D-Pa.), H.R. 1525 by Representative Jack Edwards (R-Ala.) and H.R. 1737 by Representative Burt Talcott (R-Calif.). All are bills to amend the Communications Act to establish orderly broadcast license-renewal procedures.

H.J. Res. 69, by Representative Murphy, would direct the FCC to prepare a study on the effects of television violence on viewers.

H.R. 671, by Representative Murphy, seeks to amend the Communications Act to restrict violence on network TV shows.

H.R. 1738, by Representative Talcott,

would repeal the provision of the Communications Act requiring broadcasters to charge no more than the lowest unit rate for political advertising.

H.R. 1054, by Representative Samuel Stratton (D-N.Y.), would amend the Federal Election Campaign Act of 1971 to provide free radio and television time to candidates for federal office.

H.R. 1239, by Representative Charles Bennett (D-Fla.), seeks to require free broadcast time for presidential candidates.

H.R. 1435, by Representative James Broyhill (R-N.C.), would provide for a three-year funding authorization for the FCC from fiscal 1976 through fiscal 1978.

H.R. 670, by Representative Murphy, would amend the Communications Act to require that some stations include foreign language subtitles in local programs.

H. Concurrent Res. 6, by Representative Frank Annunzio (D-Ill.), and H. Con. Res. 24, by Representative Murphy, would condemn broadcasts and films which stereotype, ridicule or demean ethnic, racial or religious groups.

H.R. 244, by Representative Downing, would amend the Communications Act to provide loan assistance to some cable systems.

H.R. 1446 by Representative Bob Eckhardt (D-Tex.), to "restore the independence" of the FCC, the Federal Trade Commission and other regulatory agencies.

H.R. 1607 by Representative Paul Findley (R-Ill.), to give radio, television and newspapers the same exemptions from prohibitions on giving lottery information.

H.R. 215, by Representative Robert Kastenmeier (D-Wis.), and H.R. 562, by Representative Edward Koch (Democrat-Liberal-N.Y.), seeks to protect news sources and information from compulsory disclosure by newsmen.

H.R. 987, by Representative Benjamin Rosenthal (D-N.Y.), would provide for federal assistance in establishing state and local offices of consumer protection.

H.R. 1183, by Representative John Wydler (R-N.Y.), would establish a federal Consumer Protection Agency to represent the interests of consumers.

H.R. 1659 and H.R. 1660, by Representative George Brown (D-Calif.), seeks to amend the Internal Revenue Code so that advertising of alcoholic beverages would not be a deductible expense.

H.R. 673, by Representative Murphy, seeks to protect consumers against fraudulent and deceptive practices through civil actions and class actions.

H.R. 1266 by Representative James Delaney (D-N.Y.), to establish an office of consumer affairs in the Executive Office of the President and a Consumer Protection Agency to represent consumers.

H.R. 991, by Representative Rosenthal, would amend the Federal Trade Commission Act to make sales-promotion games unfair methods of competition.

H.R. 499, by Representative H. John Heinz (R-Pa.), seeks to reform Federal

Trade Commission procedures for consent orders.

H.R. 884, by Representative Melvin Price (D-Ill.), and H.R. 996 and H.R. 997, by Representative Rosenthal, would permit the advertising of drug prices and require prescription-drug retailers to post the prices of commonly prescribed drugs.

H.R. 998 and H.R. 999, by Representative Rosenthal, would require that in the advertising and labeling of prescription drugs, the "established name" appear whenever the proprietary name is used.

H.R. 466, by Representative Don Fuqua (D-Fla.), would open most congressional and federal agency meetings to the public.

H.R. 15, by Representative Tom Railsback (R-Ill.); H.R. 18, by Representative Bennett; H.R. 299, by Representative Charles Carney (D-Ohio); H.R. 778, by Representative Murphy; H.R. 1117, by Representative Frank Thompson (D-N.J.), and H.R. 1734, by Representative Peter Rodino (D-N.J.), would regulate lobbying and disclosures by lobbyists.

In the Senate:

S. 2, by Senator William Proxmire (D-Wis.), would amend the Communications Act to forbid the FCC from influencing broadcast programming and repeal Section 315, the equal time section of the act (BROADCASTING, Jan. 20).

S. 22, by Senator John McClellan (D-Ark.), is the same copyright reform bill that died last session.

S. 233, by Senator Quentin Burdick (D-N.D.), seeks relief of North Central Educational Television Inc.

S. 200, by Senator John Tunney (D-Calif.), would establish an independent consumer agency to serve consumer interests.

Political season. There were changes last week in several reported candidacies for vice chairmanships of National Association of Broadcasters boards ("Closed Circuit," Jan. 20). Kay Mella, KLOE(AM) Goodland, Kan., not previously mentioned, is now reported to be candidate for vice chairmanship of radio board, for which Virginia Pate Wetter, WASA(AM)-WMDG(FM) Havre de Grace, Md., is also mentioned though she is now concentrating in campaign for re-election to board itself in balloting that closes Feb. 6. Robert Gordon, WCPO-TV Cincinnati, is candidate for vice chairmanship of television board. Two others first reported to be considered for that seat took themselves out of contention, Robert M. Bennett, WCVB-TV Boston, with statement he is supporting Mr. Gordon, and Kathryn Broman, Springfield (Mass.) TV, who said she may run next year. Still without apparent opposition: Wilson Wearn, Multimedia, Greenville, S.C., for chairmanship of joint board; Walter Bartlett, Avco, Cincinnati, for chairmanship of TV board, and Harold Krelstein, Plough Broadcasting, Memphis, for re-election to chairmanship, radio board.

S. 5, by Senator Lawton Chiles (D-Fla.), would require that most congressional and government agency meetings be open to the public.

S. Res. 12, by Senator William Roth (R-Del.), would require that all House-Senate conference committee sessions be open to the public.

S. 205, by Senator Charles Mathias (R-Md.), would require that legislative agencies keep congressional committees "fully and currently informed."

S. 61, by Senator James Pearson (R-Kan.), seeks to establish a commission to study and appraise the organization and operation of the executive branch.

S.J. Res. 7, by Senator James Allen (D-Ala.), would establish a national commission to study and recommend ways to reform the federal regulatory agencies.

No fee refunds except for cable, FCC decides

Broadcasters and others out in cold for their failure to pursue appeal, but this time NAB vows to fight

The FCC last week rejected all requests from broadcasters for refunds of fees paid under a schedule that the Supreme Court has declared illegal. Two months ago it voted to refund cable television operators \$4.1 million (BROADCASTING, Dec. 9, 1974).

In its decision last week the FCC elected to deny refunds to all types of businesses under its regulation except the cable companies. The commission said the Supreme Court had taken action on an appeal brought by the National Cable Television Association and limited to an attack on cable fees (BROADCASTING, March 11, 1974).

Representatives of other regulated industries abandoned the appellate proceeding after an appellate court upheld the legality of the FCC's original fees, the agency pointed out. Those missing from the Supreme Court appeal are not entitled to recovery, the FCC reasoned.

The Supreme Court held that the FCC had been wrong in trying to recover 100% of its budget by the collection of fees. It ruled that the commission could charge regulated industries only for services performed in their behalf and not for service rendered to the public. The FCC two weeks ago issued a revised fee schedule, affecting all services, which is intended to return about 35% of its 1975 budget (BROADCASTING, Jan. 20; see also "For the Record," this issue).

In an announcement issued last week, the FCC said that broadcasters and others whose petitions for refunds it was denying "had uniformly ignored the fundamental fact that the only issue before the Supreme Court in the NCTA case was the validity of the cable television annual fee and there was nothing in that decision to indicate the court decided any question other than that specifically before it."

In a concurring opinion, Commission-



Freshmen salute. The American Women in Radio and Television welcomed new members of the 94th Congress at its fifth biennial congressional brunch Jan. 19 in Washington. L to r: Rhoda Raider, president of the Washington chapter of AWRT and vice president of Raider Advertising there; John Warner, administrator, American Revolution Bicentennial Administration; Lieutenant Commander Ned Muffley, Navy Band; Fay Wells, past president, Washington chapter, AWRT, and White House correspondent for Storer Broadcasting; Sallie Forman, past president, Washington chapter of AWRT, and with NBC in government relations; John J. Rhodes (R-Ariz.), House minority leader and Patricia L. Nealin, AWRT national president.

er Glen O. Robinson said "there is a real problem of rational line-drawing here." He said that as a practical matter the payment of refunds across the board "would impose administrative burdens that could cripple the regulatory functions of this agency; and, since I do not read the NCTA case to require that these burdens be shouldered, I certainly do not think that we ought to volunteer."

The dimensions of the refund problem that Mr. Robinson wanted to avoid were roughly sketched at the time of the Supreme Court decision. Refunds could run to some \$90 million if all services were to recover all fees paid under the 1970 schedule that the court overturned. The National Association of Broadcasters "conservatively" estimated that \$30 million in broadcasting fees were at stake. Later AT&T requested a \$14 million rebate for itself alone (BROADCASTING, Oct. 28, 1974).

NAB officials said last week that they would persist on whatever legal course seemed appropriate in their efforts to obtain refunds. John Summers, general counsel, pointed out that a number of broadcasters had filed for recovery in the U.S. Court of Claims where a favorable decision would probably force a general refund, he surmised. A petition to the FCC for reconsideration would also be considered, it was said. No firm course could be plotted until the text of the FCC's order had been studied, the NAB said.

AETC takes FCC bait

The Alabama Educational Television Commission, stripped three weeks ago by the FCC of its licenses for nine educational TV stations in the state, will re-apply for the licenses rather than fight the decision in the courts. It was the commission itself that suggested the move. The commission denied the licenses on racial discrimination charges filed in 1970, but noted that the state agency had since improved its record in minority hiring and programming and could be considered as a potential licensee. AETC's Washington attorney, Marvin Diamond,

said the agency would file by late March (deadline April 1). As yet, no other parties have indicated they would file for the frequencies, but Mr. Diamond said he had heard "unsubstantiated rumors" that there would be competition for some of the licenses.

Quello suggests merit badges for good works

He tells Georgia Institute civic activity should be rewarded; Dean Rusk wants government control lifted from radio-TV journalism

FCC Commissioner James H. Quello has proposed that broadcasting personnel who go out of their way in "public service involvement" should be awarded official recognition by the commission, to be kept in mind during license renewal time.

The commissioner's remarks were made at the annual Georgia Radio-TV Institute held in the University of Georgia's Henry Grady School of Journalism, Athens.

Commissioner Quello also had kind words for recent acts of self-regulation by the TV networks and the National Association of Broadcasting. He referred to the tightening of NAB code restrictions on commercials in children's television programming (BROADCASTING, July 29, 1974) and the present movement toward adoption of a "family viewing hour" (BROADCASTING, Jan. 20) as proof of broadcasters' willingness to act "responsibly."

At the same Georgia meeting, Dean Rusk, former secretary of state, came out strongly for freedom of the broadcast press, though he also argued for the right of public officials to keep secrets or even to lie if necessary.

Mr. Rusk also said he was opposed to legal guarantees of the right to reply and concerned about the fairness doctrine. He said that "the people do not own the airwaves any more than they own the North Star or gravity," and the necessity for frequency allocation should not be an excuse for regulating the electronic press.

Court rejects suit against BBI's David

Judge's dismissal of SEC case erases last apparent barrier to license grant for Boston TV

Another vestige of the old Boston channel-5 case has passed into history with dismissal by a U.S. District Court Judge of a suit the Securities and Exchange Commission had brought against Nathan David, once a major figure in Boston Broadcasters Inc., now the licensee of the channel.

The FCC, in a historic decision in January 1969, denied the Herald Traveler Corp. renewal of its license to operate on the channel, and granted BBI's application. But the fight dragged on through the commission and courts for three years before BBI put its WCVB-TV on the air.

For a time, charges that the SEC and the state of Massachusetts had brought against Mr. David, then executive vice president, general counsel and director of BBI, threatened to upset the award. The charges involved alleged violations of state and federal securities laws.

However, after the U.S. Court of Appeals in Washington refused the FCC's request to remand the case for a review of the David matter, the commission in January 1972 authorized BBI to go on the air, but the authorization was conditioned on Mr. David's refraining from participation in the affairs of BBI. The commission also said it would not pass on BBI's application for a license to cover its construction permit until the SEC case was resolved.

Judge Walter Skinner, in Boston, dismissed the SEC request for injunction on the ground that the relief being sought was no longer appropriate. SEC had asked an injunction to bar Mr. David from continuing the alleged illegal acts. But the judge noted that the last alleged violation had occurred in 1968. And Mr. David, in requesting dismissal of the suit, said that he was in ill health and had virtually retired. In granting dismissal, the judge said he was not passing on the truth or accuracy of the SEC allegations.

The court action removes the last major impediment to grant of an FCC license, according to FCC officials. Actually, the staff had already been preparing a recommendation that the commission act on BBI's application. BBI last year had urged such action, noting that Mr. David no longer held BBI office. However, the commission must still rule on a long list of pleadings, filed by Herald Traveler in the last days of its fight to hold on to the channel, alleging wrongdoing by various BBI principals.

Mr. David's only present connection with BBI is his 7% stock ownership. He resigned as director in January 1971, when he in effect took a leave of absence from his duties as executive vice president and general counsel.

Apparently, BBI will not have to file its first renewal application until 1978, six years after WCVB-TV went on the air. Massachusetts licenses for the current license period expire on April 1, 1975.

Beginning March 31st, We're going to set Radio back 200 years.

You can join us. On March 31, 1975, we will air the first 2½-minute newscast that starts the only authentic, day-by-day account of the Revolutionary War. Prepared by a team of British and American experts, it covers events as they occurred with reports from the Colonies, England and key foreign cities.

Now your station can bring its listeners the gripping, continuing story of America and England at war. Not only military and diplomatic news of the day, but fascinating human interest stories as well—all are reported in the format of a modern newscast. As if radio existed in 1775!

Some of America's foremost historical authorities have joined with English researchers to create the



Bicentennial's most historically researched program. The only program scheduled to run through the entire celebration.

The colonists' version of the news will be recorded by American broadcasters, while the English version will be written, produced and recorded in London with the technical cooperation of the British Broadcasting Corporation.

For sponsors, a comprehensive merchandising program is available, as well as publicity assistance. To learn how your station can participate, write for audio cassettes and a detailed brochure: Thomas P. Chisman or Harrol A. Brauer, Jr., Bicentennial Radio Network, 1930 East Pembroke Avenue, Hampton, Virginia 23663. Phone (804) 722-6331.



Star, Allbritton answer challenges

Seller again cites financial condition of newspaper and says McGoff petition is self-serving; buyer defends ascertainment method

The Washington Star Communications Co.'s *Evening Star-News* is racing toward a disaster that can be averted only by the FCC's unqualified approval of the de facto transfer of control of the company and its broadcast properties to Texas banker Joe L. Allbritton. As for John P. McGoff, the Midwest newspaper publisher who says he wants to buy the newspaper but not the broadcast properties, he is a "vulture," waiting for the newspaper to become his helpless prey.

Star Communications made those points last week in a pleading filed with the FCC opposing the two petitions to deny that were filed against the transfer—one by Mr. McGoff and a local group calling itself Concerned Citizens for Balance in the News Media and the other by three citizen groups. Throughout its pleading, Star Communications stressed its need for speedy commission action. And as part of an effort to shortcut proceedings, Star Communications bared the financial records of all its broadcast properties dating back to 1970. (The three citizen groups—Adams Morgan Organization, the local chapter of the National Organization for Women and

the D.C. Media Taskforce—had asked that these records be made available.) "The commission has been provided with detailed information sufficient to enable it to make a determination, without a hearing, that waiver of the one-to-a-market provisions of the multiple ownership rules in this instance is required in the public interest," Star Communications said.

The critical issue, the company said, is the "increasingly desperate" financial plight of the *Star-News*, the only paper competing with the *Washington Post*. The company revealed last week that the paper lost \$7.7 million last year; earlier, it had noted the paper lost about \$5 million each year in 1971-73. And, the company said, a \$5 million loan Mr. Allbritton made to the newspaper in September, when he acquired 10% interest in the firm, "has already been exhausted."

The major issue in the application for transfer is the requested waiver of the rule that prohibits acquisitions of radio and television stations in the same market. The broadcast properties involved are WMAL-AM-FM-TV Washington and WLVA-AM-TV Lynchburg, Va., as well as WCIV(TV) Charleston, S.C. (The commission was expected last week to expand that rule to bar the acquisition of television-newspaper and radio-newspaper properties in the same community. However, the company has said the facts on which it was seeking its waiver request would apply to such an expansion of the rule.)

Star Communications says survival of

the newspaper needs not only the \$20 million that Mr. Allbritton is committed to provide when the transfer is completed, but also the profits from the broadcast properties. To contend that the newspaper, with its loss of more than \$7.7 million last year, could do without the \$2 million provided by WMAL(AM), "is incredible," says Star.

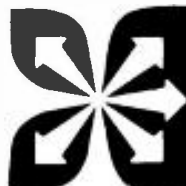
The profits from the other stations would help, too. WMAL-TV provided \$2,057,000 in operating profits in 1973, the FM \$19,000 (after years of losses). In Lynchburg, the television and AM stations turned operating profits of respectively, \$156,000 and \$16,000; and in Charleston, the operating profit for the television station was said to be \$167,000.

Beyond the question of the newspaper's need for continued help from affiliated broadcasting stations, Star Communications argues, is the fact that waiver would not disrupt the policy underlying the rules. The company noted that Mr. Allbritton, under the transfer agreement, would acquire up to 38%; the present owners—three local families that have owned the newspaper for a century—would retain majority control. Denying the waiver request would in effect require divestiture of the broadcast properties—and thus work "an unfair hardship on these historic owners in a manner not intended by the rules," the company said.

The \$25 million that Mr. McGoff, as head of Panax Corp., offered for the newspaper alone does not constitute a realistic offer, the company claimed. It said that the proposal specifies that the price must be reduced by a number of "adjustments"—by the amount of decrease in the net worth of the newspaper during the period following Feb. 28, 1974, and by the assumption of all of the liabilities included in the newspaper's balance sheet, among others. All of the adjustments, Star Communications said, reduced the value placed on the newspaper "to, at most, \$5.2 million as of June 30, 1974, and less than zero as of Sept. 30, 1974."

The company also said it had tried without success through much of 1974 to obtain clarification of various aspects of his proposal. Star Communications' conclusion was that Mr. McGoff has simply been attempting to delay the proceeding—knowing delay would be fatal to the newspaper—and to disrupt the sale to Mr. Allbritton—knowing that the Texan's departure would clear the way for Mr. McGoff to resume negotiations "free from the only competition he has faced in his attempt to acquire the newspaper." He has been circling "like a vulture," said Star.

Star Communications also says it has made efforts beyond its talks with Mr. McGoff to sell the newspaper as a separate entity. It said that a newspaper broker in New York could find no one interested, and that approaches to the Newhouse newspaper group, a syndicate led by William Buckley, and Time Inc. proved fruitless. (The Time Inc. discussions concerned possible purchase of the



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75-6

entire company.) An Australian national, Rupert Murdoch, offered \$20 million for 100% of the stock, but an analysis of the offer, Star Communications said, indicated that the after-tax net proceeds would have been "minimal." The offer was not submitted to the board of directors.

Mr. Allbritton, through his newly formed Perpetual Corp. of Delaware, also responded to the petitions to deny. For the most part, Perpetual sought to counter claims the ascertainment of community needs it had conducted was inadequate; it said it had done all that was required by commission regulations.

But it also denied a suggestion of election-law violation contained in the McGoff-Concerned Citizens petition. The petition cited a four-year-old newspaper article reporting that a company owned by Mr. Allbritton had leased an airplane to Senator Edmund Muskie (D-Maine) for use in his campaign for the Democratic presidential nomination, and said it raised a question as to whether an illegal corporate contribution to the Muskie campaign had been made.

Perpetual said that the "stale allegation of possible impropriety" had already been investigated by various government agencies, none of which "has ever raised an issue of impropriety." Such "speculative accusations," Perpetual said, "cannot serve as an appropriate basis for commission action."

Mr. Allbritton also responded directly to a question raised in the McGoff-Concerned Citizens petition as to Perpetual's financial responsibility. He filed an affidavit asserting that the value of the gross assets held by him and his wholly owned subsidiaries "exceed 100 million." He said there are "adequate assets and other financing sources available" to Perpetual to enable it to discharge its obligations under its agreement with Star Communications.

Changing Hands

Announced

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

■ **WNRI(AM)** Woonsocket, R.I.: Sold by Friendly Broadcasting Co. to Paul P. Katsafanas and Norman J. Slemenda for \$195,000 plus other considerations. Principal in seller is Joseph Britt (100%) who is retiring. Mr. Katsafanas is salesman at **WYDD(FM)** Pittsburgh; Mr. Slemenda is in sales at **WIC-TV** Pittsburgh. **WNRI** is daytimer on 1380 khz with 1 kw. Broker: Keith W. Horton Co.

Approved

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

■ **WWNS(AM)-WMCD(FM)** Statesboro, Ga.: Sold by **WWNS Inc.** to **Radio Statesboro Inc.** for \$800,000. Principal in seller is Donald O. McDougald who has no other broadcasting interests. Buyer is newly formed corporation with Cecil H.

Grider, president (30%), W. C. Woodall Jr., secretary-treasurer (30%), and James P. Orndorff, vice president (30%). Mr. Grider has interests in **WIMO(AM)** Windler, Ga., and **WPFA(AM)** Pensacola and **WMEN(AM)** Tallahassee, both Florida. Mr. Woodall also has interest in **WPFA** and **WMEN** along with interest in **WDWD-AM-FM** Dawson and **WBBK(AM)** Blakely, both Georgia; **WGSW(AM)** Greenwood, S.C., and **WDSR(AM)-WTLD-FM** Lake City, Fla. Mr. Orndorff is land developer. **WWNS** is on 1240 khz with 1 kw day and 250 w night; **WMCD(FM)** is on 100.1 mhz with 3 kw and antenna 150 feet above average terrain.

■ **WKGN(AM)** Knoxville, Tenn.: Sold by Mooney Broadcasting Corp. to Creative Display Inc. for \$600,000. Mooney is publicly traded (George P. Mooney is president and holds 26.5%), and owns **WMAK(AM)** Nashville, **WSBR(AM)** Pensacola, Fla.; **WERC-AM-FM** Birmingham, Ala.; **WUNO(AM)** San Juan, Puerto Rico, and **Signs-O-Rama**, advertising display firm in Atlanta and Knoxville. Principals in buyer are Lewis Manderson Jr., president (45%), Frank Moody, vice president (20%) and H. H. Pritchett, secretary-treasurer (20%). Creative Display is outdoor advertising chain based in Tuscaloosa, Ala., and has no other broadcast interests. **WKGN** is on 1340 khz with 1 kw day and 250 w night.

■ Other sales approved by the FCC last week include: **KISO(AM)-KLOZ(FM)** El Paso, Tex., and **KEYY(AM)** Provo, Utah. See page 76 for details.

Judge still favors renewal of WTAR-TV

FCC's Kraushaar fields remand in Norfolk case and contends executive shift doesn't alter choice

FCC Administrative Law Judge David Kraushaar has reaffirmed his initial decision to grant the license renewal of **WTAR-TV** Norfolk, Va., and to deny the competing application of **Hampton Roads Television Corp.** In so doing, he once again put in front of the commission a case which he said involves the decision "whether an existing licensee that has successfully operated a station with a commendable record of performance should be deprived of its license on an ad hoc basis in the interest of improving media diversification."

Judge Kraushaar had concluded in his initial decision that **WTAR-TV's** record of performance was a "plus" and that **Hampton Roads** had failed to demonstrate that it would "do anything different or better."

After the initial decision, licensee **WTAR Radio TV Corp.** asked to amend its renewal application to reflect a change in its corporate officers. (William A. Gietz had replaced Lee Coleman Kitchin as president.) **Hampton Roads** opposed that action, since it claimed the licensee had received credit for Mr. Kitchin's integration into **WTAR-TV's** operation. **Hampton Roads** also contended that **WTAR Ra-**

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dio-TV Corp. had violated FCC rules by not reporting Mr. Kitchin's replacement within 30 days after the decision had been reached.

That issue prompted the commission to send the case back to Judge Kraushaar, last summer. The FCC noted that Landmark Communications Inc., parent of WTAR Radio-TV Corp., had announced in its own newspaper the replacement of Mr. Kitchin before WTAR Radio-TV Corp. had reported the news in its renewal application, and that such negligence could raise a "lack of candor" issue.

Upon reviewing the case, Judge Kraushaar said that shifting Mr. Kitchin from one key management role to another in the Landmark complex was of "minor significance." Judge Kraushaar added that after examining Mr. Gietz's qualifications, he had found him to be adequately qualified in the broadcasting business. Asserting that a "great deal has been made of very little," the judge reaffirmed his earlier decision.

Judge Kraushaar added that the commission would be doing itself a disservice if it "delayed the decision further, hoping perchance that somehow the basic questions for decision will just disappear with time."

The judge's supplementary initial decision becomes effective within 30 days unless there is an appeal or the commission reviews it on its own motion.

WNET beating bushes for \$10 million, has half already in hand

Noncommercial WNET(TV) New York kicked off an "independence fund" drive last week with the announcement that half the projected \$10 million goal has been pledged—\$2.85 from five private foundations, \$1 million from 12 corporations and \$1.3 million from individuals. The fund drive is intended to establish the station's security as support from its long-standing prime sponsor, The Ford Foundation, is withdrawn. Ford's last grant to WNET, bringing to \$131 million its total contribution to that station, will be a dollar-for-dollar matching grant for up to \$10 million to complement the independence fund achievement.

Some \$7 million of the fund is earmarked for construction of a communications center in the first six stories of the 45-year-old Henry Hudson hotel on West 58th Street. Some \$2 million is to go to establishment of a development fund for long-range programming. The remaining \$1 million is for a project to maintain and increase public support of the station.

The bulk of the "independence" fundings thus far is from five private foundations: The Vincent Astor foundation pledged \$1 million, as did the Andrew W. Mellon Foundation of New York. The Rockefeller Brothers Fund committed \$500,000, the Carnegie Corporation of New York \$250,000, and the John and Mary R. Markle Foundation, \$100,000. Four business corporations have each pledged more than \$100,000: Exxon,

IBM, CBS and Mobil Oil. Four individuals have each contributed \$100,000: John D. Rockefeller III, on the Corporation for Public Broadcasting board of trustees; John Hay Whitney, also on the CPB board, Mr. and Mrs. Herbert Singer and Fairleigh Dickinson, Jr.

WNET-TV will be operating this year on a budget of \$21 million, according to John Jay Iselin, its president. At the conference, Tom Leahy, general manager of WCBS-TV New York, presented Mr. Iselin with a check for \$50,000, the first third of a contribution by the CBS Foundation of \$150,000 to each public broadcasting station in the markets of CBS's five owned TV stations.

STV's old lawsuit against Calif. theaters at last gets to trial

Bankrupt pay cable venturer says it was victim of conspiracy

The \$130-million antitrust suit that the defunct Subscription Television Inc. filed 11 years ago against California theater owners for forcing it out of business got under way in U.S. District Court in Los Angeles last week. The requested damages have been scaled down to \$93 million.

STV, then headed by Sylvester L. (Pat) Weaver Jr., one-time president of NBC, had begun wired pay TV operations in Los Angeles and San Francisco when the California electorate, in a 1964 referendum, voted to outlaw subscription television. Two years later the referendum was declared unconstitutional by the California Supreme Court, but by then STV had gone into bankruptcy.

In the lawsuit, STV is charging state theater owner associations, the National Association of Theater Owners, the California Crusade for Free Television and various theater companies with a conspiracy to kill STV. Max L. Gilliam, attorney for the plaintiff, told a jury at the opening of the trial that the theater interests underwrote a massive publicity campaign on behalf of the referendum to prohibit pay TV. The pre-election campaign succeeded in discouraging investors from buying a stock issue from which STV hoped to raise \$25 million, Mr. Gilliam said. The referendum put an end to the venture, which went into chapter 11 bankruptcy in 1965.

Harry Swerdlow, attorney for the theater owners, denied the charges. He claimed that STV was in severe financial trouble before the referendum drive got under way, principally, he said, because two primary STV backers, Lear Siegler Inc. and Reuben H. Donnelley Corp., withdrew a total of \$10 million early in the operation. And, Mr. Swerdlow added, investors then were chary of putting funds into pay TV because there were other pay systems struggling to become established at that time.

Mr. Swerdlow did not deny that California theater owners were in the forefront of the publicity campaign against pay TV, but he commented: "The elec-

tion just put into the grave something that was already dead."

U.S. District Judge Ronald N. Davies is presiding at the trial that may run as long as eight weeks.

Ascertainment procedures disqualify Harlan rival

Radio Harlan Inc. (WHLN[AM] Harlan, Ky.), unsuccessful last winter in its attempt to keep Eastern Broadcasting Co. from establishing a second radio station in Harlan, has finally succeeded. The FCC last week reversed the earlier decision of the administrative law judge and denied the newcomer's application while renewing WHLN.

The first battle was fought in comparative hearings and included issues concerning Eastern's financial qualifications and its ascertainment procedure.

Administrative Law Judge Byron E. Harrison, in the initial decision last winter, found Eastern's financial qualifications and ascertainment effort in order. He further decided that the two applications were not mutually exclusive and that there was "sufficient revenue" in the market to support both AM stations. (WHLN operates on 1410 khz; Eastern had applied for 1470 khz.)

Radio Harlan filed exceptions to the ALJ's decision, based on his resolution of the ascertainment issue. In reviewing that issue, the commission discovered the procedures used in Eastern's ascertainment survey ignored FCC primer requirements in that station employees or principals did not conduct all the public surveys. Eastern's efforts, according to the commission, amounted to a selection of interviews with friends and relatives to produce "numbers" rather than an understanding of the community's needs. The commission therefore granted WHLN's renewal and denied the application of Eastern for the new facility.

Commissioner James H. Quello, in a dissent, felt the majority opinion "elevated form over substance" and noted that the "mechanistic formula" of the FCC ascertainment primer may not apply to small towns (like Harlan) in the same way it applies to larger cities, where often absentee ownership is involved.

Say it with flowers. To promote the theme "Radio Is Beautiful" for this year's radio month (May), the National Association of Broadcasters Radio Information Office is offering "Broadcaster Marigold" seed packets and "Radio Is Beautiful" bumper stickers. According to the seed packet, the "Broadcaster Marigold" is a new strain developed to commemorate the industry's 50th anniversary. RIO suggests the seeds and bumper stickers may be used as give-aways, luncheon place-settings, conversation starters. Also included in the radio month promotion package, to be mailed to all NAB radio members in March, is a record which features Ray Stevens performing a parody of his best-selling song, "Everything is Beautiful."



GROUP W WHERE BROADCASTING IS CONCERNED

About the Artwork

The drawings and paintings in this book represent the efforts of many people. People in hospitals and old-age homes. Men and women in prisons and kids in school. People in the communities we serve. We didn't ask them to illustrate our text. Rather, we hoped to find some imprint of ourselves in their vision. We think we did. Our gratitude is extended to all of those who helped.

Cover Illustration:
Harry Jacobs, retired, Los Angeles, California

©1974, Westinghouse Broadcasting Company, Inc.

This is a report from Group W (the Westinghouse Broadcasting Company). It is a statement of policy and a description of performance, reaffirming a philosophy that recognizes the pervasive power and responsibility of radio and television.

As the most powerful voice in the community, broadcasting has an obligation to enrich, to inform and to present a diversity of ideas, opinions and experiences, as well as to entertain.

Above all, the responsible broadcaster must be a compassionate neighbor and a crusading citizen, who demonstrates a continual concern for the well-being of the community.

For Group W, that concern is the substance of a unique broadcasting philosophy.



Donald H. McGannon
Chairman of the Board and President
Westinghouse Broadcasting Company



WESTINGHOUSE BROADCASTING COMPANY

On November 2, 1920, the world's first commercially-licensed radio station went on the air.

In the years since, the parameters of broadcasting have changed, often dramatically. They have been expanded by technology. They have been defined – and redefined – by taste and demand.

What hasn't changed is the potential for service implicit even in those first crackling reports from KDKA in Pittsburgh, reports that Warren G. Harding had defeated James Cox for the Presidency.

One company has seen that potential from the beginning. One company has responded to it from the beginning. One company has been at the business of broadcasting longer than anybody.

Group W.

Of course it wasn't always called Group W. That's corporate shorthand of fairly recent vintage. It stands for the Westinghouse Broadcasting Company, a subsidiary of the Westinghouse Electric Corporation. It defines a unique force, a third force in the business of broadcasting.

The maximum number of stations a single company can own and operate is set by law. Five VHF television stations. Two UHF television stations. Seven AM and seven FM radio stations.

Within these guidelines, the Westinghouse Broadcasting Company had developed or acquired stations across the United States.

Radio Stations

WBZ AM/FM	Boston
WINS	New York
KYW	Philadelphia
KDKA AM/FM	Pittsburgh
WOWO	Ft. Wayne
WIND	Chicago
KFWB	Los Angeles

Television Stations

WBZ-TV	Boston
KYW-TV	Philadelphia
KDKA-TV	Pittsburgh
WJZ-TV	Baltimore
KPIX	San Francisco

To serve their respective audiences more effectively and efficiently, the stations had evolved techniques of mutual support. The result was a different kind of operating structure, obvious in retrospect, not so obvious at the time.

It wasn't a station. And it wasn't a network. It was a group of stations working together. Emphasis on group. Emphasis on together.

A radio or television station is required, by terms of license, to operate "in the public convenience, interest or necessity." That's pretty vague. And intentionally so. How it gets done is left to the broadcaster.

For Group W, the requirement has become an index for measuring performance.

Consider radio. Consider news. Group W was the first group broadcaster to establish its own news-gathering organization. In Washington, as early as April 1957, and worldwide, two years later.

Today, there are bureaus stretching across Europe to the Far East. From London to Beirut. From Paris to Hong Kong. And from Bonn to Tel Aviv.





William Henry Henson, Indiana State Prison, Michigan City, Indiana.



And there is a constant readiness to adjust this operation as the international situation changes.

In 1973, for example, during the Yom Kippur War, the Group W Foreign News Service virtually relocated itself in the Middle East. Over one thousand reports were fed directly to Group W stations. Reports from Tel Aviv. Beirut. Cairo. From the Sinai Peninsula. For this coverage, the Group W Foreign News Service was presented the 1973 Annual Overseas Press Club Award for Best Radio Spot News Reporting from abroad.

Worldwide. Nationwide, too. Across the country, all Group W radio stations serve as regional news bureaus, interconnecting on key stories. And in the nation's capital, there is a separate bureau.

During a recent period of 12 months, for example, Group W's Washington bureau accounted for over 20,000 correspondent reports and newsmaker actualities, including live coverage of many nationally-important events. In addition, the bureau provides continuing reports on a wide range of subjects, from politics to medicine and from science to economics.

According to *Broadcasting* magazine "...the (Westinghouse) operation is the largest bureau run exclusively by and for a broadcast group...the Washington bureau is more like a network news operation than a bureau."

This around-the-world capability demonstrates an investment of manpower and resources. Even more, however, it demonstrates a commitment of purpose.

Said simply. If you're going to take responsibility for the dissemination of information, also take responsibility for the discovery, the development, and, where called for, the interpretation of that information.

Group W commentators provide such interpretation. Commentators like 1974 Peabody Award Winner Peter Lisagor, "the correspondent," according to *Time* magazine, "conceded by his colleagues to be Washington's all-around best." Erwin D. Canham, Editor Emeritus of *The Christian Science Monitor*. Simeon Booker, author and Washington Bureau Chief for *Ebony*, *Jet*, *Tan* and the *Negro Digest*. And Rod MacLeish, Group W Senior Commentator. *The New York Times* said, quote, no commercial commentator as heard on the air can compete with Rod MacLeish, endquote, period.

Group W News, worldwide, nationwide. And it's all there to service seven radio stations. If that sounds a little like overkill, it's not. Because the number of stations isn't important. The kind is.



Michael Howard, teacher, Los Angeles, California

On April 19, 1965, WINS became the first All-News radio station in New York City. The idea of programming news around the clock was not original with Group W; two other stations had tried it already. What was original was a specific formula for turning an obviously important idea into the kind of service New Yorkers would appreciate. And use.

It took people, people from all over the country. Reporters. Investigators. Editors. It took time and it took money.

All News. All the Time. It's the most difficult and demanding radio format there is.

The success of WINS in New York was dramatic, so dramatic that Group W established the format on KYW in Philadelphia and later on KFWB in Los Angeles. In fact, in two of these markets, there are now competing All-News operations. But in all three, the audience has, time and again, shown its reliance on the service provided by the Group W stations.

During the massive brown-out of 1971, to cite one instance, more New Yorkers turned to WINS than to any other station, including the other All-News station. In Los Angeles, following the killer earthquake of 1971, more Southern Californians turned to KFWB than to any other station, including the other All-News station. And, in Philadelphia during the paralyzing 1973 teachers' strike, more adults, more parents, turned to KYW than to any other station.

In times of emergency, the importance of All-News radio, is particularly apparent. But the usefulness of the format is reflected in other ways as well.

In 1973, for example, when New York's uniformed fire-fighters conducted their first and only strike, that action literally began and ended on WINS. For union leaders, the station was simply the fastest, most efficient way to reach their membership.

The same kind of foresight that committed Group W to a major role in the development of All-News radio, however, does not always lead to the same conclusions. In Pittsburgh, for example, the experience of more than fifty years of uninterrupted broadcasting taught a lesson of continuity, not change.

Continuity. From the time the world's pioneer radio station went on the air, Pittsburgh has turned to KDKA first and most often for just about everything, from entertainment to sports, from news to community service.

What has changed is the area itself. Like most big cities, Pittsburgh has accumulated problems. Crime. Pollution. Overcrowding. Urban decay. Old problems getting worse. New ones getting bad. Conditions were calling for a whole new kind of public service.



Meggan Engelke, age 3, Columbia Montessori School, Columbia, Maryland.

To answer this call, KDKA launched a major civic improvement campaign early in 1973, a continuing campaign in which two particular objectives are uppermost. The first, to stress and promote the advantages, not the disadvantages, of Pittsburgh's urban situation. And the second, to provide leadership, support and muscle in a massive and prolonged attempt to correct the problems themselves. The campaign's theme, "Pittsburgh, Some Place Special," gave new momentum to a capability for civic pride which was already deeply rooted in the station's audience.

For over 50 years, the ability of KDKA to rally public participation has been the key to its approach to a whole range of community services. The success of this campaign is tribute to a very special relationship between a radio station and its audience.

In presenting its 1973 Roy W. Howard Award to KDKA, the Scripps-Howard Foundation cited the campaign "as an example of the effective use of radio to promote and maintain the self-image of a city's residents."

In the business of broadcasting, WBZ Radio in Boston has long been a fascinating maverick. For years, the station has independently tackled the biggest, most frustrating problems of the area.

In 1971, the station got into drugs. With the help of its listeners and legal experts, WBZ actually drafted a new drug law for the State of Massachusetts. On November 12, of that year, the Governor signed a bill which replaced prison with probation for persons convicted of marijuana use for the first time. The American Trial Lawyers Association gave WBZ its National Award of Merit.

In 1972, the station told Boston to "Shape Up." For three months, WBZ put New England on an around-the-clock program of diet, exercise and nutrition. The American Medical Association gave WBZ its Medical Journalism Award.

And in early 1973, the station took on its biggest challenge yet. Faced with staggering traffic problems and a growing—if not yet recognized—energy crisis, WBZ initiated a community-supported program of computerized carpooling. When the energy shortages did become critical, WBZ's "Commuter Computer" put Boston steps ahead of other cities in meeting the crisis. The National Headliners Club gave the campaign its Outstanding Public Service Award.

A station's ability to serve the public depends very much upon its ability to attract the attention of a wide and broad-based audience. In some cases, a single programming element—such as news—may be sufficient to establish that attraction. In other cases, other elements have to be added.

In Chicago, radio station WIND has evolved a special blending of personality, music, news, sports and talk. The success of this combination has enabled the station to pursue a policy of service unique to the area.

Sometimes it shows up in the development of seemingly incidental projects. In 1972, for example, a 19-year-old Chicano, working as a summer trainee, was given an hour of broadcast time to explore the special problems of his community. He produced a personal documentary of such impact that it was given the Roy W. Howard Public Service Award. A year later, this same young man accompanied a group of inner-city teenagers on a tour of China. His report, "From 18th Street: Destination Peking," was honored with a 1974 George Foster Peabody Award for its contribution to "international understanding."

At other times, it shows up more fundamentally in the station's day-to-day operations. On Monday morning, October 30, 1972, the Illinois Central Railroad experienced the worst disaster in its history. Cancelling all other programming, WIND broke the story first and stayed with it longest. The Chicago *Sun-Times* put it this way: "WIND, which has long been a leader in Chicago broadcast news, thus made more extensive—and more intelligent—use of its staff resources than any other station in town."

Perhaps no aspect of broadcasting's concern is more important than that expressed by a station's editorials.

All Group W radio and television stations pursue policies of vigorous advocacy. There are no group-wide editorials. The management of each station originates the opinions it expresses, and has, since 1958. The management of each station is responsible for actively soliciting opposing viewpoints, too. The result is an editorial approach that remains close to the community without straying from the general sense of commitment defined by the Group.

In Los Angeles, for example, KFWB supplements its All-News format with an editorial policy that is as ready to suggest new ideas as it is to endorse those proposed by others. In one series of editorials, for instance, the station advocated the creation of a statewide firefighting air force. Now there's one on the way. In another series, the station enlisted the help of reading experts to analyze language used on city ballots. The experts found that even college graduates could not understand much of what was written. Now the City Council has ordered a whole new approach to ballot preparation. And other cities are moving in the same direction.

Broadcasting from Fort Wayne, 50,000-watt WOWO serves a community that far transcends the city's limits. In fact, in terms of audience reached, WOWO's market ranks within the country's top 20.

From the beginning, farm service programming has been an important part of the station's format. Weather reports. Crop information. But more, too.

On September 3, 1972, WOWO turned its airtime over to a free-swinging debate between the area's farmer-growers and representatives of local community action groups concerned about the welfare of migrant farm workers. They had been fighting for a long time. It was the first time they had met.

The resulting program—which continued, uninterrupted, for six hours—presented the community with a unique opportunity to both witness and become involved in a confrontation directly relevant to its own well being. The role of radio was expanded from that of observer to that of participant.

Farm service programming constitutes only one part of WOWO's more general commitment to a large and diverse community. In 1973, for example, the station went behind the walls of the Indiana State Prison at Michigan City to bring out "John the Baptist," an original rock opera composed by an inmate of the prison. Co-produced by the station and performed entirely by inmates, the program offered almost visceral evidence of the value of prison reform.



The idea is to explore and expand the possibilities of service, and every station is involved. Such service often takes the form of investigative reporting directed toward the achievement of reform.

In early 1974, for example, KYW Newsradio in Philadelphia broadcast a five-part series concerned with the problems experienced by rape victims *after* the assault. The series did not merely study these problems. Rather, it proposed specific changes in police and court procedures. A bill introduced into the New Jersey State Legislature called for the establishment of a Central-Sex Crimes Analysis Unit, female investigators and more sensitive treatment of rape victims. The bill's author credited KYW.

Similarly, later in 1974, the station conducted a two-week survey of transportation problems in the area. Then, KYW Radio and TV editorials suggested the need for a Regional Transportation Authority. As a result, a New Jersey State Senator sponsored a bill to create such a regional authority for South Jersey.

A potential for service goes with the territory. It is implicit in the ability to communicate ideas to large numbers of people. Group W radio stations don't always sound alike. They don't always think alike. But they share this common belief. People respond to people who respond to people.

It's true in television, too.

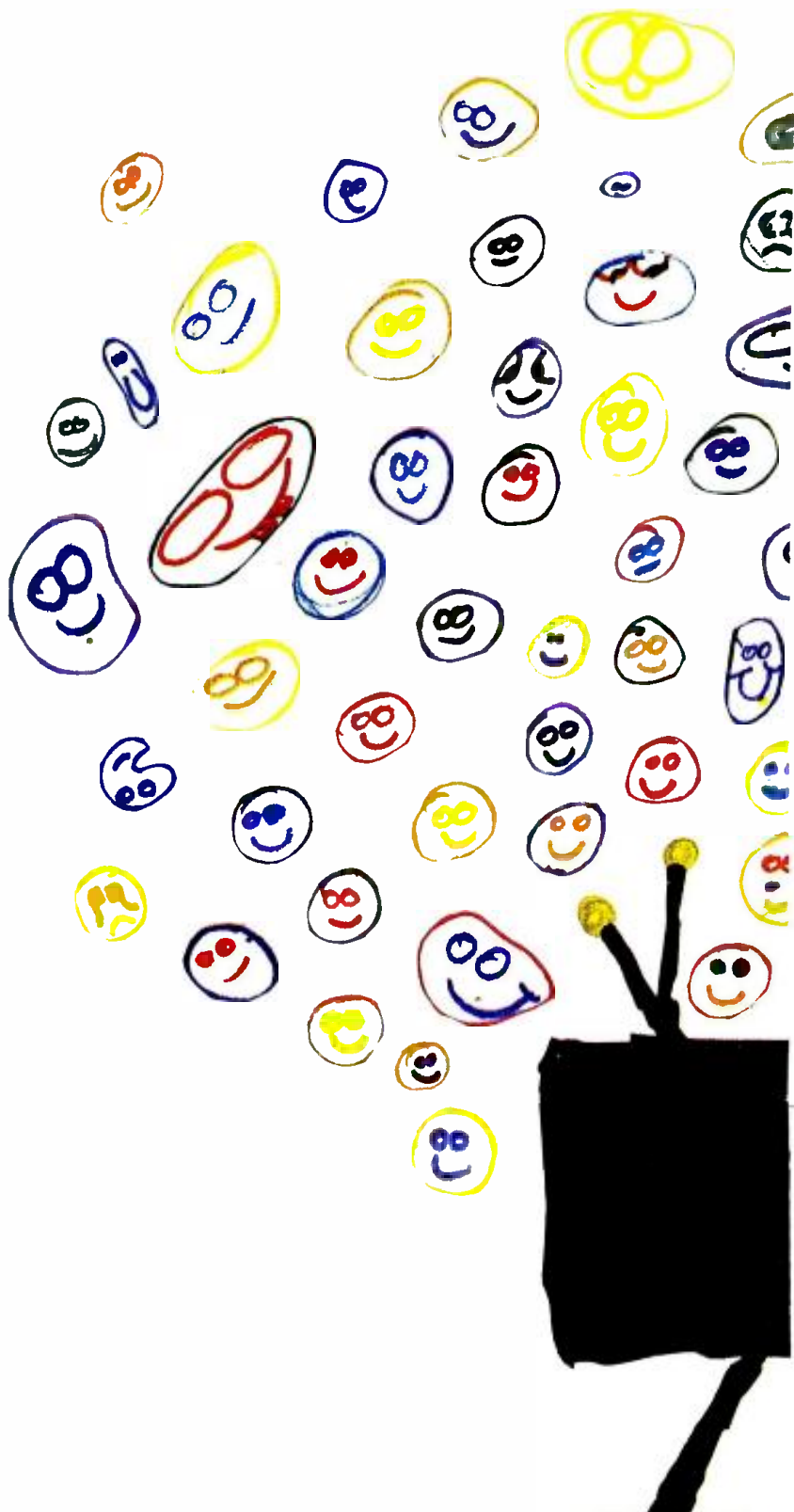
Group W television stations are affiliated with all three major networks. WBZ-TV in Boston and KYW-TV in Philadelphia with NBC. KPIX in San Francisco and KDKA-TV in Pittsburgh with CBS. And WJZ-TV in Baltimore is affiliated with ABC.

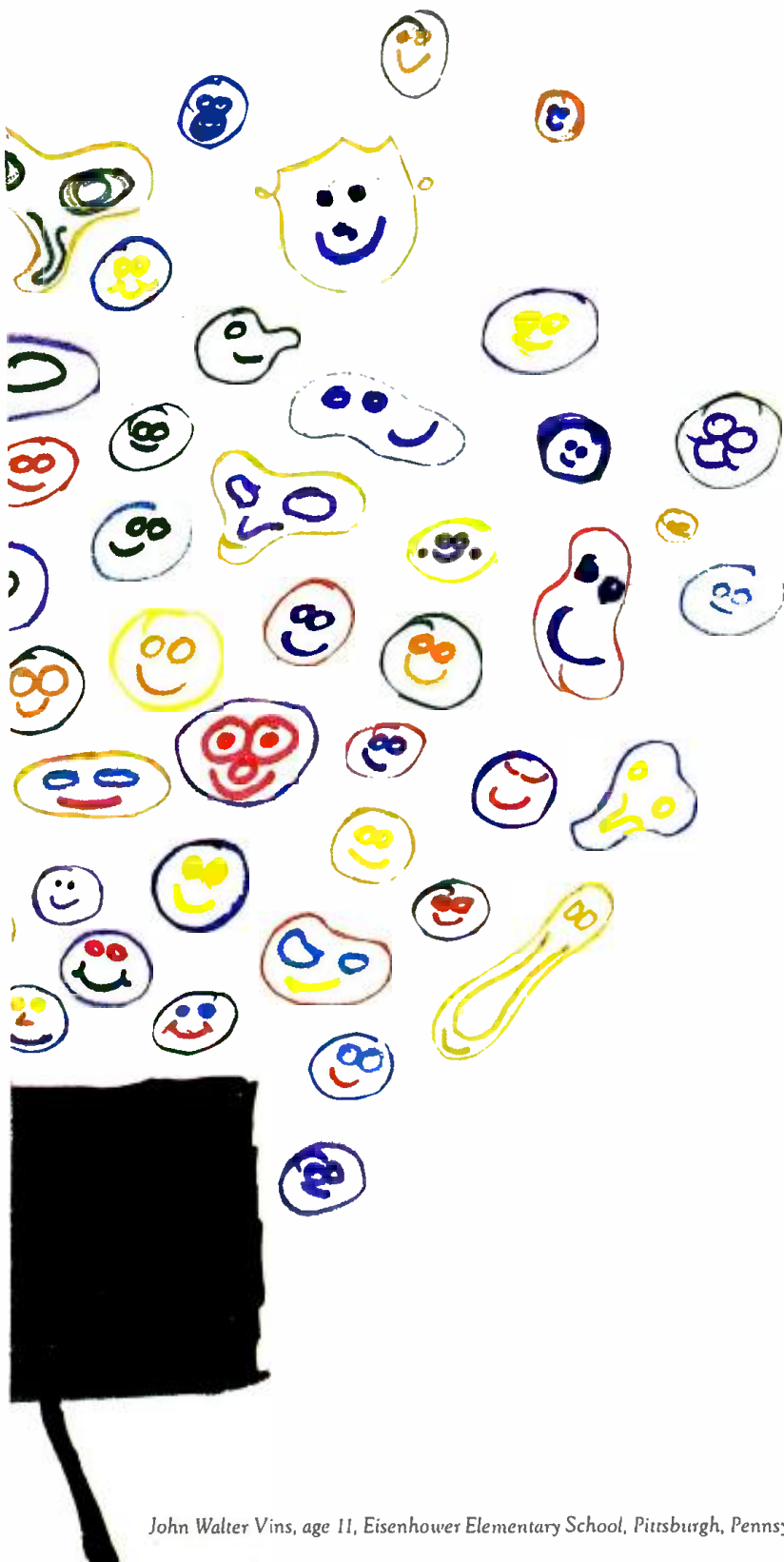
The networks provide programming. To individual station operators, to groups, and to the five television stations they own.

The method of distribution and the cost of program production makes a network system both desirable and necessary. Because of the prominence of the network's identifying symbols, however, the actual ownership of a particular station may not always be clear.

In radio, the corporate identity of Group W punctuates every station break. In television, network symbols and network promotions compete for attention.

But even within the network structure, there is considerable room for the separate identity of Group W to come through, particularly in the kind and quality of programming produced by the stations themselves. As was true of radio, that programming starts with news.





Group W television stations produce and broadcast an average of two hours of local news every day. That's in addition to network news.

The amount of time itself is worth noting. The planning that led to so extended a news service is worth noting, too. To answer a need, you must first perceive that need. A good example is Noon News, a concept which Group W pioneered back when most people in the business felt nobody would care.

They cared.

They cared about this one extension of television's responsiveness to their needs. In this case, the need to know. And they care about other extensions, too. For example, the need to *be known*, to be seen and heard.

Group W television stations make airtime available for the expression of personal viewpoints. Each station regularly provides segments in which anyone may speak on virtually any subject. Once recorded, a message may be repeated many times per week. Moreover, each station regularly provides an open-end format for the discussion of specific topics. These programs air at night, frequently extending into the early morning.

Group W stations don't work at being different. They work at being better.

In 1973, a retiring member of the Federal Communications Commission, Nicholas Johnson, and his staff, analyzed the performance in the top 50 markets of television stations affiliated with the networks. The study, based on an evaluation of programming quality and other aspects of station operation, singled out the Westinghouse Broadcasting Company as "by far the best multiple owner in the country." And of the 147 stations analyzed, four of the top five were Group W stations, a performance the report called "remarkable."

Television has a responsibility to respond to the total community. Paradoxically, you can't always do that by broadcasting to the total community. You have to look at the needs and interests of particular groups within it.

In San Francisco, for example, KPIX—in cooperation with the Chinese Media Committee—co-produced and televised 65 half-hour programs on practical English for Chinese-speaking viewers. In another case, a series of 20 programs provided the city's American Indian population with an extensive examination of its own unique problems and achievements. And in still another case, the station produced a series of five half-hour programs, bilingual in Chinese and English, designed to impart an understanding of Chinese culture to Chinese children.

The inevitable effect of programming to particular groups within a community is a strengthening of the whole community. The more people see themselves, the more they take pride in their own distinctive cultural patterns and contributions. The more others see them, the more those contributions are understood.

What began as "minority programming" provides a good case in point. Today, a far more realistic definition would be mainstream programming, with an emphasis on minority participation.

In Philadelphia, KYW-TV's "Black Edition" develops this emphasis with a weekly mixture of commentary, interviews, business reports, human interest features and sports.

In Pittsburgh, KDKA-TV's "Vibrations" adds an interpretive use of music, drama and dance to an equally flexible format.

WJZ-TV in Baltimore programs a weekly "Black News Conference."

In Boston, WBZ-TV's "Sixteen-75" gives weekly primetime exposure to the interests of the city's minority population.

In San Francisco, KPIX's "Vibrations For a New People" and "All Together Now" extend the emphasis from Black participation specifically to minority involvement in general.

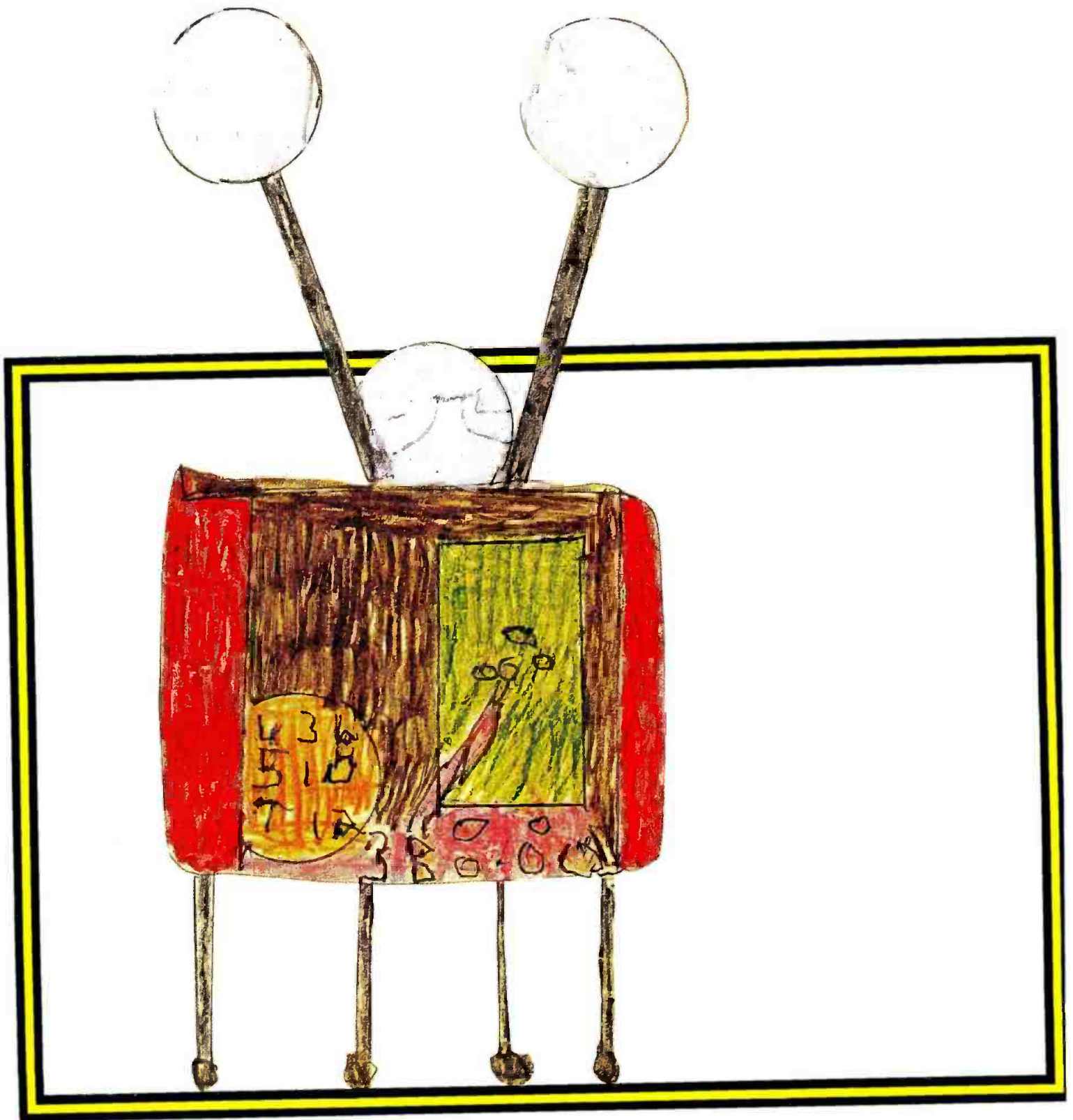
The validity of developing program content for particular groups is not restricted to minorities. The recent emergence of a separate women's consciousness, for example,

has helped to focus broadcasting's attention on whole new areas of majority interest as well.

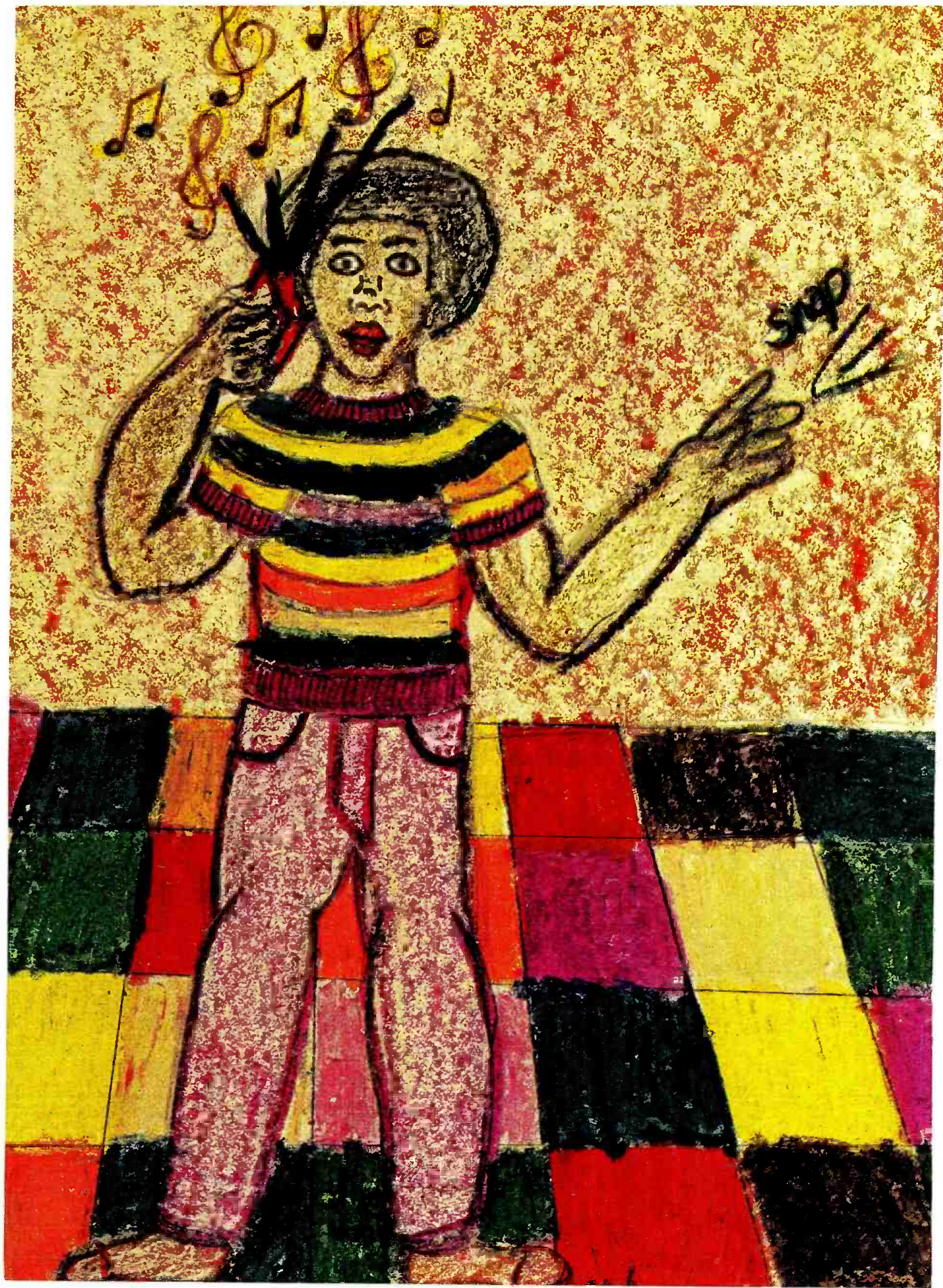
Today in broadcasting, there is a growing recognition of women as an "awakened majority." As a subject of programming content, this recognition was underscored when WBZ-TV in Boston pre-empted all network and local programming on January 18, 1974, for 17 consecutive hours to present "Yes We Can," a comprehensive examination of women's role in the total society.

In terms of participation within the operations of Group W today, women host daily programs, women anchor newscasts and women work as news editors, writers, investigative reporters and executive producers. Women act as community and urban affairs coordinators and consumer reporters. Women work as promotion managers, business managers, engineers and sales account executives. And at one station, perhaps not even surprisingly, a woman broadcasts sports.

The capability of a television station to respond to needs within its own community is important. Obviously, however, programs which apply to a given community frequently apply to others as well. An ability to interchange programming and ideas between stations is, therefore, a major advantage of the operating structure of Group W.



Patient, age 39, Walter E. Fernald State School, Waltham, Massachusetts.



This interchangeability can be spontaneous, as in the case of a particular news story or investigation. Or predictable, as in the case of groupwide educational programming. Each Group W television station, for example, is responsible for the local production of a specified number of educationally-oriented programs every year. The programs deal with a wide variety of subjects. Speed reading, literature, medicine and mathematics, to name a few. Once produced, these programs are distributed to all Group W stations.

Programs developed for one market, equally appropriate to many. WBZ's Commuter Computer is another example. Created to meet Boston's traffic and energy problems, the idea was adapted to other Group W markets faced with the same problem.

Programming, of course, is only one aspect of broadcasting. It's crucially important. But the involvement of the broadcaster often must extend into other areas. For Group W, the relationship between a corporate philosophy of service and the fact that broadcasting is a commercial medium raises important questions, questions of responsibility, questions of leadership.

The Group's policy regarding the allocation of time for commercials provides a good case in point. All Group W stations set stringent limits on the number of minutes per hour that can be sold, limits well below those set for the industry by the National Association of Broadcasters,

and, based on the entire broadcast day, limits stricter than any of their competitors. And this is particularly true in the area of children's programming. What's more, all Group W stations banned cigarette advertising one full year before it was required by law.

A broadcasting company is responsible for what it puts on the air. Group W believes a broadcasting company should also be concerned with what it accomplishes in and for the community it serves.

In 1973, for example, WBZ-TV in Boston, joined with sister-station WBZ Radio in sponsoring a "Blood Brotherhood Day" for New England. 1,008 pints of desperately needed blood were collected, the largest single day contribution up until that time in the state's history. In 1974, despite a hazardous snowstorm, a two-day drive brought in 2,312 pints more.

In December, 1974, KDKA-TV in Pittsburgh joined with sister-station KDKA Radio in support of the city's Children's Hospital. Together, they raised one-third of a million dollars.

For more than five years, KPIX in San Francisco included a "Jobs for Veterans" feature in its regular 6 PM news program. Between 1968 and 1973, the photographs of more than 1,000 veterans of the war in Viet Nam were shown, along with descriptions of the kinds of work being sought. Over 85% got jobs.

In 1973, on February 4, KYW-TV and KYW Radio invited both sides in a month-old Philadelphia public school teachers' strike to negotiate on live television and radio. The four-hour session was a broadcasting first. For Group W, it was another example of the role media can play on the fine line between news reporting and news making.

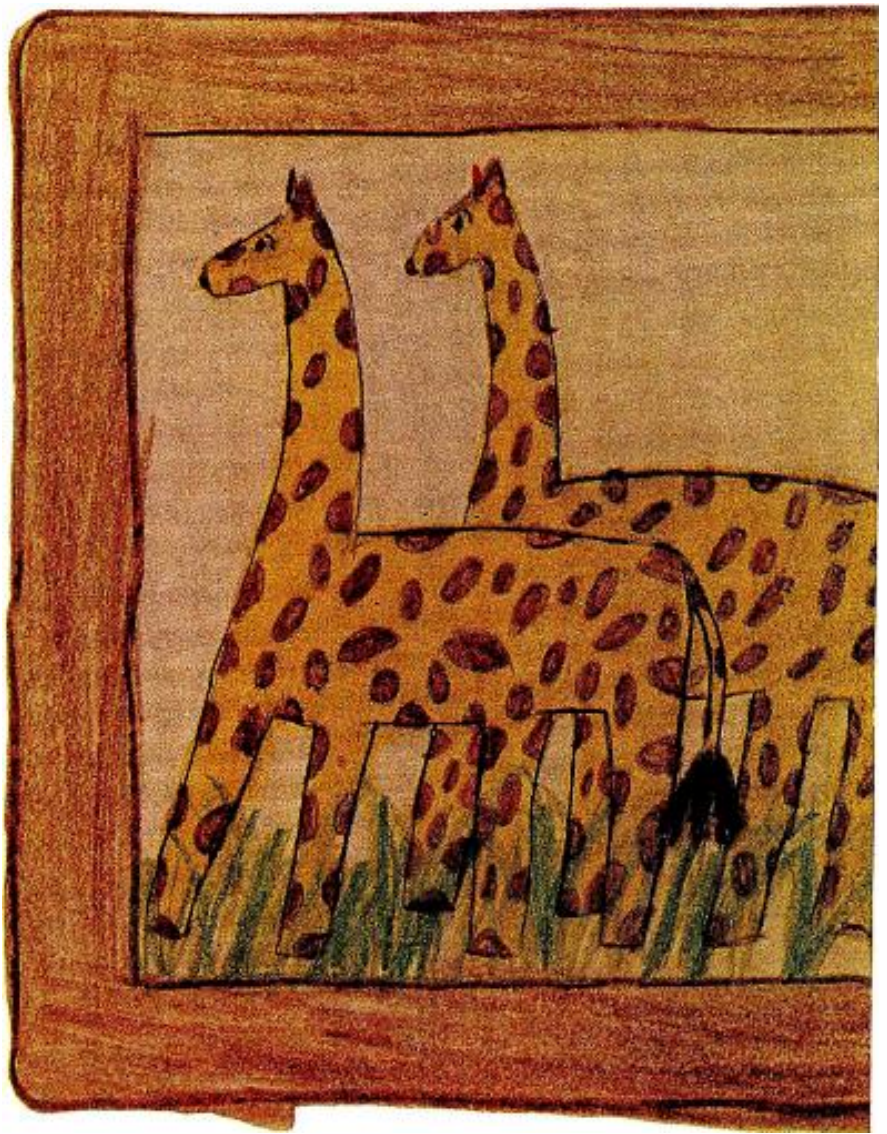
In 1973, a WJZ-TV editorial urged that all public officials in the state of Maryland be subject to full disclosure of their real estate holdings. Naturally, not all public officials liked the idea. Fortunately, enough did. Now it's a law.

The examples are just that, examples only. Recent examples in fact. No such overview can adequately portray the specialness of Group W's concern. Almost any station or group of stations could put together a similar list.

The difference, perhaps the only difference, is in the extent to which those examples can be carried.

A group of stations working together, emphasis on together. The role played by Group W staff is central to the success of the whole. Support. Coordination. Financing. And back-up.

In radio, that back-up comes primarily in the form of Group W's worldwide news service. But Group-wide programming doesn't stop there. The development of special programs on subjects of interest in all markets is central to the Group concept.



In 1973, for example, the industry's most prestigious honor, the George Foster Peabody Award, was presented to Group W for "Breakdown," a 13-part *radio* series investigating the bewildering collapse of major urban and social systems in this country.

It is in television, however, that the programming input of a central source is most significant.

Group W Productions is a separate operating entity within the Westinghouse Broadcasting Company. For many, Group W and its corporate symbol are best known in connection with the programs produced by that company for

both Group use and general syndication.

In particular, the afternoon talk/variety show is largely the product of Group W creativity. The public's interest in knowing about things and people, political figures and celebrities, is reflected in the success of programs like the Mike Douglas Show, as well as the original Merv Griffin Show, the Steve Allen Show and the David Frost Show, all developed by Group W Productions.

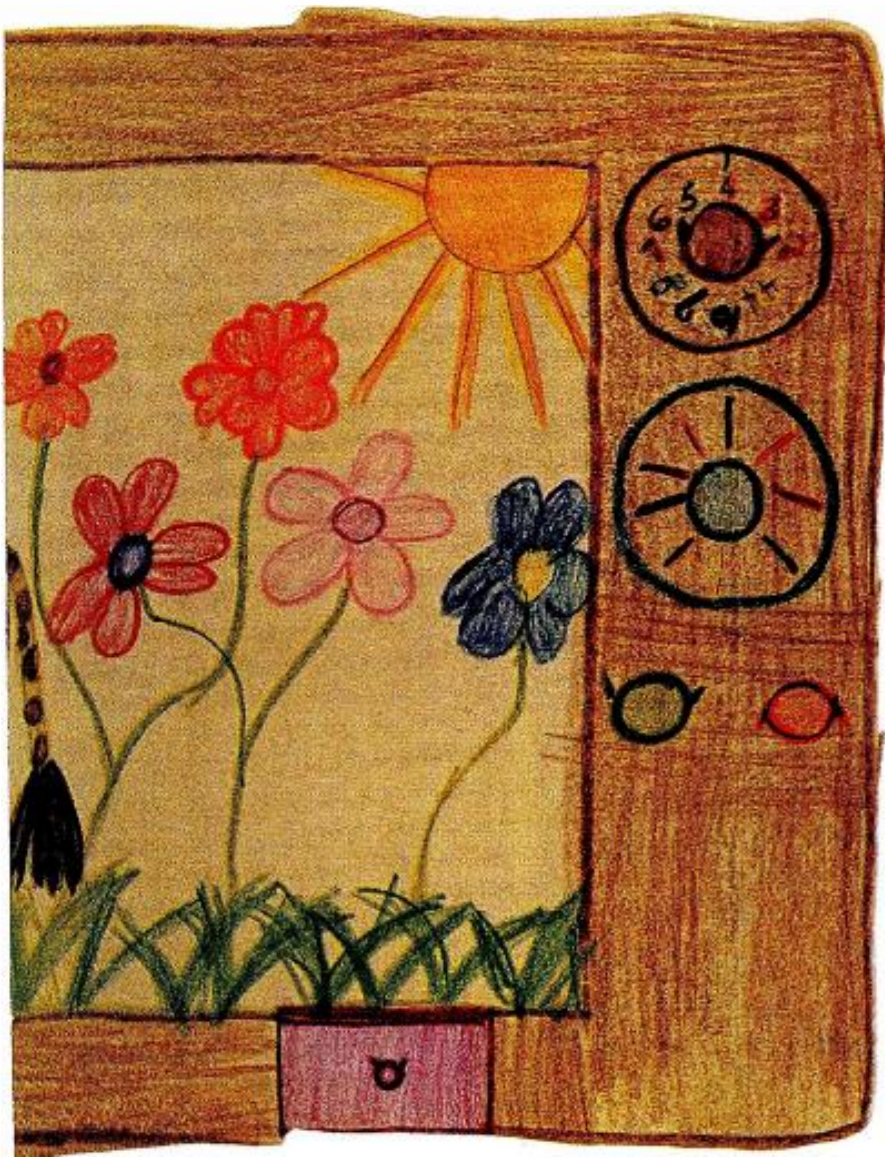
The Mike Douglas Show is a good case in point. On the air since 1961 and programmed on more than 100 stations, the

show's success is beyond question. Among other indices, Mike Douglas was the first daytime personality to win an Emmy.

The show seems to respond to a need that is perhaps peculiarly American. It not only entertains, it democratizes; it reduces the larger-than-life mythology that surrounds public figures to life-size.

Responding to a need. Getting to what is real. It's an important part of the business of responsible broadcasting.

Real. Group W's "Black African Heritage" series was a landmark exploration of Black America's cultural roots. Like many Group W documentaries,



the importance of this series was recognized by other broadcasters. It was sponsored and programmed in America's top 25 markets.

Real. Group W's commitment to children's programming is directed consistently and exclusively to the development of healthy attitudes about life and experience. This is true of all Group productions, from the award-winning "Earth Lab" series to the current "Call It Macaroni" project, a series of primetime specials involving young people in a kind of personal exploration of America. Filmed on locations around the United States, the programs

take youngsters out of their own surroundings and put them into lifestyles and cultures they might not otherwise encounter. The idea is to extend their concept of television as a medium of entertainment to other areas as well. The same is true of Group W children's programming at the local level.

In Baltimore, WJZ-TV's "Bob Turk and the Sunshine Kids" exposes children to a variety of different situations in order to familiarize them with a world beyond their own experience.

In Boston, WBZ-TV's "For Kids Only" puts prominent

newsmakers into a press conference situation, with children asking the questions.

KYW-TV in Philadelphia broadcasts "Challenge," a quiz show for children, developed as a stimulus to learning and education in general.

In Pittsburgh, KDKA-TV's "We, Our, Ours and Us" uses music, magic and puppetry to focus on the need for self-acceptance in younger children.

In San Francisco, KPIX's "Children's News Conference" allows kids to confront their heroes and by extension, to discover them as people.

Getting to what is real.



Doris Ruth Katz, Philadelphia Center For Older People, Philadelphia, Pennsylvania.

Some time ago, Group W assigned a special documentary team to explore America's deepening racial crisis. The result was an unprecedented program called "One Nation: Indivisible." It took up three-and-one-half hours of television primetime, it shocked a lot of people, and it won the George Foster Peabody Award.

In the years since, Group W television documentaries have won virtually every major award the industry offers. Shown on all Group W stations, as well as other stations across the country, these programs have examined subjects from corruption to criminal injustice. From welfare and housing to drugs and ecology. From mass transit and politics to busing and the dangers of fire in high-rise structures.

In 1971, a specially assigned production unit spent almost a year examining one teenager's involvement with drugs. The resulting portrait of the boy and his family was not a pleasant one. But it was honest.

In citing "All the Kids Like That" for an Alfred I. duPont—Columbia University Award in Broadcast Journalism, the jurors pointed in particular to that fact. "The producers," they said, "faced with a complex and frustrating human situation, refused to simplify or capitulate in favor of a happy or hopeful ending."

Refused to simplify. Refused to capitulate. They did, however, search. The search for solutions to problems is an important part of Group W's commitment to documentary journalism.

In 1972, "The Suburban Wall," winner of the 1972 Robert F. Kennedy Journalism Award, contrasted the continuing segregation of communities like New Canaan, Connecticut and San Leandro, California, with the successful integration achieved in Stoughton, Massachusetts.

Hopefulness, whenever possible. Timeliness, always.

In 1973, "Freedom and Security: The Uncertain Balance," studied, with what *The Christian Science Monitor* called "careful balance," the issues raised by national security investigations into the private lives of American Citizens. The American Bar Association cited the program as an "outstanding example of public service responsibility meriting the recognition of the legal profession."

Five television stations. Seven radio stations. With common standards and a shared philosophy. That's the foundation. But it builds from there.

Innovation. Creativity. A sense of industry responsibility. Recognition of the relationship between broadcasting and the community. Access for the interchange of programs and ideas. A resource for the creation and production of worthwhile programming.

This report is not intended as a documentation of achievement. It is an expression of commitment. What we have done is done. What remains to be done, we are doing. And we'll do.

Group W. Where people are concerned about broadcasting. Where broadcasting is concerned about people.

Radio Stations

WINS	90 Park Ave., New York, NY 10016
WBZ AM/FM	1170 Soldiers Field Rd., Boston, MA 02134
KDKA AM/FM	One Gateway Center, Pittsburgh, PA 15222
KYW	Independence Mall East, Philadelphia, PA 19106
WIND	625 North Michigan Ave., Chicago, IL 60611
WOWO	124 West Washington Blvd., Ft. Wayne, IN 46800
KFWB	6419 Hollywood Blvd., Los Angeles, CA 90028

Television Stations

WBZ-TV	1170 Soldiers Field Road, Boston, MA 02134
WJZ-TV	Television Hill, Baltimore, MD 21211
KYW-TV	Independence Mall East, Philadelphia, PA 19106
KDKA-TV	One Gateway Center, Pittsburgh, PA 15222
KPIX	2655 Van Ness Ave., San Francisco, CA 94109

Group W Productions, Inc. 90 Park Ave., New York, NY 10016



WESTINGHOUSE BROADCASTING COMPANY

90 PARK AVE., NEW YORK, NEW YORK 10016

CBS rejects PSA's for clemency board

Spokesman says amnesty issue can't be treated within limits of spot

CBS officials said last week they had decided not to carry the 60-second and 30-second public-service TV and radio announcements by which the Presidential Clemency Board hopes to get draft evaders and military deserters interested in the administration's conditional amnesty program. Officials of ABC and NBC, however, said they had not seen the spots—which as far as they knew had not in fact been submitted—and there were reports that the clemency board had decided to offer the spots only to stations, not to networks.

A CBS spokesman said officials there had seen scripts for at least some of the spots but he acknowledged that the scripts may have arrived via CBS owned-and-operated stations rather than through submission for network use. He said CBS's negative decision, which would be applicable to O&O's as well as the CBS-TV and radio networks, was based on the conclusion that the PSA's deal with a controversial issue, and that rejection was consistent with CBS's policy against accepting paid announcements on controversial issues. He said the amnesty issue was too complex to be dealt with in 30-second or 60-second announcements but that it could be—and several times had been—covered on CBS newscasts. Also implicit in classifying the announcements as controversial, he said, was the belief they would be subject to fairness-doctrine demands for time for differing views.

He said one other amnesty PSA had been offered and also was turned down by CBS—one produced jointly by the National Council of Churches and the American Civil Liberties Union (BROADCASTING, Jan. 13). Featuring Burt Lancaster in one version and Wayne Rogers of *M*A*S*H* in another, the NCC/ACLU message says in effect that the Presidential Clemency Board's plan is one approach but that there are other options and that people interested in learning about them may call such-and-such a number.

While CBS rejected this one, too, an ABC spokesman said ABC had carried it and an NBC spokesman said NBC had scheduled it for broadcast and presumably had carried it. But both said they were still waiting to see the ones from the clemency board that started it all.

WROR-FM case is moot

The U.S. Court of Appeals in Washington has denied the FCC use of the commission's decision in a case involving the proposed sale of RKO General's WROR-FM Boston as a precedent for judging station-citizen group agreements.

In August 1973, the commission approved the sale of the station to Heftel Broadcasting-Boston Inc., but disapproved an agreement between Heftel and the Boston Community Media Coalition,

Minority Caucus. The commission felt Heftel would surrender some of its licensee responsibility to the group. The commission later denied the Minority Caucus's petition for reconsideration on the ground that the issue had become moot since Heftel and RKO decided not to consummate the sale. And the commission had asked the court to dismiss the Minority Caucus's appeal for the same reason.

The court, however, said it was sending the case back to the commission with instructions to vacate its two orders and to substitute for them one simply dismissing the matter as moot. That way, the court added, "the path is cleared for any future consideration by the commission of the issues involved in agreements such as the one entered into by Heftel and the Minority Caucus without precedent having been established . . ." The court also made it clear it was not passing on the merits of the commission's refusal to approve the agreement.

Too tough a test?

FCC's third-class operator exam and its study guide are criticized as unfair; commission denies charges, says, however, test was upgraded when operators got bigger roles

Individual broadcasters and disgruntled broadcast students have been writing the FCC to complain over the high rate of failure of those taking the commission's exam for a third-class operator's license. Their basic criticism is that the official FCC study guide does a poor job of preparing the applicant for the test, and that the use of "sneaky" questions and a heavy reliance on technical knowledge do not adequately measure prospective broadcasters' abilities.

The North Carolina Association of Broadcasters expressed particular concern that such a high rate of exam failure represents an obstacle to broadcasters' attempts to extend employment opportunities to minority groups.

Phyll Horne, chief of the FCC Field Operations Bureau, refuted the charges. Mr. Horne noted that the FCC revised its exam in response to the broadcast industry's plea that third-class operators be allowed to operate higher power and directional stations. (Previously, first-class operators were required to fill those positions and some broadcasters had reported difficulties in hiring people with those qualifications.) When the commission changed its rules in July 1972 to permit third-class operators to undertake upgraded duties and responsibilities, Mr. Horne said, it also revised the exam to reflect those responsibilities.

Mr. Horne denied that any purposely "sneaky" questions are included and noted the emphasis on technical material was commensurate with what a third-class operator's responsibilities entail. Mr. Horne also pointed out that an applicant can gain a provisional license, good for one year, during which time he can retake the exam as often as necessary to pass.

Media Briefs

Sight plus sound. Groups representing deaf citizens petitioned FCC to require that all televised emergency bulletins be broadcast in visual as well as aural form. Groups, including Deafwatch, National Association of the Deaf and Deaf-Pride Inc., said that approximately 70% of 13.4 million deaf and hearing impaired citizens watch TV, but noted frustration of deaf individuals who see news bulletin logo flash on TV, but off-camera announcer tells what is happening, unaccompanied by any visual explanation.

Advance warning. New minority pressure group, Coalition Against Racism and Sexism (CARS), says it will challenge licenses of four New York stations: WCBSTV, WNBC-TV, WNEW-TV and WNET-TV. CARS, whose spokeswoman Florynce Kennedy says coalition represents number of "feminists, blacks, chicanos, workers, gay activists and church and consumer groups," claims that four stations have "raked in the profits without reinvesting a significant proportion of income to maintain acceptable program standards." Challenges must be filed by May 1.

Airborne. Creative Media Consultants Inc., new California-based firm, has combined talents of several San Francisco broadcasters in broadly based consultant service covering programing, engineering, and marketing needs. Concern has added advantage of rapid service—several employees are licensed pilots and fly company aircraft to client locations. CMC will emphasize service to small and medium markets, and is equipped to deal with problems in music, news, personnel, sales, equipment, and FCC relations. CMC numbers among its clients KNEW(AM) Oakland, KEST(AM) San Francisco and KWUN(AM) Concord, all California. Box 3146, Walnut Creek, Calif. 94598. (415) 938-4444.

Flak. Proposal by Jeremy D. Lansman and Lorenzo W. Milam that FCC freeze out religious and government institutions from applying for reserved noncommercial channels (BROADCASTING, Jan. 13) has evoked cry of "discrimination" from Colorado religious broadcaster. Western Bible Institute, licensee of non-commercial KWBI(FM) Morrison, denied any one-sidedness in its program performance and said individual evaluation by FCC on station-by-station basis is more appropriate than discriminatory blanket freeze.

New NBN affiliates. National Black Network has added following seven stations to its line-up: WSRG(AM) Raleigh-Durham, N.C.; WTNJ(AM) Trenton, N.J.; WANM(AM) Tallahassee, Fla.; WTQX(AM) Selma, Ala.; WGOV(AM) Valdosta, Ga.; WYAZ(AM) Yazoo City, Miss.; and WVNS(FM) Tuskegee, Ala. NBN now has total of 73 affiliates.

AM-FM consultants. Lucille M. Barrett, former California and Hawaii broadcaster, announces opening of Lucille M. Barrett & Associates, specializing in radio consulting services. Suite 1515, 631 O'Farrell Street, San Francisco 94109.

New NAB policy on lottery ads is distributed

Board approves only language that gives real description of state-run games; other actions at Palm Springs: effort to ease operator exam situation, opposition to cable carriage of gas-pipe stations and changes in FTC's co-op ad regulations

Although federal law now permits lottery advertising on radio and television in states with official lotteries, the National Association of Broadcasters has determined that there are a number of things lottery ads should not say. Last week, NAB circulated guidelines, endorsed by its TV and radio boards, listing the do's and don'ts of lottery advertising.

Generally, under the NAB TV and radio codes, broadcast lottery advertising cannot "unduly exhort the public to bet." Specifically, under the accompanying guidelines, such broadcasts cannot: (1) indicate what fictitious winners have done, may do, or hope to do with winnings, (2) use unqualified or inaccurate language about winning (for example, "There's a pot of gold for those who buy lottery tickets"), (3) use ap-

proaches that praise people who buy tickets and denigrate those who don't.

What a lottery ad can talk about, under the guidelines, is the following: the purpose of the lottery, how the lottery works, the price of tickets, the number of ticket outlets and their names and addresses, the number and types of lottery prizes, winning lottery numbers, the names and addresses of places where tickets can be cashed in, the expiration dates on winning tickets. Further, a lottery ad can refer to or depict actual winners, and can use "qualified or factual language" about potential wins. For example, it can say, "You can win \$50,000," or "5,632 people will be richer after this week's lottery drawing."

The NAB radio and TV boards voted to remove the code bans on lottery advertising at the winter board meetings in Palm Springs, Calif., two weeks ago (BROADCASTING, Jan. 20). In other board actions:

■ The radio board voted to urge the FCC to revise its third class operator tests, this at the recommendation of Jack Younts of WEEB(AM) Southern Pines, N.C., who noted the high rate of failure on the tests (see story, page 59). The board also voted to petition the FCC to increase the number of outlets for administering the test by making it available at all post offices and civil service examination centers (currently it can only be taken at FCC regional offices). And finally, the radio board instructed the NAB staff to suggest to the FCC that it

either lengthen the license term or give a second chance to holders of provisional third-class operators licenses when their one-year licenses expire. The NAB staff is looking into the possibility of a petition to the FCC.

■ The radio board voted to petition the FCC to stop CATV systems from carrying carrier current-signals from college campuses beyond their normal service areas. This action was sparked by Robert Hilker of WCCG(AM) Belmont, N.C.

■ The radio board voted to hire a consultant to urge the Federal Trade Commission to halt what the radio members see as discrimination against the use of radio in some co-op advertising plans. What they want is for the FTC to say that a plan which bars a local retailer from using any media save print for advertising is an anticompetitive practice. The commission has never before investigated possible discrimination between the use of different media, and is apparently reluctant to do so.

■ The joint board voted to appoint a committee to look into the possibility of increasing the number of NAB fall conferences from six to seven or eight, with the idea that more conference locations would encourage greater attendance. The committee has not yet been appointed.

■ The joint board voted to change the rules for the Distinguished Service Award to require that the award winner be living and present to receive the award.

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K&E's Tannenbaum lauds NARB's track record

Three years ago, the advertising industry faced a choice between self-regulation and government regulation to achieve truth and accuracy in commercial messages. The National Advertising Review Board, the industry's attempt at self regulation, has met with "resounding success" since that time, according to Stanley Tannenbaum, chairman of the board of Kenyon & Eckhardt, New York, who also is chairman of the public relations and publicity committee of the NARB. Addressing the Washington Ad Club Jan. 21, Mr. Tannenbaum examined the record case-by-case to conclude NARB has hammered out "the success story of the decade."

When skeptics doubted the industry could police itself as effectively as the government would, "we recognized," Mr. Tannenbaum said, "letting someone else air our dirty linen is less attractive than washing it ourselves."

NARB was born, comprising 30 advertiser, 10 agency and 10 public members. The investigative arm of NARB, the National Advertising Division of the Council of Better Business Bureaus (NAD), which handles incoming complaints, has so far passed along only 23 cases, "barely 3%" of the complaints, to the five-member NARB review panel, Mr. Tannenbaum said.

He enumerated a set of guidelines that have evolved from past NARB decisions and "that cut through sham, hypocrisy and ignorance in our industry. If followed, these guidelines will force us, the

practitioners of advertising, to keep faith with the consumer and with the public interest."

The criteria, he explained, are whether or not the average consumer might be misled by ad claims, whether independent scrutiny will bear out research data, whether facts can support comparisons ("NARB views comparative disparagement as a serious matter"), and whether stylistic effects such as satire, fantasy and exaggeration are used to mask misleading claims. Mr. Tannenbaum also reminded that trademarks and slogans are not claims.

Star Japanese pitcher to play catch-up for Subaru car sales

Lois says broadcast campaign seeks identity on par with Toyota, Datsun

Network radio and spot TV will team with Japan's outstanding baseball pitcher, Masaichi Kaneda, in a \$3-million, broadcast-only campaign to begin in late February for Subaru car models.

The campaign, created by Lois Holland Callaway, New York, agency for Subaru (manufactured by Fuji Heavy Industries of Japan), will emphasize the theme, "Stick with the Stars!" (Subaru and Kaneda). Independent Media Services Inc., New York, is making the spot TV buys in 30 markets and network radio purchases.

The TV commercial shows U.S. base-



Who, me? Masaichi Kaneda for Subaru automobiles.

ball figures, Gaylord Perry, Lou Brock and Yogi Berra, lauding Mr. Kaneda for his prowess; the scene moves to the latter who says, "Who, me?" in English and then speaks Japanese. His remarks are translated into English by a voice-over announcer. The Japanese pitcher, who has won 400 games, makes the point that Japan has adopted the American national pastime of baseball and cars; mentions that Americans have learned about Japan's economical Toyota and Datsun cars, and adds: "But the best is yet to come—the culmination of Japanese technology—Subaru!"

George Lois, president of LHC, said that Subaru is far behind Toyota and Datsun in car sales and in advertising clout in the U.S. He pointed out that Subaru suffers from a lack of identification in this country. The mission of the

advertising campaign is to "make Subaru famous fast" and the agency is relying exclusively on the broadcast effort to overcome the identity problem.

The agency decided to mention its competitors, Datsun and Toyota, in a favorable way in the commercial on the theory that the successful image of those Japanese cars will carry over to Subaru.

American, GM extend rebate carrots

Former will do so with heavy TV, latter only lightly on radio

General Motors and American Motors joined the rebate-advertising motorcade last week.

Lagging behind Chrysler and Ford by more than a week, General Motors indicated that its advertising effort for its rebate program, at least at the outset, would not be so ambitious as either of its two main competitors. General Motors has scheduled a one-week spot radio campaign in drive time in the top-25 markets and will use newspapers in the top-125 markets. The agency for General Motors is D'Arcy, MacManus & Masius, Bloomfield Hills, Mich.

American Motors' splurge will be more extensive. It planned to begin a network TV effort last Friday (Jan. 24) and continue it through early February, halting it primarily because then the company already has scheduled a mas-

Books for Broadcasters

400. 1975 BROADCASTING YEARBOOK, the one-book library of radio and TV facts—the practically indispensable reference work of the broadcast business world. \$17.50, or \$15.00 prepaid

401. 1975 BROADCASTING CABLE SOURCEBOOK, the most complete and comprehensive listing for every operating system in the U.S. and Canada. \$10.00, or \$8.50 prepaid

402. THE LIGHTER SIDE OF BROADCASTING, a selection of 124 Sid Hix cartoons reprinted from BROADCASTING Magazine. An excellent gift item. \$5.50

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. \$12.95

404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. \$5.95

405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. \$12.95

406. THE BUSINESS OF RADIO BROADCASTING by Edd Rautt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages., illustrated. \$12.95

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409. CATV SYSTEM MAINTENANCE by Robert B. Cooper, Jr. Devoted to maintenance from antennas through construction and complete troubleshooting. 192 pages. \$12.95

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411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. \$9.95

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sive TV campaign to introduce its new Pacer model. A spokesman said NBC-TV was not included in the rebate advertising because "NBC was about sold out and just couldn't accommodate us." Agency is Cunningham & Walsh, New York.

Both the Ford and Chrysler campaigns (BROADCASTING, Jan. 13, et seq.) were described as having produced satisfactory results. A spokesman for Chrysler said he had returned from a dealer convention and the overwhelming majority there reported that traffic and sales had increased substantially since the start of the rebate-advertising program.

Ford Motor Co. said that early reports from dealers indicated that sales and traffic have risen as a result of the program. An official said dealers are "enthusiastic and the selling climate for all of Ford's car lines have improved considerably since early January."

All auto manufacturers have been stressing in their advertising that sums ranging from \$200 up to \$600 will be rebated to buyers of new cars. The rebate-advertising effort will continue until late February and may be extended, according to auto company officials.

Spray caveat sought

The National Organization for Women's Media Task Force has petitioned the Federal Trade Commission to require health warnings in all advertising for feminine deodorant sprays. In radio and TV, the warning (visual as well as oral in the case of TV) would state that the product may cause harmful reactions for which a doctor should be consulted promptly. For print advertising, a more detailed warning would be required, based on a label warning which the Food and Drug Administration has proposed to impose. NOW also asked the FTC to forbid the use of the word "hygienic" in such advertising, whether in print or on the air. If the FDA makes final its proposed label warning, the NOW petition asserts, broadcast advertising should warn that the product may be harmful and should advise listeners and viewers to read the package label before buying.

Prescription-drug ad ban questioned by FTC's Dixon

Federal Trade Commissioner Paul Rand Dixon last week questioned state prohibitions on advertising of prescription drug prices. "It does seem to me that there is scant justification in this day and age for officially sanctioned prohibitions on the freedom of individual drug retailers to advertise the prices of prescription drugs in a nondeceptive manner," he told the National Association of Chain Drug Stores Inc. in Washington.

Mr. Dixon said he thinks truthful price advertising will result in lower prices. To back this claim he noted a study by John Cady, assistant professor of marketing at the University of Arizona, which concluded that prescription drug prices in states which forbid price advertising are 4.3% higher than in those states which permit it.

Mr. Dixon also cautioned against welshing on "advertised specials." "Advertisements which promise bargain prices for products that turn out to be unavailable eventually lose their attractive force, and short-term gains become long-term losses for all concerned."

He said further that the FTC, which is currently studying the state prohibitions, will do all it can to encourage price advertising.

Outside the family

The Long Distance Division of the American Telephone & Telegraph Co., New York, is investing an estimated \$4 million on the three TV networks and four radio networks in the first three months of 1975 to deliver its new message, "Friendship Is For Keeps—So Keep in Touch with Long Distance." The campaign theme is a switch from the previous accent on "family" phone calls. Dan E. Hutchins, advertising director, long lines, said research confirmed that the telephone was being used more and more by people to maintain friendships. To buttress this message, AT&T had an original tune composed called "Friendship is For Keeps" for use in TV and radio commercials, and engaged Tony Bennett, the Carpenters and Valerie Simpson to star in them.

Business Briefs

Three to two. Twelve challenges to national advertising were resolved during December 1974 by National Advertising Division of Council of Better Business Bureaus. Five involved television. Found acceptable were challenged commercials for Breon Laboratories Inc. (Bronkaid Mist); Leisure Dynamic Inc. (tricycles) and Louis Marx & Co. (Big Wheel tricycle). Advertisers agreeing to discontinue challenged commercials were Gillette Co. (Earth Born shampoo) and Mego International (Dynamite doll and bike).

Royal sales treatment. Sports Media Sales, Beverly Hills, Calif., has been named exclusive national sales representative for the Kansas City Royals radio network of All-American Network. AAN, division of Stauffer Broadcast Division, will originate Royals baseball for next three seasons.

D-F-S expands. Dancer-Fitzgerald-Sample, New York, has purchased 40% equity in Munich, Germany, partner-member DFS Dorland Fortune (DDF). German agency's name will change from Dorland, Munich to Dancer-Fitzgerald-Sample + Roth — Dorland GMBH, with annual billings of \$14 million. DDF is holding company with five partner agencies, each with 20% equity: Dancer-Fitzgerald - Sample; Garrott - Dorland - Crawford Holdings, London; Fortune, Sydney; Advico-Delpire, Zurich/Paris; and DFS + Roth, Dorland GMBH, Munich. Earlier negotiations to consolidate Dorland Berlin and Dorland Munich were terminated and former will no longer be associated with DDF.

Academic assent. Hardee's Food Systems, Rocky Mount, N.C., has agreed to discontinue use of TV commercial found by National Review Board panel to be "potentially misleading" because it implies that Hardee's hamburgers are broiled over wood charcoal when, in fact, they are cooked over gas-fired ceramic briquets. Hardee's issued statement disagreeing with panel's conclusion but said it agreed to discontinuance of TV commercial because its use already had been terminated "for totally unrelated reasons prior to learning of panel's position."

No cutback. Audits & Surveys Inc., New York, reports that new product introductions, despite current recession, continue to grow. Organization said its test marketing division has more than doubled its activity in this area in past month. Television is used widely for new product introductions.

BAR reports television-network sales as of Jan. 12

ABC \$21,336,000 (26.6%); CBS \$27,436,600 (34.1%); NBC \$31,594,700 (39.3%)

Day parts	Total minutes week ended Jan. 12	Total dollars week ended Jan. 12	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday					
Sign-on-10 a.m.	91	\$ 515,900	113	\$ 742,400	\$ 561,100
Monday-Friday					
10 a.m.-6 p.m.	948	9,504,700	1,450	18,311,900	16,663,900
Saturday-Sunday					
Sign-on-6 p.m.	258	7,326,700	500	11,000,300	9,525,400
Monday-Saturday					
6 p.m.-7:30 p.m.	98	2,248,700	162	4,872,600	4,900,900
Sunday					
6 p.m.-7:30 p.m.	15	785,400	29	1,057,000	1,454,400
Monday-Sunday					
7:30 p.m.-11 p.m.	394	23,283,200	679	40,368,900	45,367,400
Monday-Sunday					
11 p.m.-Sign-off	165	2,535,400	261	4,014,200	2,916,900
Total	1,969	\$46,260,000	3,194	\$80,367,300	\$81,390,000

Source: Broadcast Advertisers Reports

Back to bench on 'Pensions'

NBC, RTNDA, SDX argue 'hands off' position as case—once won for broadcasters at appeals court—is recalled for judicial rerun

The debate over whether NBC violated the FCC's fairness doctrine in connection with its documentary on private pension systems broadcast more than two years ago resumed last week, as parties began filing briefs with the U.S. Court of Appeals in Washington.

The filing deadline was for those urging reversal of the commission's position. And the plea—by NBC and, in a separate friend of the court brief—by the Radio-Television News Directors Association and by the Society of Professional Journalists (Sigma Delta Chi)—was for a court decision assuring broadcasters wide latitude in making fairness doctrine judgments. NBC's position received support also from the National Association of Broadcasters, CBS and the *New York Times*. They said the FCC had improperly interfered in NBC's news judgment.

A panel of the court last September issued an opinion—on a 2-to-1 vote—reversing the commission's opinion, holding that the commission had erred in re-

jecting NBC's view that the program did not raise a fairness doctrine issue even though it recognized that the view was reasonable.

However, Accuracy in Media, the conservatively oriented media watchdog that had initiated the case with a complaint to the FCC, did not let the matter rest there. It petitioned the full nine-member bench to vacate the panel's opinion and rehear the case—and the court in December ordered rehearing *en banc* and vacated the panel's decision.

NBC has consistently maintained that the program, *Pensions: The Broken Promise*, dealt with "some problems in some pension plans" and that that issue was not controversial.

Last week, it said it viewed the case as "an expansion of the fairness doctrine into the single area in which the First Amendment and fairness doctrine rights of broadcasters are at their apex: the reporting of news."

NBC does not argue that news or documentaries are exempt from the fairness doctrine. But it says the court should follow language expressed in earlier cases that support the proposition that the commission should apply "a 'permissive reasonableness standard'" in reviewing broadcaster fairness-doctrine decisions and that broadcasters have "a 'wide degree of discretion' and 'broad leeway for professional judgment' under the fairness doctrine."

The RTNDA-SDX brief contends that

there is no way, short of repeal of the fairness doctrine, that a broadcaster can become a "journalistic free agent." But, the brief says, a "breathing space" could be afforded the broadcast journalist if the court adopted a standard for the commission to follow in fairness doctrine cases that was analogous to the "actual malice" test for libel cases.

Thus, "a broadcaster's exercise of discretion should not be overturned unless the commission finds that the broadcaster has been knowingly or intentionally unfair or has acted in reckless disregard of fairness." Where rectification but no license demerit or penalty is proposed, the board adds, a commission finding of "gross unreasonableness in failing to provide time for a particular expression of views might be sufficient to warrant action."

RTNDA and SDX contend that such a standard would be in keeping "with judicial efforts to minimize the chilling effects of legal regulation of public debate."

A Watergate warning

As a result of Watergate, "the press today is basking in credit for something it did not do, just as it was taking the blame a few years ago for something it did not do" and as it will soon be wrongly blamed again, says Robert E. Mulholland, executive vice president of NBC News. "In fact," he continued, "it has already

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started. I read something the other day that hinted if the television networks would only stop reporting increasing unemployment and rising prices, maybe they would go away and not lead to more of the same. The next step is to blame us outright for inflation, and recession, and unemployment. And if the jobless commit crimes to get money for food, there are those who will blame television." Mr. Mulholland, who spoke at an awards banquet sponsored by KMTV(TV) Omaha, urged his listeners and viewers—the dinner was televised by KMTV—to “think before you blame us. Even if you get frustrated, mad or enraged, don’t make the mistake of saying let’s bring in the government to make them handle the news the way we see it. Because what will happen is that government will move in and make us handle the news the way the government sees it.”

What Rather is running for

CBS's controversial former reporter on the White House beat finds comfort and fulfillment in his role with 'CBS Reports'

Some network news executives are probably wondering how CBS is going to keep Dan Rather down in the studio after he's seen the Presidency.

The answer will doubtless emerge this Friday (Jan. 31) with the broadcast of the first edition of *CBS Reports* to have the full participation of Mr. Rather, its newly named anchorman-correspondent. “The Best Congress Money Can Buy,” (10-11 p.m. EST) is an investigation of congressional campaign reform, and it is largely written, reported and delivered by the former CBS White House correspondent. Furthermore, the idea for the program was his.

The 43-year-old reporter terms his new assignment a “cataclysmic” change, and compared it to moving from the Associated Press to the *Christian Science Monitor*, “off the cutting edge of daily journalism.” More cataclysmic, he said, in an interview with *BROADCASTING*, is to have “time to think” for the first time in months.

That time produced the concept for the first Rather-styled documentary since last winter's *Nixon on Nixon* close-up on the former president. Campaign reform is something Mr. Rather says he “really cares about and knows something about,” since it is one of the principal lessons of Watergate. The *CBS Reports* team's investigation into the matter has led it to conclude that the campaign reform measure passed by Congress last year does not have the clout to stop influence peddling. The new provisions “made it more difficult to funnel special interest money into presidential campaigns,” observed Mr. Rather, “but not into congressional campaigns.”

The identification of a documentary series with one reporter-anchor is not a new concept at CBS. Mr. Rather hastens to stress, referring uncomfortably to the tendency on the part of some to pitch him as another Edward R. Murrow. “I

hope we're lucky enough to turn out one or two broadcasts as good as what Murrow did week after week,” he says. Among the subjects he hopes to turn into future *CBS Reports* are prison reform, foreign affairs and an examination of the FBI. He and the producers are also talking about composing follow-ups to *CBS Reports* of the past, such as “Hunger in America,” the “Berkeley Rebels,” or “Civil Rights.” Follow-ups to some 1975 *CBS Reports* material, Mr. Rather anticipates, may appear on the CBS weekend newscasts, which he anchors. *CBS Reports* may begin experimenting with the portable mini-camera, too, he reports and with *cinefilm verité* techniques. And “every broadcast” he allows, “does not have to have Dan Rather front and center.”

Ed Murrow “set the standard” for reportorial journalism, Mr. Rather says, and during the past 15 years, “a lot of us were not up to meeting that standard” because of television news's courtship of regular daily broadcasts. As CBS, for one, seeks to retrieve the Murrow formula, it looks to one of the prime exponents of the regular newscast. Mr. Rather was CBS presidential correspondent for almost 10 years. “Some people seemed to think I carried around a special folding set of the White House and whipped it out and stood in front of it” to deliver *CBS Evening News* reports, he noted. When Mr. Rather was asked last September to hang up his White House mikes, the other two networks contacted him, it was reported, and NBC News offered him a contract.

As to whether he sees himself the heir apparent to Walter Cronkite, Mr. Rather demurred that all he really wants to be is a reporter, since he is the type who “really enjoys hanging around tank towns in the South.” He takes the “that stuff’s



Rather

all right if you don't inhale” approach to the superstar element of his career. But he is openly, although humorously, dubious about his current stature. “This is probably where I’ll end up,” he said of the *CBS Reports* assignment. “Some people would say that as to success, I’ve performed the Indian rope trick: climb all the way to the top and then disappear.”

Salant warns of external-internal pressures that beset journalism

Australians told that responsibility by newsmen must go hand-in-hand with guarantees of freedom of press

“Whatever the shortfalls in freedom of the print press around the globe, those shortfalls are very significantly greater for broadcast journalism,” said Richard Salant, president of CBS News, last Saturday (Jan. 25). He said it in Canberra, Australia, in a prepared lecture before the Australian Institute of Political Science. Entitled “The Media and the State: A View from the United States,” the address dealt with one of Mr. Salant’s favorite topics, for which he campaigns continuously here and abroad: freedom of the press.

Discussing government-funded broadcasting, Mr. Salant lashed out at the “climate of pervasive politics” in the U.S. which has “kept this fine experiment [public broadcasting] from achieving its promise and hope.” But the CBS News president did “not leave the impression that private advertiser-supported American broadcasting is wholly free of governmental control” either. (He said the only nation that assures broadcasting its basic freedoms is West Germany).

Referring obliquely to the Supreme Court decision to uphold the *Miami Herald* in the press access dispute, *Tornillo vs. Miami Herald* (*BROADCASTING*, July 1, 1974), Mr. Salant said that the court generally does well by broadcast journalists, but that the “terrible rub” is that the court “held that the First Amendment applies to broadcast journalism in a considerably different way, and to a significantly lesser extent, than it does to the print press.”

“Federal broadcast regulations providing for a right of reply have been held to be permissible under the First Amendment, although very recently, a state imposed right of reply as applied to newspapers has explicitly been held unconstitutional under our First Amendment,” he said.

Mr. Salant concluded unequivocally that there can be no press freedom for broadcasters under a system of government licensing. “The trouble,” he explained, “is that potentially ‘public interest’ is whatever the state says it is.” He quoted a 1974 interview in the *Los Angeles Times* with Ken Clawson, Richard Nixon’s one-time director of commu-

nications, who referred to the "privately owned" newspaper, exempt from some criticism, but the "TV's ass" that "we all have a piece of" which made broadcasting his critical target. "Happily," noted Mr. Salant, "Clawson and his colleagues never quite discovered what they were 'entitled to do,' except to use the telephone to our bosses, to make hostile, critical speeches reminding us we are government licensees, to conduct phony investigations of our reporters and to wire-tap them, and to encourage the administration's friends to try to take the license away from those who were their enemies—for example, the licenses of the television stations owned by the *Washington Post*, which was the leader in exposing Watergate."

Mr. Salant finds "disturbing evidence that we newsmen care about press freedom a good deal more than people do" and quoted a letter from a viewer who applauded the Soviet technicians' "pulling the plug" on U.S. broadcasters sending reports on the plight of Russian Jews from Moscow to the U.S. during former President Nixon's June trip to the U.S.S.R.

"If the press is to maintain its integrity," he said later, "there are limits beyond which no self-respecting newspaper or broadcaster should go to achieve the popular vote of purchase or attention. For much of great journalism involves the reporting of disagreeable and unsettling facts and unpopular causes."

Duped in Paducah

Two radio stations are tricked into false school-closing bulletins; one outlet is 'billed' by board of education for lost state aid

The board of education for Livingston county, Ky. has presented a bill for \$2,334.50 to WKYX(AM) Paducah, Ky., charging the station with broadcasting false information about school closings during a snow storm earlier this month.

Apparently, WKYX was the victim of a hoax. On the evening of January 12 the station received a call from a person purporting to be secretary to the Livingston county school superintendent. The caller informed WKYX that schools would not be open in the county the following day due to road conditions. Since most other area schools had already announced cancellation of classes and the caller sounded "authoritative," according to a WKYX spokesman, Livingston county was added to the list of school cancellations already being broadcast by the station.

The following morning WKYX learned that the closing announcement was the work of a jokester and that Livingston schools would operate normally that day. The station broadcast notice of the error and an apology. But it was too late. Nearly 700 students didn't show up that day and WKYX was then billed \$3.50 per student absent—the amount of state aid that the school system gets per attending student per day.

At least one other station, WDXR(AM) Paducah, broadcast the same false information after taking a sinister call. (A

third station in Paducah, WPSD-TV, was also called but did not air the false announcement. The news editor on duty at the time was suspicious because the station's code system was not used and the caller did not follow procedure by asking for the news director.)

The school board has not billed WDXR nor has it asked for the station to split the bill with WKYX. Gary Morse, general manager of WKYX, feels that his station got the board's bill as a "gesture of displeasure" from the school board. WKYX has been a strong opponent of the Livingston county school board's practice of holding mostly closed meetings.

At this point Mr. Morse does not know whether his station will pay the bill or any part of it.

Getting straight

Public broadcasting presents efforts of yesterday's rebels in world of television

The self-styled video freaks of the late sixties and the early seventies have begun to channel their talents into political-cultural documentaries for public television.

The latest effort of TVTV (Top Value Television), a 15-member unit that was set in motion by Michael Shambert, the author of *Guerrilla Television*, is a series of four half-hours called *Gerald Ford's America*. For three months, the TVTV people trained their portable, half-inch video-tape Sony color cameras (black and white for low-light situations) on politicians, on the Washington press corps and on the man in the street. It took the unit five weeks of editing (at the Television Laboratory in New York) to get 160 hours' worth of tape down to the two hours that are now being distributed nationally by the Public Broadcasting Service.

According to Paul Goldsmith, a TVTV executive, the unit is now headed for Mamou, La., to do a 60-minute documentary on the effect of the New Orleans Mardi Gras on the Cajun musicians in



Hand-held vantage. A TVTV (Top Value Television) cameraman focuses his Sony Videorec camera on Maureen Dean, wife of Watergate figure John Dean, for a segment of the four-part *Gerald Ford's America* for PBS.

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TVTV is operating under a basic grant of \$230,000 from the Rockefeller Foundation and the Ford Foundation, funneled through noncommercial WNET-TV New York. The funding arrangement specifies that TVTV is to deliver three more hours of programing, including the Louisiana documentary, before next Aug. 31.

The unit previously did documentaries on the 1972 Republican and Democratic conventions and on the appearance of the Guru Maharaj Ji at the Houston Astro-dome two years ago.

Journalism Briefs

Second-hand rose. NBC News is negotiating with John W. Dean 3d, former White House counsel, about its possible use of part or parts of book he plans to write about Watergate, NBC spokesman reports. He made statement in response to questions after newspaper accounts quoted Mr. Dean, without elaboration, as saying he was in negotiations with NBC. Mr. Dean, recently released after four-month jail sentence for role in Watergate coverup, has tentatively titled book "Decision of Consequence" but apparently has not started writing it. He was quoted in interview as saying he would start writing after vacation.

FOI fund raisers. Four broadcasters have been named members of Freedom of Information Fund-Raising Committee of University of Missouri, to serve until July 1, 1975: M. E. Greiner Jr., WMC-TV Memphis; Daniel Kops, Kops-Monahan Communications, New Haven, Conn.; Ancil Payne, King Broadcasting Co., Seattle, and Sherril Taylor, CBS Radio, New York. Advisory Council of 30 includes eight executives representing three networks plus group ownership representatives.

Back to school. Tom McCall, ex-governor of Oregon and newsman and commentator at KGW-AM-TV Portland from 1956 to 1964, becomes Tom McCall, professor of journalism, at Oregon State University, Corvallis. Mr. McCall, who ended his legal limit of eight years in office Jan. 14, will teach spring term. Private funds donated by friends established \$30,000-a-year chair in his name.

Cablecasting®

Wiley attempts to alleviate cable fears about '77

Times have changed since writing of new rules to go into effect two years hence, says chairman, and FCC can adjust accordingly

For a cable-television industry that finds the reality of its rate of growth less than its expectations, and worried about what it regards as the new burdens FCC rules will impose on it in two years, FCC Chairman Richard E. Wiley had some heartening words last week.

Some of those requirements, he said, "while well intentioned when enacted, may now be either unrealistic or unnecessary." Cable's unlimited potential for public service, he said, "is not matched by unlimited private resources."

The chairman, speaking to the Illinois/Indiana Cable Television Association convention in Indianapolis, was referring to specific requirements the rules adopted in 1972 will impose on cable systems in the top-100 markets by March 31, 1977.

- A capacity of at least 20 channels.
- Compliance with the "one-for-one" rule (if a system uses over 10 channels for television signals, it must have an equal number for nonbroadcast use.)
- Two-way capability.
- Public, educational and local government access channels, with the added requirement to add channels as demand increases.

Cable spokesmen have been complaining to the commission that such requirements are becoming increasingly unrealistic. The cost of the necessary capital is increasing rapidly, they say, and revenues are not keeping up with the needs of a very capital-intensive industry.

Chairman Wiley indicated he had been listening. The visions that most industry observers had of cable's future in 1972 are not proving out, he said, and added:

"The public interest is in no way served if our regulatory standards so far exceed public need or demand that the surplus becomes a leaden weight slowing the growth of the industry. Moreover, I think

it is time to recognize that 'free' services are never free—someone has to pay for them and, in this case, that someone is a fledgling industry which, in many instances, can ill afford to do so."

The chairman went even further. He said he thought the evidence provided by such rules demonstrates that "at this point in its development," cable television "is overregulated." And he said he intends to do something about it.

He noted that the commission last May created both a "1977 Task Force" to study the problems cable systems will face in meeting the 1977 standards, and a "re-regulation task force," to parallel an effort in broadcasting.

The chairman said the two groups, in combination, "will soon bring to the commission various proposals to alleviate undue industry burdens and to eliminate unnecessary regulatory requirements—proposals which I believe will receive serious consideration and, in many instances, favorable consideration."

Throughout his speech, Chairman Wiley stressed that the commission does not regard its actions in the field of cable as immutable. He noted that the commission had repealed its rule requiring cable systems of more than 3,500 subscribers to engage in program originations, and had modified its rules concerning line extension provisions.

He said the same kind of willingness to learn from experience would be evident in the commission's application of the pay-cable rules it is expected to issue in the near future. The outline of new rules the commission made public in November (BROADCASTING, Nov. 18, 1974) dismayed cable operators; they felt the rules would be far too restrictive, too protective of broadcasters. Chairman Wiley last week said he believes the new rules "will reflect a fair and reasonable effort" to balance the requirements of pay-cable entrepreneurs on the one hand and the need, on the other, to assure the public that its reliance on local broadcast service will not be "unduly diminished."

But he also said the commission "will remain responsive to the dynamics of subscription programing and its relation to conventional broadcast service, and to monitor the effects of our rules with considerable scrutiny." If the rules do not work, he added, "they'll have to be changed."

The chairman expressed views on some other cable television matters pending before the commission.

In discussing program-exclusivity rules, he said he believes in the fundamental concept of nonduplication protection, but regards it as entirely appropriate to review the necessary size of the zone of protection and the treatment which should be accorded out-of-town signals that are "significantly viewed."

He is "taking a very close look at the idea of dual-channel coverage, something which would greatly alleviate the irritation which I know that many cable subscribers feel . . . whenever nonduplication results in blacked-out viewing channels."

And it seems to him, at least tenta-

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tively, that converting the small-system exemption from the nonduplication rule from a community to a headend subscriber count makes good sense.

In any event, he said, nothing the commission does is "set in stone." Everything should be reviewed periodically. And if cable operators have a complaint or suggestion, he said, he would like to hear it. "Your input into the commission's constant process of education, awareness and resulting change is essential," he said, "from your standpoint and ours."

AMST: Don't look back

The Association of Maximum Service Telecasters has asked the FCC to dismiss a petition by a former commission general counsel, Henry Geller, that seeks a return to the August 1971 cable signal-carriage proposals of the commission (BROADCASTING, June 3, 1974). The commission instead based its signal-carriage rules on the November 1971 consensus agreement among broadcasters, cable operators and copyright owners. AMST, however, claims Mr. Geller's assertion that the original proposals would have been adopted in the absence of the cable consensus is false. And AMST questioned a rationale for weakening the present cable rules since, it says, the cable industry has not lived up to the agreement.

Cable Briefs

Pay pays. Optical Systems Corp. and American Television and Communications Corp. have agreed to bring OTC's pay cable operation, Channel 100, to ATC cable subscribers in Claremont, Pacific Beach and La Jolla, Calif., through interconnection with Channel 100 services in San Diego. Alan H. Greenstadt, OTC president, predicted that as result of agreement and others like it, number of Channel 100 customers in San Diego area will double to about 34,000 in next 18 months.

Becker bankrolls. Becker Communications Association has made \$700,000 loan to Norseman Communications, Inc. to purchase and operate cable systems in Ada, Alger, Minister, Bluffton, Fort Laramie and New Bremen, Ohio, in western part of state. Area has population of about 17,500 people.

Reverse flow. Efforts are under way to bring Canadian television programs to cable subscribers in the United States via satellite, according to Robert E. Button, director of satellite development for Teleprompter. Speaking before the Canadian Cable Television Association last week, Mr. Button said the technical and business arrangements for the process have begun, "albeit somewhat gingerly." His company's experiments over the past year with relays of CBC programs by Anik, Canada's domestic communications satellite, suggests, Mr. Button said, "the U.S. public would like some alternative, even if it is only John Wayne speaking French."

Equipment & Engineering

Battle lines re-form in historic pattern over remote pickup

Broadcasters, mobile services: each fears being shortchanged by rule concessions to the other

The tug-of-war between broadcasters and land-mobile operators over frequency allocations was back on center stage last week in comments on proposed revisions of the FCC rules on remote pickup broadcast stations.

The current proceeding followed a National Association of Broadcasters petition in 1971 requesting that the commission amend its rules regarding not only remote pickup broadcast stations, but also aural broadcast studio-transmitter links, intercity relay stations and television auxiliary broadcast stations.

Last September the FCC in a notice of proposed rulemaking launched the instant proceeding, but requested comments only on the NAB's proposals as they applied to remote pickup broadcast stations. The proposals essentially call for channel splitting in the 450-455 mhz band, earmarking certain frequencies for transmission of program material only and establishing a limited number of narrow band (10 khz) channels for operational communications, such as tone signaling and cueing. The proposals also suggested licensing of groups of stations as a system authorized to a single license, and would require the use of type acceptance equipment in remote pickup stations. Further provisions call for simplification of the current logging procedures and the setting aside of additional frequency bands for use by lower-power broadcast auxiliary stations.

Comments filed by the NAB recounted the scope of their original petition, and though it obviously endorsed the FCC's current rulemaking thrust, the NAB was quick to claim the need for a review of all regulations pertaining to broadcast auxiliary services.

The three major networks also filed comments in support of the proposed amendments, though the action was a pro forma exercise. Representatives of all

three TV networks had served on the NAB engineering advisory committee, which promulgated the proposals embodied in the current proceeding.

CBS did spotlight the NAB suggestion that channel splitting in the 450-455 mhz band be accomplished in 50 khz bandwidths, to insure adequate signal quality for programing material.

That point brought opposition from several land-mobile groups, which claimed 25 khz was more appropriate for maximizing frequency allocations.

The Special Industrial Radio Service Association Inc. conceded the proposed changes are "long overdue," but noted the revisions did not go far enough. Why should remote pickup broadcast stations meet standards less demanding than those imposed on land mobile-users?, SIRSA asked. Another sticking point regarding the proposals, SIRSA said, was the exclusion of frequency coordination procedures for those assignments shared by broadcasters and land mobile users.

The Association for Broadcast Engineering Standards also applauded the direction of the FCC's rulemaking suggestions, which would significantly simplify logging and licensing procedures and help standardize frequency allocations. But ABES pointed out that applications for prior temporary operating authority should be discarded. Under the present rules, a broadcaster must apply for prior authority to use a frequency on a temporary basis that is not already assigned to him. ABES explained that coverage of fast-breaking news events is impeded by the need to obtain such operating authority. Also ABES would like to see logging procedures eliminated altogether.

The National Association of Business and Educational Radio looked on the proposals in light of their recent petition to the FCC regarding band widths on the 450-455 mhz band and the reallocation of certain frequencies between broadcast pickups and business radio services (BROADCASTING, Jan. 6). The NABER petition wanted the present 100 khz band width reduced to 25 khz, not 50 khz as the NAB proposal envisions. Also NABER's worry over congestion in the frequencies set aside for land-mobile radio was at odds with NAB's concern over a lack of frequencies for remote broadcast use.

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Pay OK. FCC has approved SDC Pay TV System which scrambles and unscrambles both picture and sound for use by over-air subscription television systems. Encoding and decoding process was developed by System Development Corp., Santa Monica, Calif., and Pay TV Corp., New York, as joint venture. Pay TV, which acquired rights to SDC technology (BROADCASTING, April 8, 1974) plans to franchise other pay systems or operate its own systems in TV markets in U.S. and Canada, using new process of transmitting signals. System Development will be responsible for all engineering and technical aspects. Commission, which must approve all pay TV hardware systems, upon grant of SDC process brought total number of approved systems to four. SDC, 2500 Colorado Avenue, Santa Monica, 90406; Pay TV, 680 Fifth Avenue, New York 10019.

Planning ahead. RCA Corp. reports that CBC has leased 20 RCA video-tape recorders and seven complete TV film systems for use in coverage of 1976 Summer Olympics in Montreal. Lease arrangement includes 24-hour daily maintenance service by RCA.

Satellite ball keeps rolling

Encouraged by a survey indicating strong interest by educational institutions in participating in a satellite distribution service for educational programing, the steering committee of the Public Service Satellite Consortium last week held a working session to plan a general organizational meeting next month.

The PSSC traffic committee reported that "considerable potential demand" exists for the service—apparently enough to fill a multichannel system. Questionnaires were mailed to 1,000 universities, four- and two-year colleges, libraries and public schools, and 345 institutions from nearly every state indicated they would be willing to participate in the organization. Only 66 institutions indicated no interest.

The survey also indicated that most institutions would use the service to feed students via closed circuit television, but almost 60% also hope to work with local ground distribution systems, public and private television, and radio and cable television to send programing to off-campus students.

The steering committee meeting, headed by H. Rex Lee, former FCC commissioner, also heard reports on satellite studies done by the Public Broadcasting Service, Corporation for Public Broadcasting (both of which are participants in the consortium) and the Ford Foundation, which is considering making a \$5-\$7 million low-cost loan to PBS to upgrade its network with a satellite (BROADCASTING, Jan. 13).

The committee drew up proposed articles of incorporation and by-laws to be presented to potential participants at a meeting in San Diego, Feb. 19-21, where technical and financial possibilities will be publicly outlined in detail.

Added factor in popularity of records

Programers, in New York and Miami especially, look to discos for early-warning signs of hit singles

Ten years ago discotheques with offbeat names such as Arthur and Cheetah were a dominant force in pop music. Today that dominance has returned in some areas, as "disco" play is often an important source of leverage for airplay on major contemporary stations, and on record sales.

Most disco music is recorded, and in the last six months, record company service to dance clubs has increased markedly. Disco-goers hear new singles and album cuts, request them and buy them. The results for top 40 have sometimes been striking. Last summer, WABC(AM) New York, long considered one of the most difficult stations on which to break a record, added *Rock the Boat* by the Hues Corp. solely on the basis of sales generated by disco play. The single was picked up by stations across the country, finishing as the second most widely heard single of 1974. Similar success was achieved by George McCrae's *Rock Your Baby*, which began as a disco hit in the Miami area and was broken by WHYY-FM Fort Lauderdale-Miami.

Program directors are divided, however, on how much impact disco play has on stations nationwide. Its most important asset is that it has become a predominant factor in determining airplay in New York, and as few contemporary decision-makers will deny, what is played in New York has great impact on what is played elsewhere. Rick Sklar of WABC, examining his current lists, finds "a couple of top singles always come out

of discos. When one of them catches, it moves very fast." New York seems to be the national leader in sales volume generated by disco play, and record promotion to New York clubs has risen accordingly. The pattern of growth of a disco hit is not as easily charted as that of a radio favorite, however, as Mr. Sklar points out: "It can be in the discos for two or three months before it happens." The few singles which disco-goers buy for their home collections out of the many they hear can provide a good indication of what will sell on the radio, he says.

Miami is similarly "a dance-oriented market" as Bill Tanner of WHYY points out. With the growth of clubs in the area, the station noticed R&B records crossing over into sales among white audiences without any airplay on pop stations. "It had to be the discos," Mr. Tanner asserts. New singles from George McCrae and the Jimmy Castor Bunch are doing well in the area now, largely due to disco exposure.

The vast majority of national hits which benefit from disco play are by black artists, but not all are. In Louisville, Ky., the resurgence of the disco scene led John Randolph, program director of WAKY(AM), to begin testing five records weekly with club audiences. Without noticeable local sales reaction to disco play, the survey is based solely on requests, but the station has received early warning on recent hits by Linda Ronstadt and the Eagles from response at those clubs. The popularity of Paul McCartney's *Sally G* was also predicted in this manner.

Record promotion to stations is adjusting accordingly. "The most common phrase I hear from promotion people now is 'top five in the discos,'" one program director claimed.

Still, for a large number of stations disco play has yet to shed much new light on tastes and trends within individual markets. Jim Smith of WLS(AM) Chicago sees his station "on the low

Tracking the 'Playlist'. The rapid ascent of Arista Records is manifested this week in the rise of Barry Manilow's *Mandy* to the top spot on the "Playlist." The label also has a new release from Tony Orlando and Dawn, *Look in My Eyes Pretty Woman*, at 38 on the chart. Along with *Mandy*, Neil Sedaka's *Laughter in the Rain* and the Carpenters' *Please Mr. Postman* combine MOR success with movement to the top of pop lists. Four climbing singles that make their first appearances in the top 10 this week are the Eagles' *Best of My Love*, rising to six, and Linda Ronstadt's *You're No Good*, making a strong gain and being bolted at nine. Sandwiched between are two disco-oriented hits, Carol Douglas's *Doctor's Orders* (7) and Gloria Gaynor's *Never Can Say Goodbye* (8). The other prime mover in the top 20, AWB's *Pick Up the Pieces*, is at 14. Heavy rock's return to hit status is effected by Grand Funk's *Some Kind of Wonderful*, at 18. Bachman-Turner Overdrive's *Roll on Down the Highway* continues to add stations, and is bolted at 28. Frankie Valli's *My Eyes Adored You*, after a brief slack period, is moving very quickly and is bolted at 29. The week's most impressive jump, however, is made by Olivia Newton-John's *Have You Never Been Mellow*, which breaks into the list at 34—the formula that made *I Honestly Love You* the most-heard single of 1974 has been closely duplicated and program directors are being convinced accordingly. The hottest disco record of the moment seems to be Labelle's *Lady Marmalade*, which, breaking principally out of the Boston area, makes a strong debut bolted at 41. Sugarloaf may yet duplicate the success of *Green-Eyed Lady* with its latest release—*Don't Call Us, We'll Call You* is bolted at 53. Bad Company's second single, *Movin' On*, breaks in at 62 two weeks after its release. New releases from Sam Neely, Shirley and Company, Tim Moore, and the Hello People also make their first "Playlist" appearances.

The Broadcasting Playlist™ Jan 27

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. (M) 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
2	1	Mandy (3:15) Barry Manilow—Arista	1	1	1	1
3	2	Laughter in the Rain (2:50) Neil Sedaka—Rocket	2	3	2	3
4	3	Please Mr. Postman (2:48) Carpenters—A&M	3	2	3	2
1	4	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	4	4	4	4
6	5	Kung Fu Fighting (3:18) Carl Douglas—20th Century	5	7	5	6
10	6	Best of My Love (3:25) Eagles—Asylum	9	5	7	7
11	7	Doctor's Orders (2:56) Carol Douglas—RCA	6	8	6	5
15	8	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	8	6	10	9
21	9	You're No Good (3:35) Linda Ronstadt—Capitol	11	9	9	8
9	10	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	7	10	11	10
5	11	You're the First, the Last, My Everything (3:25) Barry White—20th Century	12	15	8	13
7	12	Cats in the Hat (3:29) Harry Chapin—Elektra	10	11	13	11
13	13	Morning Side of the Mountain (2:55) Donny & Marie Osmond—MGM	13	13	19	16
18	14	Pick Up the Pieces (3:00) Average White Band—Atlantic	14	20	12	12
14	15	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	19	12	15	14
8	16	Angie Baby (3:29) Helen Reddy—Capitol	15	14	16	17
19	17	Boogie on Reggae Woman (4:05) Stevie Wonder—Tama	17	19	14	15
22	18	Some Kind of Wonderful (3:16) Grand Funk—Capitol	20	17	21	18
20	19	Junior's Farm (4:20) Paul McCartney & Wings—Apple	21	21	20	19
17	20	Only You (3:16) Ringo Starr—Apple	18	16	23	21
16	21	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	16	24	17	22
24	22	Get Dancin' (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	25	22	18	20
25	23	Lady (2:58) Styx—Wooden Nickel	22	18	22	23
29	24	Fire (3:12) Ohio Players—Mercury	23	25	24	24
28	25	Black Water (3:53) Doobie Brothers—Warner Brothers	24	27	25	26
12	26	I Can Help (2:57) Billy Swan—Monument	27	23	28	27
27	27	Lonely People (2:27) America—Warner Brothers	26	26	26	28
69	28	Roll On Down the Highway (3:56) Bachman-Turner Overdrive—Mercury	34	30	27	25
47	29	My Eyes Adored You (3:28) Frankie Valli—Private Stock	28	31	29	32
23	30	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	29	28	41	29
32	31	Rock & Roll (I Gave You the Best Years of My Life) (3:25) Mac Davis—Columbia	31	29	33	36
31	32	Sweet Surrender (2:50) John Denver—RCA	30	33	32	34
33	33	Sally G (3:25) Paul McCartney & Wings—Apple	32	32	34	33
—	34	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	52	38	31	30
30	35	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	38	34	36	35
34	36	Dancin' Fool (3:15) Guess Who—RCA	61	40	30	31
44	37	I'm a Woman (3:26) Maria Muldaur—Warner Brothers	36	37	35	39
37	38	Look In My Eyes Pretty Woman (3:40) Tony Orlando & Dawn—Arista	35	36	37	40
43	39	Big Yellow Taxi (3:10) Joni Mitchell—Asylum	37	35	40	38
35	40	Ride-Em Cowboy (3:52) Paul Davis—Bang	33	39	44	42
—	41	Lady Marmalade (3:57) Labelle—Epic	47	50	39	37

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
37	42	#9 Dream (2:58) John Lennon—Apple	41	42	45	44
41	43	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	39	61	38	61
45	44	Nightingale (3:32) Carole King—Ode	40	45	50	48
42	45	Free Bird (4:41) Lynyrd Skynyrd—MCA	51	43	48	41
51	46	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	49	47	42	43
56	47	Changes (2:32) David Bowie—RCA	42	49	49	45
26	48	You Got the Love (2:54) Rufus—ABC/Dunhill	46	52	43	47
48	49	Ready (3:14) Cat Stevens—A&M	53	46	51	51
38	50	When a Child Is Born (3:29) Michael Holm—Mercury	43	51	54	50
39	51	I Feel a Song (in My Heart) (2:48) Gladys Knight & the Pips—Buddah	58	48	52	49
50	52	Struttin' (2:38) Billy Preston—A&M	44	57	53	52
63	53	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	54	54	58	53
40	54	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	50	60	55	59
55	55	You Are So Beautiful (2:39) Joe Cocker—A&M	55	56	57	57
53	56	Longfellow Serenade (3:30) Neil Diamond—Columbia	45	72	46	76
57	57	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	74	41	80	46
49	58	Dark Horse (3:52) George Harrison—Apple	57	55	63	62
60	59	Your Bulldog Drinks Champagne (3:29) Jim Stafford—MGM	56	58	62	66
58	60	Must of Got Lost (2:53) J. Geils Band—Atlantic	59	64	59	63
46	61	Tin Man (3:25) America—Warner Brothers	48	*	47	*
—	62	Movin' On (3:21) Bad Company—Swan Song	67	65	60	54
64	63	The Entertainer (3:05) Billy Joel—Columbia	60	63	64	60
52	64	I Belong to You (3:12) Love Unlimited—20th Century	62	62	61	64
59	65	Ain't That Peculiar (2:45) Diamond Reo—Big Tree	73	67	56	55
65	66	Poetry Man (3:15) Phoebe Snow—Shelter	63	59	66	58
—	67	Sugar Pie Guy (3:36) Joneses—Mercury	72	53	73	56
68	68	My Boy (3:25) Elvis Presley—RCA	65	66	70	67
—	69	I Fought the Law (2:15) Sam Neeley—A&M	*	44	*	*
—	70	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	66	73	67	65
72	71	Promised Land (2:50) Elvis Presley—RCA	69	69	68	73
—	72	Charmer (2:51) Tim Moore—Elektra	70	70	71	68
66	73	I've Got the Music in Me (3:40) Kiki Dee—MCA	68	*	65	71
71	74	I Am Love (5:30) Jackson Five—Motown	71	71	69	75
—	75	Future Shock (3:14) Hello People—ABC/Dunhill	*	68	*	70

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

end" of the disco-influence scale. Few records have crossed from discos to his playlist, and sales reaction to club hits has not been measured. Dennis Waters of WRC(AM) Washington concurs: "We're not picking up too much." Disco hits from other areas have not always fared well in Washington, and disco sales volume alone has not been sufficient to break any records. Mr. Waters also questions the extent of the correlation between the people who go to clubs and the people who listen to contemporary radio, at least in the capital area.

The RKO stations also appear unconvinced. Mardi Nehrbass, music coordinator for the chain, finds disco play "not at all a factor" in music selection. None of the singles programed by KHJ(AM) Los Angeles have broken out of local discos, and while disco play may be mentioned by disk jockeys along with other information on a given single, "these records are not necessarily things we aren't aware of in front." WRKO(AM) Boston was, however, instrumental in breaking Labelle's *Lady Marmalade* (41 on the "Playlist" this week and a major disco hit), but for reasons aside from disco play.

No one can ignore the success that a number of disco-born hits have had and are having, but many program directors seem to share the mood of Jay Cook of WFIL(AM) Philadelphia: "The discos are hot now, and it's the nature of this format to capitalize on trends"—and while acknowledging the effect of this latest trend, he and others are aware

that what has faded from popularity once (as the discos did in the late sixties) may do so again.

Breaking In

Please, Mr. President—Paula Webb (*Westbound*) ■ This narrative single is the latest effort by CKLW(AM), the Windsor, Ont., station that is the principal top-40 force in the Detroit market, to produce as well as play records. A year ago, the station put out a spoken tribute to American virtues by a Canadian, Byron MacGregor, entitled *Americans*; that single ultimately went gold. Paula Webb is a 10-year-old Detroit resident whose family has been hit by auto-industry layoffs. Her single is an open letter to President Ford on the situation, with a string backup. Written by CKLW newsman Randall Carlisle, the song is a highly emotional treatment of the problem, with Paula Webb promising to give up candy and wear the same dress every day to help save money.

Please, Mr. President is the first release by Westbound Records under its new distribution pact with 20th Century Records. So far, however, radio reaction to the song has not approached that accorded *Americans*: only CKLW among major contemporary stations added it last week.

I Fought the Law—Sam Neely (*A&M*) ■ Mr. Neely had a sizable regional hit in the South last fall with *You Can Have*

Her, and he now seems headed for national recognition with this remake of a familiar hit. Originally recorded by the Bobby Fuller Four in the mid-sixties and heard more recently in a version by the Hoodoo Rhythm Devils, *I Fought the Law (And the Law Won)* tells a time-honored rags-to-prison story. It is given an uptempo, C&W-tinged treatment by Mr. Neely. The single received quite a bit of radio attention last week and was added by WFIL(AM) Philadelphia, KEYN(AM) Wichita, Kan., KFMG(FM) Des Moines, Iowa, and WJET(AM) Erie, Pa.

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

- FROM HIS WOMAN TO YOU, Barbara Mason (Buddah).
- HAPPY PEOPLE, Temptations (Gordy).
- I GET LIFTED, George McCrae (TK Records).
- I WON'T LAST A DAY WITHOUT YOU/LET ME BE THE ONE, Al Wilson (Rocky Road).
- NEVER LET HER GO, David Gates (Elektra).
- PLEDGING MY LOVE, Tom Jones (Parrot).
- SAD SWEET DREAMER, Sweet Sensation (Pye).
- STAR ON A TV SHOW, Stylistics (Avco).
- THANKS FOR THE SMILES, Charlie Ross (Big Tree).

Broadcasting's index of 134 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Jan. 22	Closing Wed. Jan. 15	Net change in week	% change in week		1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting												
ABC	ABC	N	16 5/8	15 1/8	+ 1 1/2	+	9.91	28 3/8	12 3/8	5	17,186	285,717
CAPITAL CITIES	CCB	N	22	23 3/4	- 1 3/4	-	7.36	39 1/4	19 1/2	8	7,164	157,608
CBS	CBS	N	33 1/4	31 5/8	+ 1 5/8	+	5.13	40	25	9	28,092	934,059
CONCERT NETWORK*	O		1/8	1/8			.00	7/8	1/8		2,200	275
CDX	COX	N	13 1/8	12 1/4	+ 7/8	+	7.14	19 3/8	9 3/8	7	5,831	76,531
GROSS TELECASTING	GGG	A	8 1/8	7 7/8	+ 1/4	+	3.17	13 5/8	6 3/8	6	800	6,500
LIN	LINB	O	3 1/4	3 1/8	+ 1/8	+	4.00	6 3/4	2	3	2,297	7,465
MOONEY*	MOON	O	1 5/8	1 1/2	+ 1/8	+	8.33	3 5/8	1	4	385	625
RAHALL	RAHL	O	3	2 1/4	+ 3/4	+	33.33	6	1 3/4	6	1,297	3,891
SCRIPPS-HOWARD	SCRP	O	15 3/4	14 3/4	+ 1	+	6.77	17 1/2	13 1/2	6	2,589	40,776
STARR	SBG	M	3 3/8	3 1/4	+ 1/8	+	3.84	9	3 1/4	3	1,096	3,699
STORER	S8K	N	13 1/4	12 1/2	+ 3/4	+	6.00	17 3/8	10 7/8	5	4,725	62,606
TAFT	TFB	N	14 5/8	14 1/4	+ 3/8	+	2.63	23 3/8	10 3/4	5	4,011	58,660
WOODS COMM.*	O		5/8	5/8			.00	1	1/4	5	292	182
TOTAL											77,965	1,638,594
Broadcasting with other major interests												
ADAMS-RUSSELL	AAR	A	1	1 1/8	- 1/8	-	11.11	2 1/2	3/4	4	1,259	1,259
AVCO	AV	N	3 3/8	3 3/8			.00	8 7/8	2 1/8	9	11,481	38,748
BARTELL MEDIA	BMC	A	1 1/2	1 1/2			.00	2 3/8	5/8	2	2,257	3,385
JOHN BLAIR	BJ	N	4 1/2	4 1/2			.00	7 1/2	3 1/2	5	2,403	10,813
CAMPDOWN IND.*++	O		1/8	1/8			.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	2 5/8	2 3/8	+ 1/4	+	10.52	4 1/4	1 1/2	7	4,162	10,925
COMBINED COMM.++	CCA	A	5 1/8	5 1/8			.00	13	5 1/8	3	4,603	23,590
COWLES	CWL	N	4 5/8	4 3/4	- 1/8	-	2.63	7 1/8	3 7/8	6	3,969	18,356
DUN & BRADSTREET	DNB	N	20 3/4	20 1/4	+ 1/2	+	2.46	36	14 5/8	14	26,555	551,016
FAIRCHILD IND.	FEN	N	5 1/2	5 1/2			.00	6 3/4	3 3/4	7	4,550	25,025
FUQUA	FQA	N	4 5/8	4 1/2	+ 1/8	+	2.77	10 3/4	3 1/8	4	7,273	33,637
GANNETT CO.	GCI	N	25 1/2	27	- 1 1/2	-	5.55	38 1/4	20 1/2	17	21,080	537,540
GENERAL TIRE	GY	N	12 3/8	12 1/4	+ 1/8	+	1.02	18 1/4	10 1/4	3	21,096	261,063
GLDBETROTTER	GLBTA	O	1 1/4	1 1/4			.00	4 3/4	7/8	3	2,731	3,413
GRAY COMMUN.*	O		6	6			.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N	8	7 5/8	+ 3/8	+	4.91	14 1/4	6	6	4,340	34,720
JEFFERSON-PILOT	JP	N	29 5/8	31 1/2	- 1 7/8	-	5.95	38 1/4	20 1/2	13	24,188	716,569
KAISER INDUSTRIES*	KI	A	5 1/4	5	+ 1/4	+	5.00	8 1/2	4 1/4	2	27,487	144,306
KANSAS STATE NET.*	KSN	O	3 5/8	3 1/4	+ 3/8	+	11.53	3 7/8	2 3/4	6	1,741	6,311
KINGSTIP	KTP	A	2 7/8	2 3/8	+ 1/2	+	21.05	6 3/4	1 1/2	9	1,154	3,317

	Stock symbol	Exch.	Closing Wed. Jan. 22	Closing Wed. Jan. 15	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
LAMB COMMUN.***		P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	13 3/8	12	+ 1 3/8	+ 11.45	16 1/4	10 3/4	8	3,352	44,833
LIBERTY	LC	N	8 7/8	9 1/8	- 1/4	- 2.73	15 5/8	7 1/8	4	6,632	58,859
MCGRAW-HILL	MHP	N	7 7/8	7 1/2	+ 3/8	+ 5.00	9	5 1/2	7	23,291	183,416
MEDIA GENERAL	MEG	A	21 7/8	21 1/4	+ 5/8	+ 2.94	25 1/2	15 1/2	10	3,552	77,700
MEREDITH	MOP	N	9	9 1/8	- 1/8	- 1.36	11 3/8	8	3	2,978	26,802
METROMEDIA	MET	N	7 1/4	5 3/4	+ 1 1/2	+ 26.08	10 5/8	4 1/2	6	6,447	46,740
MULTIMEDIA	MMED	O	9 3/4	9 1/2	+ 1/4	+ 2.63	14 1/4	8 3/4	6	4,388	42,783
NEW YORK TIMES CO.	NYKA	A	8 7/8	8 3/4	+ 1/8	+ 1.42	13 3/4	6 7/8	5	10,231	90,800
OUTLET CO.	OTU	N	9 1/2	9 7/8	- 3/8	- 3.79	10	7	4	1,379	13,100
POST CORP.	POST	O	5 1/4	5 1/4		.00	16 1/2	4 3/4	4	882	4,630
PSA	PSA	N	4 1/8	4 3/4	- 5/8	- 13.15	10	3 3/4	5	3,181	13,121
REEVES TELECOM	RBT	A	1 1/8	1 1/8		.00	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 1/4	12	+ 1/4	+ 2.08	19 3/4	6 1/2	10	13,341	163,427
RUST CRAFT	RUS	A	5 7/8	6	- 1/8	- 2.08	10 1/4	5 1/8	5	2,341	13,753
SAN JUAN RACING	SJR	N	7 1/2	6 3/4	+ 3/4	+ 11.11	13 3/8	5 1/2	6	2,509	18,817
SCHERING-PLOUGH	SGP	N	46 7/8	48	- 1 1/8	- 2.34	74 3/8	44 3/4	21	53,823	2,522,953
SONDERLING	SDB	A	4 5/8	5	- 3/8	- 7.50	10	3 1/2	3	747	3,454
TECHNICAL OPERATIONS	TO	A	3 3/8	2 7/8	+ 1/2	+ 17.39	6 3/4	2 3/8	3	1,344	4,536
TIMES MIRROR CO.	TMC	N	12 1/2	13 1/8	- 5/8	- 4.76	17 5/8	9 1/4	7	31,385	392,312
WASHINGTON POST CO.	WPO	A	18 5/8	19	- 3/8	- 1.97	24 3/8	14 3/4	6	4,750	88,468
WOMETCO	WOM	N	7 5/8	7 7/8	- 1/4	- 3.17	10 1/4	6 1/4	5	5,985	45,635

TOTAL 367,636 6,373,592

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	2	1,672	1,045
AMERICAN TV & COMM.	AMTV	O	8	8 1/4	- 1/4	- 3.03	19 1/4	5 1/2	16	3,292	26,336
ATHENA COMM.***		O	1/8	1/8		.00	1 1/4	1/8		2,374	296
BURNUP & SIMS	BSIM	O	3 3/4	3 5/8	+ 1/8	+ 3.44	24 1/8	2 1/2	5	7,933	29,748
CABLECOM-GENERAL	CCG	A	2 1/2	2 1/8	+ 3/8	+ 17.64	4 1/2	1 1/2	9	2,560	6,400
CABLE FUNDING*	CFUN	O	5	5		.00	7 3/8	3 7/8	125	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 1/2	1 5/8	- 1/8	- 7.69	4 1/4	7/8	1	2,697	4,045
COMCAST*		O	1 1/4	1 1/4		.00	2 1/2	3/4	5	1,705	2,131
COMMUNICATIONS PROP.	COMU	O	1 1/2	1 3/8	+ 1/8	+ 9.09	3 3/8	1	30	4,761	7,141
COX CABLE	CXC	A	5 1/2	5 1/4	+ 1/4	+ 4.76	15 1/4	3 3/4	10	3,560	19,580
ENTRON*	ENT	O	1/2	1/2		.00	7/8	3/8	4	1,358	679
GENERAL INSTRUMENT	GRL	N	5 5/8	5 5/8		.00	17 1/8	5/8	3	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 1/8	5 3/8	- 1/4	- 4.65	9 1/2	4	5	963	4,935
TELE-COMMUNICATION	TCOM	O	1 1/4	1 3/4	- 1/2	- 28.57	5 3/4	7/8	1	5,181	6,476
TELEPROMPTER	TP	N	3 1/8	3	+ 1/8	+ 4.16	8 1/4	1 3/8	2	16,013	50,040
TIME INC.	TL	N	28 3/4	29 5/8	- 7/8	- 2.95	40 1/4	24 7/8	6	9,957	286,263
TOCOM*	TOCM	O	1 3/4	2	- 1/4	- 12.50	4 7/8	1 3/4	4	634	1,109
UA-COLUMBIA CABLE	UACC	O	5 1/2	5	+ 1/2	+ 10.00	6	3 3/4	9	1,795	9,872
UNITED CABLE TV CORP	UCTV	O	1 1/2	1 3/8	+ 1/8	+ 9.09	4 5/8	1/4	13	1,879	2,818
VIACOM	VIA	N	3 3/4	3 3/8	+ 3/8	+ 11.11	7 1/2	2 5/8	5	3,850	14,437
VIKOA**	VIK	A	1 1/8	1	+ 1/8	+ 12.50	4	1/2	1	2,534	2,850

TOTAL 85,762 522,358

Programming

COLUMBIA PICTURES	CPS	N	3 3/8	2 3/4	+ 5/8	+ 22.72	4 3/4	1 5/8	15	6,748	22,774
DISNEY	DIS	N	28 1/4	27 3/4	+ 1/2	+ 1.80	54 1/2	18 3/4	17	29,738	840,098
FILMWAYS	FWY	A	3 1/8	3	+ 1/8	+ 4.16	6	2 1/8	4	1,812	5,662
FOUR STAR		O	3/8	1/8	+ 1/4	+ 200.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	24 3/8	24 5/8	- 1/4	- 1.01	29 1/8	18 3/8	4	15,553	379,104
MCA	MCA	N	31 1/2	29 1/4	+ 2 1/4	+ 7.69	31 1/2	19 1/4	5	8,465	266,647
MGM	MGM	N	23 3/4	17 1/8	+ 6 5/8	+ 38.68	23 3/4	9 1/4	5	5,854	139,032
TELE-TAPE***		O	1/8	1/8		.00	3/4	1/8		2,190	273
TELETRONICS INTL.*		O	1 3/4	1 1/2	+ 1/4	+ 16.66	4 1/8	1 1/4	4	943	1,650
TRANSAMERICA	TA	N	7 1/8	7 1/8		.00	10 3/8	5 1/2	8	65,025	463,303
20TH CENTURY-FOX	TF	N	6 1/4	6 1/8	+ 1/8	+ 2.04	9 1/8	4 1/2	16	7,532	47,075
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	10 3/4	9 3/4	+ 1	+ 10.25	18 1/2	6 7/8	4	16,317	175,407
WRATHER	WCO	A	2 5/8	2 3/8	+ 1/4	+ 10.52	8 1/8	1 1/4	33	2,229	5,851

TOTAL 167,539 2,348,241

Service

8800 INC.		O	11 7/8	11 5/8	+ 1/4	+ 2.15	14 1/4	10	5	2,513	29,841
COMSAT	CO	N	30 1/4	30 3/4	- 1/2	- 1.62	40 3/8	23 3/4	7	10,000	302,500
CREATIVE MGMT.**	CMA	A	5 7/8	5 7/8		.00	7 1/4	3	6	1,016	5,969
DOYLE DANE BERNBACH	DOYL	O	6 3/8	6 5/8	- 1/4	- 3.77	11 1/2	5 5/8	4	1,796	11,449
ELKINS INSTITUTE***	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	6 1/8	6 3/8	- 1/4	- 3.92	11 1/4	5 3/8	4	2,046	12,531
GREY ADVERTISING	GREY	O	5 7/8	5 3/4	+ 1/8	+ 2.17	8 3/8	5 5/8	3	1,255	7,373
INTERPUBLIC GROUP	IPG	N	10 3/4	10	+ 3/4	+ 7.50	13	8 1/8	4	2,319	24,929
MARVIN JOSEPHSON*	MVSN	O	6 1/2	6 1/2		.00	8 1/2	3 1/4	4	802	5,213
MCI COMMUNICATIONS	MCIC	O	2 1/2	2	+ 1/2	+ 25.00	6 1/2	1		13,309	33,272
MOVIELAB	MOV	A	3/4	3/4		.00	1 5/8	1/2	5	1,407	1,055
MPO VIDEOELECTRONICS	MPO	A	1 1/8	1 1/8		.00	2 5/8	1		539	606
NEEDHAM, HARPER	NHMA	O	4 1/8	4	+ 1/8	+ 3.12	7 1/2	3 5/8	3	918	3,786
A. C. NIELSEN	NIELB	O	10 3/8	10 3/8		.00	28	7 3/8	10	10,598	109,954
OGILVY & MATHER	OGIL	O	11 1/2	11 1/2		.00	17 1/4	10	4	1,807	20,780
J. WALTER THOMPSON	JWT	N	5 3/4	5 5/8	+ 1/8	+ 2.22	12	4 1/4	17	2,624	15,088
UNIVERSAL COMM.***		O	1/8	1/8		.00	3/4	1/8		715	89

TOTAL 55,561 584,672

Electronics

AMPEX	APX	N	2 7/8	2 7/8		.00	4 7/8	2 1/4	3	10,885	31,294
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Stock symbol	Exch.	Closing Wed. Jan. 22	Closing Wed. Jan. 15	Net change in week	% change in week	High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
CCA ELECTRONICS*	CCAE	D	1 1/8	1 1/8	.00	1 1/8	1 1/8		881	110
CETEC+	CEC	A	1 5/8	1 5/8	.00	2 1/8	1	7	2,324	3,776
COHU, INC.	COH	A	2	2	.00	3 7/8	1 1/4	8	1,619	3,238
CONRAC	CAX	N	13 1/2	14 3/8	- 7/8	- 6.08	21	6	1,261	17,023
GENERAL ELECTRIC	GE	N	35 1/8	36	- 7/8	- 2.43	65	11	181,988	6,392,328
HARRIS CORP.	HRS	N	15 3/4	15 3/8	+ 3/8	+ 2.43	33 1/2	6	6,204	97,713
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 3/4	4 7/8	- 1/8	- 2.56	9 7/8	14	17,799	84,545
3M	MMM	N	45 3/4	46 1/2	- 3/4	- 1.61	80 1/2	16	113,729	5,203,101
MOTOROLA	MOT	N	36	37 3/4	- 1 3/4	- 4.63	61 7/8	11	28,053	1,009,908
OAK INDUSTRIES	OEN	N	6 5/8	6 1/4	+ 3/8	+ 6.00	12 7/8	2	1,639	10,858
RCA	RCA	N	10 3/4	11 7/8	- 1 1/8	- 9.47	21 1/2	5	74,463	800,477
ROCKWELL INTL.	ROK	N	19 1/2	20 1/2	- 1	- 4.87	28 3/8	5	30,768	599,976
RSC INDUSTRIES	RSC	A	2	2	.00	2 1/8	1 1/2	7	3,458	6,916
SONY CORP.	SNE	N	5 1/8	5 3/8	- 1/4	- 4.65	29 7/8	10	165,625	848,828
TEKTRONIX	TEK	N	19 1/8	19 5/8	- 1/2	- 2.54	47 3/4	7	8,651	165,450
TELEVISION	TINT	O	1 1/4	1	+ 1/4	+ 25.00	2 3/4	7	1,050	1,312
TELEPRO IND.*	O	6	6		.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	6 3/4	6 7/8	- 1/8	- 1.81	13 1/4	6	6,617	44,664
WESTINGHOUSE	WX	N	11 1/8	11 3/4	- 5/8	- 5.31	26	8	87,876	977,620
ZENITH	ZE	N	10 1/2	12 1/8	- 1 5/8	- 13.40	31 5/8	10	18,797	197,368
TOTAL									766,892	16,503,450
GRAND TOTAL									1,521,355	27,970,907

Standard & Poor's Industrial Average 79.5 79.9 -0.4

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.

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Kingtelp Inc.	3 mo. 12/31	7,161,260	+ 16.7%	242,482	+ 64.6%	.21	6,134,708	147,763	.13
Taft Broadcasting Co.	9 mo. 12/31	74,247,241	+ 14.3%	10,541,635 ¹	+ 4.0%	2.63	64,939,409	10,134,784	2.43
Technical Operations	year 9/30	112,230,000	+ 41.8%	1,590,000	+ 18.6%	1.18	79,318,000	1,340,000	.97
Transamerica Corp.	year 12/31	2,192,897	+ 3.8%	53,079	- 59.9%	.81	2,110,362	89,274	1.34

¹ Includes \$386,650 gain on sale of 51% interest in wholly owned foreign production subsidiary.

Finance

RCA income plummets

Net drop of 38% in 1977 reported;
NBC among operations faring better

RCA Corp. reported last week that its unaudited net income for 1974 fell by 38% to \$113.3 million (\$1.45 per share).

Chairman Robert W. Sarnoff said in a preliminary report that earnings were computed under the last-in, first-out method of accounting (LIFO) adopted by the corporation last month, which reduced 1974 net income by 22 cents a share. Net income for 1973, computed under a first-in, first-out (FIFO) method, was \$183.7 million, or \$2.39 per share. (Under LIFO, the most recent prices for raw material and other inventory items are used to determine the cost of goods sold in order to minimize the distorting effect of inflation on earnings by better matching current costs with current revenues.)

Mr. Sarnoff said sales for 1974 climbed by 8% to \$4.63 billion from \$4.28 billion in 1973, reflecting substantially the acquisition during the year by RCA of two British food companies, Oriel Foods Ltd. and Morris & David Jones Ltd.

Mr. Sarnoff said the recession affected

various consumer-related areas of RCA's operations, including sales of color and black-and-white TV receivers, which were off about 15% from 1973. Color tube sales and RCA's food processing and home furnishing operations also were hampered by the cost-price squeeze, Mr. Sarnoff reported.

RCA operations which continued sales and earnings increases, he said, were NBC, the Hertz Corp., RCA Global Communications and RCA Records.

MGM casino outperforms TV

Despite a sharp slump in revenues and income from TV, Metro-Goldwyn-Mayer reported record revenues and net profits in the first quarter of its fiscal year that ended Nov. 30, 1974—due principally to its new Grand hotel in Las Vegas. Revenues from TV fell by half—\$3,692,000 for the quarter compared to \$7,445,000 in the same period last year. TV income also fell drastically: \$148,000 this quarter vs. \$675,000 last year.

Over-all, MGM reported net income of \$11,772,000 (\$2.41 per share) on gross revenues of \$66,404,000 for this first 1975 fiscal quarter, compared with \$9,102,000 (\$1.53 per share) net income on gross revenues of \$34,493,000 for the same period last year.

Financial Briefs

CCA to stay. Details of CCA Electronic Corp.'s plan to shore up its financial outlook (BROADCASTING, Dec. 23, 1974), have been announced and include additional \$400,000 loan from First Pennsylvania Bank, Philadelphia, on demand basis. CCA's other principal lenders have agreed to defer until July 31, 1975, payment of all interest on company's outstanding loans and other obligations. Those loans and obligations total approximately \$7,825,000. In related transaction, Bernard Wise, company's founder and president, entered into agreement to sell his 49% interest to Cleveland-based Clarion Capital Corp., or its nominee. Closing date under agreement will take place prior to Dec. 23, 1976.

Opening the West. Firstmark Financial Corp. has made "multimillion dollar financing" commitment to Great Plains Communication, Inc., subsidiary of Western Telecommunication Inc., for 500-mile common-carrier microwave system to bring three major television networks to area between Omaha and Denver. Collins Radio Group of Rockwell International is major contractor for equipment and installation.

Fates & Fortunes®

Media



Sherman

6). He is expected to have voice in deciding whether WCAU will be converted to all news station.

Herbert L. Krueger, general manager, WTAG(AM) Worcester, Mass., will retire Jan. 31 after 38 years with station. Mr. Krueger has served on various industry committees as well as boards of National Association of Broadcasters, Massachusetts Broadcasters Association and Association for Professional Broadcasting Education.

Martyn S. Weinberg, assistant controller, Kaiser Broadcasting Co., San Francisco, named manager of business affairs, broadcasting division, Taft Broadcasting Co., Cincinnati.

Paul MacCowan, CBS VP, investor relations, given additional responsibilities in dealing with national organizations and others on "issues of critical importance to CBS and [its] constituencies." First assignment: as executive director of CBS pay TV committee, which oversee CBS efforts to protect broadcast TV from siphoning by pay TV. **Garry Blowers**, director of investor relations, will assume Mr. MacCowan's investor

relations responsibilities over next several months.

Robert Burns Taylor, formerly with Sonderling Broadcasting, joins WHAS-TV Louisville, Ky., as director of operations.

Larry G. Alt, with WSJV(TV) Elkhart, Ind., named assistant station manager.

Rick Brancadora, director of news operations, WTTM(AM) Trenton, N.J., named director of public relations of parent Scott Broadcasting Co., group station owner.

Ira Littman, broadcast consultant, named station manager and assistant general manager, KMIO(FM) Sinton (Corpus Christi), Tex., in addition to continuing consultancy.

Newly elected officers of Greater Jacksonville (Fla.) Broadcasters Association: **Gert Schmidt**, WTLV(TV), president; **Arnold C. Kaufman**, WMBR(AM), VP; **Steve Macri**, WBIX(AM) Jacksonville Beach, secretary; and **Harold Cohn**, WERD(AM), treasurer.

Stewart M. Cohen, VP and corporate controller of Stelber Industries Inc., Medford, N.Y., named director of accounting, NBC TV network.

Susan Reznik, commercial coordinator, WPIX-TV New York, named operations supervisor.

Paul Witengier, promotion director, WJAR-TV Providence, R.I., named advertising manager, KXAS-TV Fort Worth-Dallas.

Mike Waterkotte, advertising and promotion director, KQV(AM) Pittsburgh, named to same post, WXYZ(AM) Detroit.

William Strubbe, audience promotion manager, WBZ-TV Boston, named direc-

tor of advertising and sales promotion, KGTv(TV) San Diego.

Mark London, manager of studio operations and sales, Micro Cable Communications, Wayne, N.J., named chief of development for New Jersey Public Broadcasting of Trenton.

Broadcast Advertising



Lack

John A. Lack, general sales manager of CBS's WCBS(AM) New York, succeeds **Robert B. Sherman** (this page) as VP and general manager, CBS Radio Spot Sales, New York.

Charles D. Peebler Jr., president of Bozell & Jacobs, Chicago, elected chairman of board and president of new parent company, B&J International. **Alan J. Jacobs** elected chairman of executive committee and **Joseph Caggiano** elected vice chairman and chief financial officer. **William Overmyer**, executive VP-general manager, B&J New York, elected president of B&J, one of three operating agency groups. **J. Liener Temerlin** named president of B&J/Glenn agency group, Dallas. **John M. Seigle** named president of B&J/Pacific, based in San Francisco.

Maurice Skurnik, VP-creative supervisor, J. Walter Thompson, New York, named senior VP-creative director, Ketchum, MacLeod & Grove, Pittsburgh.

Don Dolan, management supervisor, SSC&B Inc., New York, named senior VP and management representative,



Rush



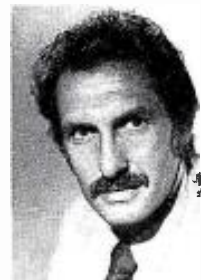
Weinblatt



Carswell



Wexler



Antonowsky



Bellin

NBC line-up. In pursuit of "a more streamlined and efficient operation of the network," **Robert T. Howard**, president of NBC-TV, announced following promotions last week:

Alvin Rush, VP, program and talent acquisition, has been named senior VP, program and sports administration. **Carl Lindemann Jr.**, VP, sports, will report to Mr. Rush, as will **Michael J. Grossman**, who moves up from director, talent and program administration, to VP, program and talent negotiation.

Mike Weinblatt, VP, sales, becomes senior VP, sales.

Donald Carswell, VP, business affairs, has been named VP,

business affairs and production operations. Reporting to him will be **John Kennedy**, VP, operations and engineering; **Jerome Wexler**, promoted from director, pricing and financial evaluation, to VP, business affairs; and **Stephen Weston**, director, unit managers and telesales, who has been named VP, unit managers and telesales.

Marvin Antonowsky, VP, program administration, has been named VP, program operations and advertising. New responsibilities mean that **John Scuoppo**, VP, promotion, will now report to Mr. Antonowsky, as will **Gerald Rowe**, VP, advertising.

David Bellin, director, advertising, has been named VP, broadcast advertising, and will continue to report to Mr. Rowe.

Warwick, Welsh & Miller, New York.

Henry Bate, senior television producer. **Stephen Humphrey**, account supervisor. **Roy McKechnie**, copy supervisor, and **Roger Winter**, assistant media director, elected VP's at Ogilvy & Mather, New York.

Patti Mullen, VP-copy group head, Tinker, Dodge & Delano, New York, joins Foote, Cone & Belding, New York, as VP-creative director.

Bob Vander Kamp, VP-account supervisor, Clinton E. Frank, Los Angeles, joins Chiat/Day Advertising, Los Angeles, as VP-account supervisor. **Jack Gowdy**, media director, Needham, Harper & Steers, New York, joins C/D, Los Angeles, as media director.

Harold S. Katz, senior associate, Vitt Media International, New York media service company, elected VP-senior associate.

Dom Fioravanti, VP and New York sales manager, Metro Radio Sales, named to new post of general sales manager, WNEW-FM New York. Both are owned by Metromedia Inc.

Frank J. LoDolce, director of operations, CBS Radio National Sales, New York, named director of accounting.

Wayne D. Spracklin, national sales manager, WMAL-TV Washington, named general sales manager.

Frederick P. Harvey, management supervisor at D'Arcy MacManus & Masius, New York, named senior VP.

John A. Allen, VP and group head of Fuller & Smith & Ross, New York, named VP and senior account supervisor

at Clyne Dusenberry Inc., New York.

Gary D. Landis named senior VP of Compton Advertising Inc., New York, while continuing as president and general manager of Ace-Compton, Manila.

Timothy J. D. Yarnell, VP-managing director of J. Walter Thompson/France, in Paris, named VP-director of operations, JWT's Toronto office.

Jorg L. Borgwardt, account executive, Gramm & Grey, GmbH & Co., Dusseldorf, West Germany, elected VP-mutlational accounts for Grey Advertising.

Lorraine LaBrecque Mesirow, sales analyst, CBS Television Network, Chicago, joins J. Walter Thompson Co., Chicago, as network supervisor in media department.

Weston C. Elliot, VP, director of network relations, McCaffrey & McCall, New York, has resigned and will announce future plans shortly.

Suzan K. Couch, general sales manager of wxlo(FM) New York, appointed VP—advertising and sales promotion, travel division, American Express Co., New York.

Joseph F. Pratt, assistant media director, Ruben, Montgomery & Associates, Indianapolis, named media director. **William N. Davidson**, director of management services, WRTV(TV) Indianapolis, named to newly created position of broadcast consultant, RM&A.

Ralph B. Patterson, associate creative director, Cranford/Johnson/Hunt & Associates, Little Rock, Ark., advertising-public relations firm, named creative director.

Peter Rodgers, formerly senior writer/producer, N. W. Ayer ABH International, New York, joins Gardner Advertising, St. Louis, as creative group head.

Robert Gordon, account executive, WCBs-AM-FM New York, named director of marketing, WHAS-TV Louisville, Ky.

Arthur Williams Jr., senior sales executive, Addressograph/Multigraph, Scranton, Pa., named director of sales and development, WSCR(AM) Scranton, Pa.

Programing

John E. Shine, producer-director, KCCI-TV Des Moines, Iowa, named production manager, WMT-TV Cedar Rapids, Iowa.

Doug Knight, production and program coordinator, WSPD-TV Toledo, Ohio, named production manager, KCST(TV) San Diego.

Rob Wiley, assistant sports director, KARK-TV Little Rock, Ark., named sports director.

Annett Burriss, administrative assistant, Alcare Communications, Philadelphia, named director of radio, responsible for *One Moment Please with Mort Crim*.

Bill Vreeke, in customer service, Broadcast Programming International, Bellevue, Wash., named program consultant at BPI.

Jerry Stevens, director of programing, WMMR(FM) Philadelphia, resigns to form own production company.

Jim Riccardi, associate producer-cinematographer, National Instructional Television, *Inside/Out* children's series, named director of cinematography, United Artists Productions, Cleveland.

Ray Alexander, productions and operations manager, WBRZ(TV) Baton Rouge, named program operations manager.

Broadcast Journalism

Stan Opatowsky, director of operations, ABC News documentaries, named director of television news coverage for ABC News, New York.

Alvin H. Perlmutter, executive producer of public broadcasting's *Assignment America*, *Great American Dream Machine* and other public affairs series, named VP, news documentaries, NBC News, with responsibility for *Weekend* magazine series and all other NBC News documentaries.

Philip K. Buchanan, radio news chief, WBEN-AM-FM Buffalo, named news director.

Arthur L. Higbee, UPI Saigon bureau manager, named Paris bureau manager, succeeding **Gerard Loughran**, now Moscow bureau manager. **Nathan C. Gibson**, UPI correspondent, named UPI bureau manager, Lisbon, succeeding **Eric Van Ees**, who returns to UPI bureau in Johannesburg, South Africa.

Jerry C. Moring, executive news producer, NBC News, New York, joins WMAL-TV Washington, as manager of news and informational services.

Sam Dress, formerly staff director, NBC-TV New York, named director of *The News Center*, NBC-owned WRC-TV Washington.

Foster Morgan, news producer, KOCO-TV Oklahoma City, joins WBNS-TV Columbus, Ohio, as news assignment editor.

Simeon Smith, sports director, KOAT-TV Albuquerque, N.M., named to head station's new consumer program, *On Your Behalf*. He is succeeded by **Jim Boggio**, from WFRV-TV Green Bay, Wis. **Mark Slimp**, with KOAT-TV, appointed reporter-photographer.

Cable

M. Christopher Derick, VP of Tele-Vue Systems, New York, named VP-general manager, Television Signal Corp., San Francisco. Both are Viacom subsidiaries.

Hugh A. Smith, general manager, Rome Cable TV Co., Rome, Ga., named manager, Teleprompter's Hillsborough county, Fla., system, based in Tampa.

Theodore J. Swanson, chief engineer, Warner Communications cable TV system, Albuquerque, N.M., joins Iowa-Hawkeye Cablevision Inc., Des Moines, as chief engineer.

Equipment & Engineering

Richard S. Boreri, executive VP of Transcom Electronics Inc., subsidiary of Lynch Communications Systems, Reno, named acting general manager, succeeding **Edward A. Beaupre**, who is retiring. Mr. Beaupre had been VP-director of Lynch



Famous. Howard Shuman (l) and Lyell Bremser were inducted into Nebraska Broadcasters Association's hall of fame during group's mid-winter meeting in Lincoln. Mr. Shuman is a 60-year veteran of the industry. He built his first "spark" transmitter in 1914, put KFOR Lincoln on the air in 1924, and founded KLMS Lincoln in 1949. Mr. Bremser is vice president and general manager of KFAB-AM-FM Omaha, which he joined as an announcer in 1939.

and president of Transcom. **William H. Delaney**, manager of marketing, Lynch Circuits Inc., division of Lynch Communications Systems, elected VP.

Gary Robinson, with KCST(TV) San Diego, named assistant chief engineer.

Gaylord Creedon, independent production consultant, named VP-general manager, Video City Inc., TV commercial producer, Miami subsidiary of Teletronics International.

Alexander M. Kizyma, director of operations, Better Built Machinery Corp., Saddle Brook, N.J., named manager of manufacturing, Blonder-Tongue Laboratories, Old Bridge, N.J.

Allied Fields

John S. Hayes, former president of Post-Newsweek stations and subsequently U.S. ambassador to Switzerland (1966-68), elected chairman of board of Radio Liberty Committee, New York. Radio Liberty, privately managed nonprofit operation financed primarily by Congress, beams shortwave broadcasts of

news and information in Russian and 17 other languages to Soviet Union from transmitters in Spain and West Germany.

Joseph Stirmer, assistant chief of hearing division of FCC Broadcast Bureau, Washington, named administrative law judge. No successor has been named.

Herbert Starr, news correspondent, WTEN(TV) Albany, named communications director for New York Lieutenant Governor Mary Anne Krupsak, Albany.

Eleanor M. Fouts, secretary and director, Hamilton-Landis & Associates, national media broker, based in Washington, elected VP and treasurer.

James N. Fiedler, business affairs executive, Universal Pictures, Universal City, Calif., named VP-business affairs and administration, MCA Disco-Vision Inc., same city.

Rev. John Geaney of Paulist Fathers, Scarsdale, N.Y., named director of division of telecommunications for Archdiocese of Baltimore.

Elizabeth L. Young, executive director, Kansas State Public Television Com-

mission, elected to board of directors, National Association of Educational Broadcasters. **Virginia Fox**, director of education programming, Kentucky Authority for Educational Television, and **Clyde Robinson**, chief engineer, KUOP(FM) Stockton, Calif., re-elected to NAEB board.

Deaths



Ayers

James Swann Ayers Sr., 57, founder of James S. Ayers Co., Atlanta station representative firm, president and general manager of WBAC(AM) Cleveland, Tenn., and WZAP(AM) Bristol, Va., died Jan. 10. In the 1940's he was sales director, WRDW(AM) Augusta, Ga., and in 1950 founded WAKE(AM) Greenville, S.C. Survivors include his wife, Helen, one daughter and one son.

For the Record®

As compiled by BROADCASTING, Jan. 13 through Jan. 17 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 applications

■ San Antonio, Tex.—Barrio Betterment & Development Corp. seeks 930 khz, 50 kw. P.O. address: Drawer 7467, San Antonio 78207. Estimated construction cost not given; first-year operating cost not given; revenue not given. Format: news/pub. affrs./MOR. Principals: Joe A. Jasso is president of non-profit Betterment & Development. Ann. Jan. 16.

■ Winters, Tex.—Winters Radio seeks 1060 khz, 1 kw-D. P.O. address: 633 N. Holly, Sherman 75090. Estimated construction cost \$22,400; first-year operating cost \$30,000; revenue \$60,000. Format: C&W/gosp. Principals: Tom E. Spellman (70%), et al. Instructor in radio broadcasting technology department at Grayson County College, Mr. Spellman heads college's *KGCC(FM) Dennison, Tex. Ann. Jan. 16.

FM applications

■ New Haven, Conn.—Friends of WFCR in Southern Connecticut seeks 90.5 mhz, 3 kw; HAAT 587 ft. P.O. address: 400 Prospect St., New Haven 06511. Estimated construction cost \$54,826; first-year operating cost \$56,350. Principal: Rena Christian, president. Ann. Jan. 14.

■ Lawrence, Kan.—University of Kansas seeks 90.7 mhz, 10 w. P.O. address: Office of Chancellor, Strong Hall, Jayhawk Blvd., Lawrence 66045. Estimated construction cost \$5,789; first-year operating cost \$3,000. Principal: Elizabeth Shumer Czech, faculty supervisor. Ann. Jan. 14.

■ Sulphur, La.—Christian Communication Center seeks 100.9 mhz, 3 kw; HAAT 300 ft. P.O. address: Box 176, Sulphur 70663. Estimated construction

cost \$40,921; first-year operating cost \$32,698; revenue \$135,724. Format: relig. Principal: John B. Burns Jr., president of non-stock Communications Center, is announcer at KIKS(AM) Sulphur. Ann. Jan. 14.

■ Pittsfield, Mass.—Pittsfield, Massachusetts Public Schools School Committee seeks 89.7 mhz, 10 w. P.O. address: Second St., Pittsfield 01201. Estimated construction cost \$4,967; first-year operating cost \$750. Principal: Robert Cooper, faculty advisor. Ann. Jan. 14.

■ St. Joseph, Mo.—Wyatt Park Educational Association seeks 88.1 mhz, 10 w. P.O. address: 2739 Mitchell, St. Joseph 64507. Estimated construction cost \$10,047; first-year operating cost \$2,950. Principal: Eddie Wilson, president, elected by congregation of Wyatt Park Baptist Church, St. Joseph. Ann. Jan. 14.

FM starts

■ WLKL Mattoon, Ill.—Authorized program operation on 90.3 mhz. TPO 10 w. Action Jan. 2.

■ WMLN-FM Milton, Mass.—Authorized program operation on 91.5 mhz. TPO 10 w. Action Dec. 31.

■ WVVE Norristown, Pa.—Authorized program operation on 91.7 mhz, ERP 50 kw, HAAT 13 ft. Action Jan. 2.

■ KTEZ Lubbock, Tex.—Authorized program operation on 101.7 mhz, ERP 33 kw, HAAT 840 ft. Action Dec. 31.

Ownership changes

Applications

■ KMMT(FM) Mammoth Lakes, Calif. (106.3 mhz, 3 kw) — Seeks transfer of control of Mammoth Mountain F.M. Associates from Gary H. Norton (51% before; none after) to David A. Digneress (49% before; 100% after). Consideration: \$35,000. Ann. Jan. 13.

■ KCAL(AM-FM) Redlands, Calif. (AM: 1410 khz, 5 kw-D. 500 w-N, DA-2; FM: 96.7 mhz, 2.9 kw) — Seeks transfer of control of Southwest Broadcasting Co. from William Alex, Bernard Corren and A. Milton Miller (each 17% before; 13½ after) to Andy James Fakas (49% before; 60% after). Consideration: \$64,000. Ann. Jan. 6.

■ WWDC(AM-FM) Washington (AM: 1260 khz, 5 kw, DA-2; FM: 101.1 mhz, 20 kw) — Seeks assignment of license from Avco Broadcasting Corp. to Capitol Broadcasting Co. for \$3,600,000. Capital principals: Morton, Stanley and Howard Bender (½ each). Bender family controls Blake Construc-

tion Co., Washington area construction firm. Ann. Jan. 13.

■ WDEA(AM-FM) Ellsworth, Me. (AM: 1370 khz, 5 kw; FM: 95.7 mhz, 50 kw) — Seeks assignment of license from Coastal Broadcasting Co. to Grindstone Broadcasting Corp. for \$425,000. Seller: William W. Fittler 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. Ann. Jan. 13.

■ WTOW(AM) Towson, Md. (1570 khz, 5 kw — Seeks transfer of control of Sudbrink Broadcasters Inc. from Robert W. Sudbrink (85% before; none after) and Raymond A. Kassiss (5% before; none after) to Harold W. Gore (10% before; 100% after) for \$330,556. Principals: Mr. Sudbrink and his wife, Margaret S., variously own majority control in eight other stations, including WLYF(FM) Miami, WLIF(FM) Baltimore and WZIP(AM) - WWEZ(FM) Cincinnati. Mr. Gore, as director of Sudbrink station group, also has minority interest in six of those stations. He plans to transfer his present 10% of WTOW to Gore Broadcasting Inc., which after FCC approval will be licensee of WTOW. Ann. Jan. 13.

■ WNEB(AM) Worcester, Mass. (1230 khz, 1 kw-D, 250 w-N) — Seeks transfer of control of WNEB Inc. from Joan Clifford, executrix of estate of late George Steffy (75% before; none after) to Harold D. Glidden (25% before; 100% after). Consideration: \$38,900. Ann. Jan. 13.

■ WNDR(AM) Syracuse, N.Y. (1260 khz, 5 kw, DA-N) — Seeks transfer of control of Wechsler Coffee Corp. (90% stockholder of Tower Broadcasting Corp., licensee) from Abraham F. Wechsler (50.01% before; none after) to Lester R. Bachner, Harry F. Wechsler and Jack Burris, as voting trustees (none before; 51.95% after). No consideration. Ann. Jan. 13.

■ WZIP(AM) Cincinnati (1050 khz, 1 kw-D) — Seeks transfer of control of Sudbrink Broadcasting Inc. of Cincinnati from Margaret S. Sudbrink (90% before; none after) to Harold W. Gore (10% before; 100% after) for \$375,000. Principals: Se WTOW(AM) Towson, Md. application above. Ann. Jan. 13.

■ KJAM-AM-FM Madison, S.D. (AM: 1390 khz, 500 w-D; FM: 103.1 mhz, 3 kw) — Seeks transfer of control of Madison Broadcasting Co. from J. A. Muggly, individually and as executor of estate of wife, Catherine Muggly (98% before; none after), and Sherleen A. Adler (2% before; none after) to John A. and JoLynn Goeman (none before; 100% after) for \$250,000. Principals: Dr. Muggly is physician in Madison, Mr. Goeman has been with station 16 years and is general manager. Ann. Jan. 13.

■ WRGM(AM) Richmond, Va. (1540 khz, 10 kw-

Summary of broadcasting

FCC tabulations as of Nov. 30, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,404	2	21	4,427	49	4,476
Commercial FM	2,566	0	53	2,619	162	2,781
Educational FM	684	0	27	711	96	807
Total radio	7,654	2	101	7,757	307	8,064
Commercial TV	700	1	12	713	32	757
VHF	507	1	6	514	5	521
UHF	193	0	6	199	27	236
Educational TV	221	0	17	238	10	252
VHF	87	0	7	94	3	98
UHF	134	0	10	144	7	154
Total TV	921	1	29	951	42	1,009

* Special temporary authorization

** Includes off-air licenses

D, DA)—Seeks assignment of license from Continental Communications to Dales Broadcasting Corp. for \$175,000. Seller: Continental owns WCTI-TV New Bern, N.C. Buyers: David Pollard (30%), Lester and Luella Zins (25%), et al. Mr. Pollard is Washington public relations consultant. Mr. Zins is sportscaster at WAVA-AM-FM Arlington, Va.—Washington, and Mrs. Zins is bookkeeping machine operator. Ann. Jan. 13.

Actions

■ WKGK(AM) Knoxville, Tenn. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from WKGK Inc. to Creative Broadcasts for \$600,000. Seller: Mooney Broadcasting Corp., George P. Mooney, president, owns WMAK(AM) Nashville; WERC-AM-FM Birmingham, Ala.; WBSR(AM) Pensacola, Fla., and WUNO(AM) San Juan, Puerto Rico. Buyers: Creative Displays Inc. (80%) (Lewis M. Manders, president and major stockholder), Victor Hugh Rumore (20%). Mr. Manders is director of First National Bank of Tuscaloosa, Ala., and Mr. Rumore is former station manager of WNPT(AM) Tuscaloosa (BAL-8290). Action Jan. 13.

■ KISO(AM)-KLOZ(FM) El Paso, Tex. (AM: 1150 khz, 1 kw; FM: 102.1 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Sunland Broadcasting Co. from Anne H. and I. T. Cohen (50% before; none after) and Summit Saving Stamp Co. (50% before; none after) to Mesa Radio Inc. (none before; 100% after). Consideration: \$355,000. Principals in Mesa: Wayne E. Marcy (50%), James D. Clawson and Billy J. Walcik (both 25%). Mr. Marcy has interest in KWBA(AM) Baytown, Tex. (BTC-7592). Action Jan. 13.

■ KEYY(AM) Provo, Utah (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Mid-Utah Broadcasting Co. from late D. Spencer Grow and Arta Grow (100% before; none after) to children Steven L., David S., Linda, Gina and son-in-law Stephen Nelson and to Larry V. Bell (jointly, none before; 100% after). Consideration: \$95,333. Principal: Mr. Bell is president and general manager of KEYY (BTC-7528). Action Jan. 13.

Facilities changes

TV applications

■ KTEH San Jose, Calif.—Seeks CP to change ERP to 755 kw vis., 151 kw aur.; change ant., and HAAT: 1,906 ft. Ann. Jan. 14.

■ WXLTV Sarasota, Fla.—Seeks CP to change ERP to 724 kw vis., 72 kw aur.; trans. location to 0.7 mile southwest of Parrish, Fla.; change type trans. and ant., and HAAT: 930 ft. Ann. Jan. 14.

TV action

■ KCST San Diego—Broadcast Bureau granted CP to change ERP to 813 kw (vis.); 148 kw (aur.); ant. height 1,910 ft.; change trans. and ant.; make changes in ant. structure (BPCT-4783). Action Jan. 10.

AM applications

■ WCSV Crossville, Tenn.—Seeks mod. of CP to change night-time trans. location to School St., Crossville. Ann. Jan. 14.

■ KLO Ogden, Utah—Seeks CP to correct physical parameters and design of KLO array. Ann. Jan. 14.

FM action

■ KISE-FM Rushford, Minn.—Broadcast Bureau granted mod. of CP to change studio location to Auditorium Bldg., Luther College, Decorah, Iowa, and operate by remote control from proposed studio site (BMPED-1181). Action Jan. 10.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WGER-FM Bay City, Mich. (BPH-9168), Jan. 2; WPAP-FM Panama City, Fla. (BPH-8749), Jan. 2;

*KWBU Waco, Tex. (BPED-1804), Dec. 30, 1974; WFAM Jacksonville, Fla. (BPED-1868), Jan. 2; WIRQ Rochester, N.Y. (BPED-1826), Jan. 2.

In contest

Designated for hearing

■ Orange, Tex., FM proceeding: Ken Stephens and Gulf States Broadcasting Co., competing for 106.1 mhz (Docs. 20317-8)—Broadcast Bureau designated for hearing mutually exclusive applications of Ken Stephens and Gulf States. Since Gulf States proposes Black-oriented programming, and Ken Stephens proposes "beautiful music" format, relative need for these different types of programming will be considered. Action Jan. 14.

Case assignments

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

■ KIKX(AM) Tucson, Ariz., renewal proceeding: Walton Broadcasting (Doc. 20287) — Designated Chief ALJ Arthur A. Gladstone as presiding judge, and scheduled hearing for April 1, in Tucson. Action Jan. 9.

■ WJXT-TV Jacksonville, Fla., renewal proceeding: Post-Newsweek Stations, Florida (Docs. 20305-8)—Designated ALJ Forest L. McClenning to serve as presiding judge; scheduled hearing to convene on March 31, in Jacksonville. Action Jan. 9.

■ KTVO(TV) Kirksville, Mo., TV proceeding: KTVO Inc., applying for changes (Doc. 20100)—Designated ALJ Lenore G. Ehrig to preside due to retirement of presiding judge. Action Jan. 7.

■ Huntingdon, Tenn., AM proceeding: David B. Jordan and Bouldin Corp., competing for 1530 khz (Docs. 20296-7)—Designated ALJ Ernest Nash as presiding judge and scheduled hearing for March 31. Action Jan. 13.

■ Suffolk, Va., FM proceeding: Town and Country Radio, Voice of People and Tidewater Sounds, competing for 106.9 mhz (Docs. 20268-70)—Designated ALJ Chester F. Naumowicz Jr. as presiding judge and scheduled hearing for March 24. Action Jan. 13.

Procedural rulings

■ WDAX(AM) McRae, Ga., renewal proceeding: Entertainment Communications (Doc. 20013)—ALJ Ernest Nash dismissed Entertainment's application for failure to prosecute, and terminated proceeding. Action Jan. 8.

■ WCFL(AM) Chicago, renewal proceeding: Chicago Federation of Labor and Industrial Union Council (Doc. 20064)—Review board denied petition by three Illinois groups requesting reconsideration or clarification of its order refusing to add issues. Citizens groups sought to add issues against licensee to determine whether WCFL public service programming met community's needs and interests. Action Jan. 13.

■ Decatur, Ill., FM proceeding: PrairieLand Broadcasters, WBIZ Inc., Superior Media and Decatur Broadcasting, competing for 95.1 mhz at Decatur (Docs. 20055-7, 20059)—Review board denied request of PrairieLand to add issue inquiring into "probable reliability" of various representations and proposals made by Superior Media. Board said PrairieLand had not explained adequately why it did not request its "reliability" issue in its earlier motion to enlarge issues. Action Jan. 9.

■ *Elgin and Glen Ellyn, Ill., educational FM proceeding: Board of Education, Union School District #46 (*WEPS-FM) Elgin and College of DuPage District #502, competing for 90.9 mhz (Docs. 19820-2)—ALJ James F. Tierney continued hearing without date since parties advised of joint agreement contemplating share-time arrangement, and provided that formal instruments and related pleadings be filed by Feb. 10. Action Jan. 13.

■ WTI(AM) New Orleans, renewal proceeding: Storz Broadcasting Co. (Doc. 20200)—Chief ALJ Arthur A. Gladstone advanced hearing from March 26 to March 24. Action Jan. 13.

■ Presque Isle, Me., FM proceeding: Ram Enterprises and Northern Broadcasting Co., competing for 96.1 mhz (Docs. 20213-4)—Review board ruled that should application of Northern Broadcasting be granted, Northern must relinquish its license for WFST-FM Caribou, Me. Action was in response to request by Broadcast Bureau to ensure compliance with multiple ownership rules. Action Jan. 9.

■ Monticello, N.Y., FM proceeding: Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—ALJ Jay A. Kyle rescheduled hearing from Feb. 18 to Feb. 20. Action Jan. 8.

■ Philadelphia, TV proceeding: CBS Inc. (WCAU-TV Philadelphia) and First Delaware Valley Citizens Television, competing for ch. 10 (Docs. 20010-11)—Review board added issue against First Delaware Valley Citizens to determine whether it failed to report information on its proposed general manager and business interests of one of its principals. Action was in response to petition by CBS Inc. Action Jan. 13.

■ Atlanta, Tex., FM proceeding: KALT-FM Inc. and Cass County Broadcasting Co., competing for 99.3 mhz (Docs. 19782-3)—Review board denied request by KALT-FM Inc. to reconsider its decision awarding new FM to Cass County Broadcasting. Board also refused to reverse decision or to hear further evidence concerning financial issue. Action Jan. 8.

■ Richlands, Va., FM proceeding: Clinch Valley Broadcasting Corp. and High Knob Broadcasters, competing for 105.5 mhz (Docs. 20240-1)—ALJ Reuben Lozner canceled hearing scheduled for Feb. 3, subject to rescheduling. Action Jan. 10.

Dismissed

■ Fitzgerald and Ocilla, Ga., FM proceeding: Ben Hill Broadcasting Corp. at Fitzgerald and Oliva Broadcasting Co. at Ocilla, competing for 95.3 mhz (Docs. 20133-4)—ALJ Chester F. Naumowicz Jr. granted joint request by applicants for approval of agreement, and dismissed application of Ben Hill. Action Jan. 8.

Initial decision

■ WEAU-TV Eau Claire, Wis., renewal proceeding: WEAU Inc. (Doc. 19927)—ALJ Herbert Sharfman's initial decision, released Nov. 19, 1974, became effective Jan. 8. Judge Sharfman proposed grant of one-year renewal of license for WEAU-TV, and fined WEAU Inc. \$1,000 because it repeatedly engaged in "network clipping" practices. Ann. Jan. 14.

FCC decision

■ Harlan, Ky., AM proceeding: Radio Harlan (WHLN[AM] Harlan, 1410 khz), and Eastern Broadcasting Co., seeking 1470 khz. (Docs. 19614-5)—FCC granted application of Radio Harlan for renewal of license for WHLN and denied application of Eastern Broadcasting. FCC concluded that Eastern had not sustained its burden under ascertainment issue. Action Jan. 7.

Fines

■ KRDC(AM) Redding, Calif.—Broadcast Bureau notified Redding Broadcasting Co. that it incurred apparent liability for forfeiture of \$300 for failing to provide data concerning equipment performance measurements. Action Jan. 10.

■ KNDE(AM) Sacramento, Calif.—Broadcast Bureau notified Mediastar Inc. that it incurred apparent liability for forfeiture of \$1,000 for failing to make equipment performance measurements available; failing to maintain relative amplitudes of ant. currents in elements of its array within 5% of specified ratios, and failing to read and enter in maintenance logs field strength measurements at each monitoring point at least once every seven days after ant. phase became defective. Action Jan. 10.

■ WBIE(FM) Marietta, Ga.—Broadcast Bureau notified Marietta Broadcasting Co. that it incurred apparent liability for forfeiture of \$100 for failing to make entries in logs of station identification announcements. Action Jan. 9.

■ KNOP(AM) North Platte, Neb.—Broadcast Bureau notified North Platte Television that it incurred apparent liability for forfeiture of \$500 for serious discrepancies between readings of transmission line meter of aur. trans. and readings of plate voltage and current of last radio stage of aur. trans. Action Jan. 10.

■ WMCA(AM) New York—FCC rescinded Jan. 29, 1974 notice of apparent liability for \$1,000, but admonished Straus Communications, licensee of WMCA, for its broadcast of personal attack on Congressman Benjamin S. Rosenthal. FCC said forfeiture was unwarranted because of lapse of time between discussion of controversial issue and personal attack. Action Jan. 8.

■ KYNG(AM) Coos Bay, Ore.—FCC denied application by Pacific Western Broadcasters, licensee of KYNG, for mitigation or remission of \$1,000 forfeiture. Pacific Western alleged station's repeated excessive daytime power resulted in no interference. FCC responded that it is also concerned with potential for interference. Action Jan. 15.

Call letters

Applications

Call	Sought by
	New AM's
WRNR	Shenandoah Communications, Martinsburg, W.Va.
WQKI	Central Carolina Broadcasting Corp., St. Matthews, S.C.
	New FM's
KAMA-FM	KAMA Radio, El Paso
*KEDB	Washington University, Clayton, Mo.
*KUAT-FM	Arizona Board of Regents, Tucson, Ariz.
*KWLD	Wayland Baptist Church, Plainview, Tex.
KDAB	Star Broadcasting Co., Ogden, Utah
KVYN	Young Radio, St. Helena, Calif.
*KWHS	Washington Unified School District, West Sacramento, Calif.
WKVT-FM	Radio Brattleboro, Brattleboro, Vt.
*WTRZ	Western New England College, Springfield, Mass.
	Existing TV
WOWK-TV	WHTN-TV Huntington, W.Va.
	Existing AM's
KQIZ	KRAY Amarillo, Tex.
WPCE	WWOC Portsmouth, Va.
	Existing FM's
WIEZ	WGAN-FM Portland, Me.
KGGG	KFMG Des Moines, Iowa
KSON-FM	KSAE San Diego
WOOO	WHOM-FM New York

Grants

Call	Assigned to
	New TV
*KBIN	State Educational Radio & Television Facility Board, Council Bluffs, Iowa
	New AM
WKVE	Twin City Broadcasting, Cave City, Ky.
	New FM's
*WBFH	Board of Education of Bloomfield Hills School, Bloomfield Hills, Mich.
*WIDR	Western Michigan University, Kalamazoo, Mich.
KDOM-FM	Schneider Broadcasting, Winnetka, Minn.
KBFE	Brett F. Eisele, Casa Grande, Ariz.
*KQAL	Winona State College, Winona, Minn.
WWLM	Lies Communications, Canton, Miss.
*WSYC-FM	Shippensburg State College, Shippensburg, Pa.
*WVH	Forest View High School, Arlington Heights, Ill.
KICN	Rainer Broadcasting Co., Spokane, Wash.
*KFCF	Fresno Free College Foundation, Fresno, Calif.
WCPL	Robert Broadcasting, Pageville, S.C.
KTLL	Twin Lakes Broadcasting, Twin Lakes, Iowa
KKXL-FM	Red River Valley Broadcasting Co., Grand Forks, N.D.
KJNA	LaSalle Broadcasters, Jena, La.
	Existing TV
KCST-TV	KCST San Diego
	Existing AM
WUSS	WLBD Atlantic City, N.J.
	Existing FM's
KSAY	KROS-FM Clinton, Iowa
WLWU	WWFM Erie, Pa.
KTCL	KIIX-FM Ft. Collins, Colo.
KMRE	KDDD-FM Dumas, Tex.

Allocations

Actions

FCC took following actions on FM allocations:

- Jeffersontown, Ky.—FCC allocated ch. 269A to Jeffersontown as first FM assignment to that community. Proposal was in response to petition by Charles N. Cutler, prospective applicant for channel (Doc. 19975). Action Jan. 15.
- FCC proposed adding first Class A FM channel to 13 communities: ch. 280A to Payson, Ariz. (RM-2335); ch. 249A to Pauls Valley, Okla. (RM-2387); ch. 221A to Pine City, Minn. (RM-2392); ch. 237A to Prattville, Ala. (RM-2400); ch. 272A to Center, Tex. (RM-2402); ch. 280A to Lake Arrowhead, Calif. (RM-2414); ch. 224A to Bloomfield, Ind. (RM-2433); ch. 249A to Providence, Ky. (RM-2435); ch. 240A to Bethany, Mo. (RM-2437); ch. 269A to Pulaski, N.Y. (RM-2441); ch. 261A to Soldotna-Kenai, Alaska (RM-2453); ch. 276A to Clear Lake, Iowa (RM-2458); ch. 280A to Silverton, Colo. (RM-2459). Action Jan. 15.

Rulemaking

Actions

- FCC adopted revised schedule of fees based on costs of providing benefits to recipients of FCC authorizations. FCC acted in response to Supreme Court decision. New schedule provides for reduction in fees for all areas except broadcast CP's and equipment testing and approval (Doc. 19658). Action Jan. 15.
- FCC modified its prime-time access rule, to be effective September 1975. New rule provides that network-owned or affiliated stations in 50 largest TV markets may present no more than three hours of network or off-network programs during prime-time hours. Certain categories of programming will not count toward three-hour limitation, including children, public affairs and documentary programs (Doc. 19622). Action Jan. 16.

Translator

Applications

- Mountain Zone TV, Big Bend national park and rural ranch area southwest of Elephant Mountain, Tex.—Seeks ch. 4 and ch. 13, rebroadcasting respectively KMID-TV Midland and KMOM-TV Monahans, both Texas. Ann. Jan. 15.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Jan. 15 (stations listed are TV signals proposed for carriage):

- Lodi Cable TV, 1521 S. Stockton St., Lodi, Calif. 95240, for Northern San Joaquin county, Calif. (CAC-4636); Add KMUV-TV Sacramento, Calif.
- Nor-Cal Cablevision, Box 840, Yreka, Calif. 96097, for Yreka (CAC-4631); Requests certification of existing CATV operations.
- Cable Television Co. of Illinois, Box 186, Gibson City, Ill. 60936, for Gibson City (CAC-4637); Add WSNS-TV Chicago and delete WFLD-TV Chicago.
- Colby Multi-Vue-TV System, 132 E. Fifth St., Colby, Kan. 67701, for Colby (CAC-4634); Add KPNE-TV North Platte, Neb.
- Tri River Cable, Box 4364, Topeka, Kan. 66604, for Milford, Kan. (CAC-4633); KARD-TV, KAKE-TV Wichita, Kan.; KHTL-TV Superior, Neb.; KTSB, KTWU, WIBW-TV Topeka, Kan.; KTVH Hutchinson, Kan.
- American Television & Communications Corp., 360 S. Monroe St., Denver 80209, for Beaver Dam, Ky. (CAC-4623); WTVW, WEHT, WFIE-TV, WNIN Evansville, Ind.; WBKO Bowling Green, Ky.; WKMA Madisonville, Ky.; WSM-TV, WLAC-TV, WNGE-TV Nashville; WDRB-TV, WHAS-TV, WLKY-TV, WAVE-TV Louisville, Ky.; WKGB Bowling Green, Ky.
- Caddo-Bossier Cablevision, 360 S. Monroe St., Denver 80209, for Shreveport, La. (CAC-4624); KSLA-TV, KTBS-TV Shreveport, La.; KTLA-TV Texarkana, Tex.; KTVT Ft. Worth; KXTX-TV, KERA-TV Dallas.
- Continental Cablevision of New Hampshire, 474 Central Ave., Dover, N.H. 03820, for Saco (CAC-4738) and Old Orchard Beach (CAC-4639), both Maine; Add CKSH-TV Sherbrooke, Quebec and delete CHLT-TV Sherbrooke, Quebec.
- York Cable Corp., 360 S. Monroe St., Denver 80209, for Sanford, Me. (CAC-4622); Add CKSH-TV Sherbrooke, Quebec; WMEG-TV Biddeford, Me.
- Continental Cablevision of Lansing, 54 Lewis Wharf, Boston 02110, for Delhi township, Mich. (CAC-4646); WJIM-TV Lansing, Mich.; WILX-TV Onondaga, Mich.; WKAR-TV East Lansing, Mich.;

WJRT-TV Flint, Mich.; WOTV, WGVC Flint, Mich.; WKZO-TV Kalamazoo, Mich.; WKBD-TV, WTVS Detroit; CKLW-TV Windsor, Ontario.

- Platte County Communications Co., Route 27, Kansas City, Mo. 64152, for Lake Waukomis, Mo. (CAC-4629); KBMA-TV, KMBC-TV, WDAF-TV, KCMO-TV Kansas City, Mo.; KQTV St. Joseph, Mo.; KTWU Topeka, Kan.; KCTP Kansas City, Mo.; KDNL-TV, KPLR-TV St. Louis.

- Lisbon TV Cable Systems, 78 Main St., Littleton, N.H. 03561, for Lisbon, N.H. (CAC-4635); Add WPTZ North Pole, N.Y. and delete WCSH Portland, Me.

- Salamanca Cable Television, 61 Main St., Salamanca, N.Y. 14779, for Little Valley, N.Y. (CAC-4643 and CAC-4644); WGR-TV, WUTV, WBN-TV, WKBW-TV, WNEB-TV Buffalo, N.Y.; WPSX-TV Clearfield, Pa.; WICU-TV Erie, Pa.; WOR-TV, WNEW-TV, WPIX-TV New York; CFTO-TV Toronto; CHCH-TV Hamilton, Canada.

- Tele-Media Company of Addil, 40 N. Park Ave., Lisbon, Ohio 44432, for Calcutta, Ohio (CAC-4566); Add WQEX Pittsburgh.

- Chillicothe Cablevision, 38 E. Water St., Chillicothe, Ohio 45601, for Chillicothe (CAC-4473); Add WXIX-TV Newport, Ky.

- Continental Cablevision of Ohio, 211 S. Main St., Findlay, Ohio 45840, for Bath township, Ohio (CAC-4625); WLWD, WHIO-TV, WKEF Dayton, Ohio; WOET-TV Kettering, Ohio; WOSU-TV Columbus, Ohio; WCET, WCPO-TV, WKRC-TV Cincinnati; WXIX-TV Newport, Ky.; WTVV Bloomington, Ind.; WKBF-TV Cleveland; WMUB-TV Oxford, Ohio; and for Allen township (CAC-4640), Marion township (CAC-4641) and Liberty township (CAC-4642), all Ohio; Requests certification of existing CATV operations.

- Continental Cablevision of Springfield, 119 N. Main St., Fostoria, Ohio 45840, for Moorefield township (CAC-4627) and Springfield township (CAC-4628), both Ohio; WLWD, WHIO, WKEF Dayton, Ohio; WOET-TV Kettering, Ohio; WOSU-TV, WTVN-TV, WLWC, WBNS-TV Columbus, Ohio; WXIX-TV Newport, Ky.; WTVV Bloomington, Ind.; WKBF-TV Cleveland; WCET Cincinnati; WMUB-TV Oxford, Ohio.

- Shenango Cable TV, 513 Allegheny St., Hollidaysburg, Pa. 16648, for Sharon, Pa. (CAC-4632); Add WUAB Lorain, Ohio.

- Oates TV, Virginia Ave., Petersburg, W. Va. 26847, for Grant county, W. Va. (CAC-4645); Add WRC-TV, WTOP-TV, WETA Washington.

- Angus TV Cable Co., 925 Logan St., Toronto, Ohio 43964, for New Cumberland, W. Va. (CAC-4626); Requests certification of existing CATV operations.

- RVS Cablevision Corp., Box 21, Elm Grove, Wis. 53122, for Waukesha, Wis. (CAC-4630); WTMJ-TV, WITI-TV, WISN-TV, WVTU-TV, WMTV, WMYT Milwaukee; WGN-TV, WFLD-TV, WITW, WXXW, WCIU-TV Chicago.

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Upstate Community Antenna, North Syracuse, N.Y. (CAC-4096); Middletown Cable Communications, Lemon township, Ohio (CAC-4121); TV Cable of Baldwin-Jeanerette, Jeanerette, La. (CAC-4143); Tri-City Cablevision, Cayce (CAC-4183), West Columbia (CAC-4184) and Springdale (CAC-4185), all South Carolina; Owensboro Cablevision Co., unincorporated areas of Daviess county, Ky. (CAC-4196); Florida Cablevision, Ft. Pierce, Fla. (CAC-4212); Drayton Cable TV, Drayton, N.D. (CAC-4232); Leeds Cable TV, Leeds, N.D. (CAC-4233); Gateway Cable TV, St. Augustine (CAC-4282) and unincorporated areas of St. Johns county (CAC-4283), both Florida; Pearson TV Antenna Systems, Kernville (CAC-4287), Wofford Heights (CAC-4288), Lake Isabella (CAC-4289), and Bodfish (CAC-4290), all California; Hurley Cable TV, Central (CAC-4291) and Bayard (CAC-4292), both New Mexico; Triad Cablevision, Albion (CAC-4294) and Marshall (CAC-4295), both Michigan; Berkshire Telecable, Adams (CAC-4303), North Adams (CAC-4304), Williamstown (CAC-4305), Cheshire (CAC-4306) and Clarksburg (CAC-4307), all Massachusetts; Big Valley Cablevision, Stockton (CAC-4314) and unincorporated areas of San Joaquin county (CAC-4315), both California; Moscow TV Cable Co., Moscow, Idaho (CAC-4318); Pullman TV Cable Co., Pullman, Wash. (CAC-4319); Chaparral Cable TV, Benson, Ariz. (CAC-4322); Triangle Cable Co., Oakdale, Calif. (CAC-4337); Telecable Communications Corp., Washington township, Pa. (CAC-4346); Craven Cable Co. of New Bern, New Bern, N.C. (CAC-4351); Catawba Valley Communications, Hickory, N.C. (CAC-4355); Arkansas Cable Television, unincorporated areas of Pulaski county, Ark. (CAC-4357); North Codorus Cable TV, North Codorus township, Pa. (CAC-4395); Twin County Trans-Video, Lowhill township, Pa. (CAC-4377); Ultra Com, Fort Lewis, Wash. (CAC-4422); See Mor Cable TV of Scott City-Illmo, Scott City (CAC-3217) and Illmo (CAC-3218), both Missouri; See Mor Cable of Chaffee, Chaffee (CAC-3228) and Oran (CAC-3226), both Missouri; Tele-Media Co. of Addil, Bolivar (CAC-3368) and Zoar (CAC-3369), both Ohio; Columbia Cable TV Co., Columbia, S.C. (CAC-3370); Warner Cable of Roaring Spring, Roaring Spring (CAC-3409), Claysburg (CAC-3410), Martinsburg (CAC-3411), Blair township (CAC-

3412) and Freedom township (CAC-3413), all Pennsylvania; K&K Cable TV, Devils Lake, N.D. (CAC-3531).

■ Rincon Valley, Ariz.—FCC denied request of Rincon Valley CATV for reconsideration of July 19, 1974, order denying Rincon's application for certificate of compliance. FCC reiterated its belief that local governments are "inescapably involved in franchising process." Action Jan. 15.

■ Connecticut—FCC denied applications of Haystack Cable Vision for certificates of compliance for new cable systems at Canaan, Salisbury, Cornwall, Sharon, North Canaan and Norfolk. FCC said its denial was without prejudice to filing of new applications containing adequate access proposals. Action Jan. 7.

■ Owensboro, Ky.—FCC denied Owensboro Cablevision Co., operator of cable system at Owensboro, carriage of WHAS-TV Louisville, Ky. System requested carriage of WHAS-TV when it broadcasts 14 Kentucky Colonels professional basketball team road games. FCC said it explicitly repudiated retransmission consent as means of regulating distant signal carriage. Action Jan. 15.

■ Michigan—FCC authorized 10 Michigan cable operators with systems in 24 communities to carry WZZM-TV Grand Rapids, Mich. Cable companies and their communities are: Fetzer Cablevision with systems at Kalamazoo, Kalamazoo township, Oshkosh, Cooper township, Comstock, Portage, and Parchment; Wolverine Cablevision, Albion, Battle Creek, Springfield, Bedford township, Pennfield township, Emmett township, Sheridan township and Battle Creek township; Cable Television, Comstock and Galesburg; Cable TV Co. of Mattawan, Mattawan; Cable TV Co., Oshkosh; Paw Paw Lake Area Cable TV Co., Watervliet and Coloma township; Cable TV, Constantine and White Pigeon; Cable TV Co. of Kalamazoo, Kalamazoo township; Alden CATV, Cassopolis; and Community Cable Television, Paw Paw and Lawton. Action Jan. 7.

■ Vestal and Union, N.Y.—FCC authorized Pioneer Cablevision Corp. to add WNEW-TV New York to its cable systems at Vestal and Union, but denied its applications to add signal to systems at Endicott, Me. and Owego. FCC also directed Pioneer to begin carriage of WENY-TV Elmira, N.Y., on all five systems within 30 days. Action Jan. 15.

Other actions

■ Blythe, Calif.—FCC directed Continental Transmission Corp., operator of cable system at Blythe, to comply with network program exclusivity rules. Continental's petition for waiver of rules was denied. Continental is required to provide network program exclusivity protection to KBLU-TV Yuma, Ariz. and KECCTV El Centro, Calif., over lower priority signals of KTAR-TV and KOOL-TV Phoenix, Ariz., respectively. Action Jan. 15.

■ Florida—FCC granted American Video Corp., operator of cable systems at Coconut Creek, Deerfield Beach, Lighthouse Point, Wilton Manors and Pompano Beach, partial waiver of rules to allow for sharing of all access channels and facilities among five systems. Action Jan. 15.

■ Granville and Middle Granville, N.Y.—FCC directed Granville Cablevision, operator of cable sys-

Unscrambling the puzzle. Serious students of radio revenue figures will have been confused by a mix-up of footnotes in last week's 18-page presentation of 1973 data (pages 49 through 86). The footnotes that appeared on page 62 of that issue are "inoperative": they belong to a table of radio data released by the FCC but not carried in BROADCASTING's report. Instead, there should have appeared another set of footnotes to advise the reader that:

1. The market-by-market data excludes 616 independent FM stations and 361 FM stations associated with AM stations but reporting separately.

2. Stations with less than \$25,000 in revenues report only total revenues and total expenses. However, stations with less than \$25,000 in revenues accounted for less than one-tenth of one percent of the broadcast revenues of the reporting stations.

3. Time sales to national and regional advertisers are reported before commissions to agencies, representatives and others. The FCC notes that clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, and thus caution should be used in comparing figures with prior years.

4. Data for 80 stations was not included in the market-by-market tabulations.

5. Total broadcast revenues consist of total time sales plus talent and program sales, plus other incidental broadcast revenues, less commissions.

6. Total broadcast income is before federal income tax.

Footnotes 7 through 11, as well as three symbols, were used by the FCC—and did appear throughout the tables on pages 57 through 60 in last week's report—to indicate the following qualifications:

7. The figures published in 1972 were in error. Correct figures for 1972 are: Network time sales: \$2,786; National/Regional time sales: \$636,923; Local time sales: \$1,945,647; Total revenues: \$2,364,819; Total expenses: \$2,067,525; Income: \$297,294.

8. At least 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 equal dollar increase in local sales with no effect on total revenue.

9. Approximately 67% 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 equal dollar increase in local sales with no effect on total revenue.

10. Most of the apparent increase in national/regional time sales from 1972 to 1973 is due to a shift in the way stations allocated time sales between the national/regional and the local categories. Some sales formerly classified as local were classified as national/regional in 1973. This change would not affect total revenue.

11. Time sales figures published for 1972 were incorrect. The correct figures for 1972 are: National/regional time sales: \$2,469,274; Local time sales: \$4,591,293.

* Not all stations in this market operated for the full year.

** Data withheld to maintain confidentiality.

† Detailed data not shown in this report.

Additionally, in footnote 3 to Table 3 (page 53), 1973 revenues of 347 FM stations associated with AM's but reporting separately were \$48.0 million, not \$480.0 million. And, in Table 8 beginning on page 62, the first six columns (1973 and 1972 revenue, expense and income data) are for independent FM's only, while the last three columns are for all FM's.

tems at Granville and Middle Granville, to comply immediately with performance test and measurement requirements of cable rules. Granville's request for waiver of rules was denied. Action Jan. 15.

■ Waverly, N.Y.—FCC denied request of Valley TV Cable Co., operator of cable system at Waverly, for waiver of network program exclusivity rules. Since Valley TV already is providing protection to another station or stations, capability to provide protection to additional station appears to be available, FCC said. Action Jan. 15.

In contest

■ Holyoke and South Hadley, Mass.—ALJ Reuben

Lozner ordered, in initial decision, Video Enterprises to cease and desist from carrying WSBK-TV Boston on its cable systems at Holyoke and South Hadley, in violation of rules. Judge Lozner found that Video failed to obtain FCC authorization to carry WSBK-TV (Doc. 20038). Action Jan. 16.

Rulemaking

■ FCC determined that no modifications are warranted to its rule providing 15-year maximum duration for cable franchises. FCC said it would consider request for waiver of franchise period if request indicates investment and system construction and acceptance by franchisor (Doc. 20021). Action Jan. 16.

Price list. FCC, in response to decision of U.S. Supreme Court, has adopted revised schedule of fees it charges those it regulates. Ground on which schedule is based is that "value-to-recipient" factor is "reasonably related to a portion of the commission's costs." New fees are effective March 1, 1975.

Construction permits:	Filing fee	Grant fee
VHF—top-50 markets	\$10,000	\$67,500
UHF—top-50 markets	2,500	22,500
VHF—next 50 markets	4,000	27,000
UHF—next 50 markets	1,000	9,000
VHF—balance	2,000	13,500
UHF—balance	500	4,500
FM—class A	200	1,350
FM—class B and C	400	2,700
AM—day—50 kw	1,000	6,750
AM—day—25 kw	800	5,400
AM—day—10 kw	600	4,050
AM—day—5 kw	400	2,700
AM—day—1 kw	200	1,350
AM—day—500 w	100	675
AM—day—250 w	50	340
AM—unlimited 50 kw	2,000	13,500
AM—unlimited 25 kw	1,600	10,800
AM—unlimited 10 kw	1,200	8,100
AM—unlimited 5 kw	800	5,400
AM—unlimited 1 kw	400	2,700
AM—unlimited 500 w	200	1,350
AM—unlimited 250 w	100	675
AM—class IV	200	1,350

Other applications:	AM	FM	TV	Auxiliary
Application for construction permit to replace expired permit (Form 321)	\$250	\$250	\$250	\$ 50

Application for modification other than major change (Form 301):

(A) Application to change antenna/transmitter site; or to increase antenna height; or to change antenna pattern	100	100	100	—
(B) All other Form 301 applications	200	200	200	—
Application for change of call sign for broadcast station	200	200	200	—
Application for authorization in auxiliary broadcast services (Form 313):				

(A) Application for modification of construction permit or license in auxiliary broadcast services	—	—	—	50
(B) Application for construction permit for remote pick-up mobile station	—	—	—	100
(C) Application for construction permit for intercity relay or for studio transmitter link or for remote pick-up base station	—	—	—	250
(D) All other Form 313 applications	—	—	—	100
Application for construction permit or license of auxiliary or alternate main transmitter	50	50	50	50
All other applications in the broadcast services	100	100	100	100

* One-half the filing fee for an application for construction permit for new station or major change in existing station but not less than \$100.

Subscription television authorizations:

Application filing fee \$700

Assignments and transfers:

Application for assignment of license or transfer of control—Form 314, Form 315 and Form 316 applications. (Where more than one broadcast station license is involved, the total amount of fees prescribed for each license so involved will be paid in the manner set forth below.):

Sales or Exchanges:

Application filing fee (Forms 314 & 315)	\$200
Application filing fee (Form 316)	\$50
Grant fee (to be paid immediately following	

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Service Directory

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Hollywood, California 90028
Bill Merritt
1680 North Vine Street
213-463-3148

You belong in Broadcasting

consummation of the assignment or transfer):	
For AM stations, and joint assignment or transfer of AM-FM stations, with gross revenue of \$400,000 or less	0.9% of gross revenue
For AM stations, and joint assignment or transfer of AM-FM stations, with gross revenue greater than \$400,000	\$3,600 plus 1.4% of gross revenue in excess of \$400,000
For all FM stations	0.9% of gross revenue
For television stations with gross revenue of \$800,000 or less	1% of gross revenue
For television stations with gross revenue greater than \$800,000	\$8,000 plus 1.8% of gross revenue in excess of \$800,000
In all other cases and/or when gross revenue is indeterminable (See Note 2)	0.4% of consideration for assignment or transfer

Gifts:

Application filing fees and grant fees for assignments or transfers resulting from gifts are the same as those for sales or exchanges above, with the exception that no grant fee will be assessed for an assignment or transfer by gift from a person to a spouse and/or lineal descendant.

Note 1: Gross revenue will be determined by taking the average of the annual gross revenue figures reported on line 19 of FCC Form 324 for the respective station(s) for the three years immediately preceding the date of the consummation of the transfer or assignment.

Note 2: In certain situations gross revenue figures are not available for assessment of a fee on that basis—for example, assignment or transfer of an AM or FM station individually from what had been a joint AM-FM operation; assignment or transfer of a broadcast station license in which gross revenue has been either nonexistent or so intermittent as to be an improper basis upon which to establish a grant fee; assignment or transfer of religious or other stations that do not report gross revenue. In those types of cases, the grant fee will be assessed on the basis of consideration as indicated above.

Note 3: In the case of transfer of control, the transfer grant fee will be based on the percentage of interest acquired which resulted in the transfer of control (except for those situations described in note 4 below in which additional acquisitions of interest may be subject to the grant fee). (Example: "A" acquires a 60% interest in an AM station with gross revenue of \$100,000. Assuming "A" holds no other interest in this station that was acquired in the preceding two years, the grant fee is \$540—\$100,000 x 0.9% x 60%.)

Note 4: In the case of transfer of control in which the transferee holds previously acquired interest in the subject broadcast station license, the grant fee will be based on the acquisition which resulted in transfer of control and on interests acquired during the two-year period immediately preceding the date of the contract for the transfer of control. In addition, a grant fee will also be assessed against any additional interest in the station acquired within two years following the date of the contract for transfer of control. Such grant fee for additional acquisitions within two years subsequent to transfer of control will be computed on the basis of the same gross revenue figures used in connection with the transfer of control application and such additional fee shall be submitted at the time the supplemental Ownership Report (FCC Form 323) is filed with the commission. (Example: "A" acquires the following interests in an AM station with \$100,000 gross revenue: 1-1-71—10%, 1-1-72—10%, 1-1-73—20%, 2-1-74 (contract date)—30%. The transfer grant fee is \$450—\$100,000 x 0.9% x 50%, with the 50% figure representing the interest that resulted in transfer of control plus interest acquired in the two years immediately preceding the date of contract for the transaction which resulted in transfer of control. If "A" were to acquire any additional interest in this station prior to 2-1-76, an additional grant fee would be incurred equivalent to the additional interest acquired times \$100,000 times 0.9%.

Annual license fee:

Each broadcast station shall pay an annual license fee to the commission based on the station's rate card as of June 1 of each year.

For AM & FM stations:

The annual license fee will be a payment equal to 8.5 times the station's highest single one-minute spot announcement rate, but in no event shall the annual license fee for each AM and each FM station be less than \$25.

For television stations:

The annual license fee will be a payment equal to 4.25 times the station's highest 30-second spot announcement rate, but in no event shall the annual license fee be less than \$100.

Fees are not required in the following instances:

- (1) Applications filed by tax exempt organizations for operation of stations providing noncommercial educational broadcast services, whether or not such stations operate on frequencies allocated for noncommercial, educational use.
- (2) Applications in the standard broadcast service requesting authority to determine power of nondirectional standard broadcast stations by direct measurement.
- (3) Applications for all FM or television translators and all FM or television translator relay stations.
- (4) Applications by local government entities in connection with the licensing or operation of a noncommercial broadcast station.
- (5) Applications for licenses to cover construction permits in the auxiliary broadcast services.

Cable television relay services:

For a construction permit	\$20
For a license or renewal	5

For a modification of construction permit or of a license	5
For reinstatement of expired construction permit or license	5
For assignment of license or of construction permit, or for transfer of control	10
Application for certificate of compliance	15

Note: If multiple applications for certificates of compliance are simultaneously filed by cable television systems having a common headend and identical ownership but serving or proposing to serve more than one community, the full \$15 fee will be required for only one of the communities; a \$5 fee will be required for each of the other communities.

Cable television:

An annual authorization fee shall be paid by each CATV system on or before April 1 of each year for the preceding calendar year. The fee for each system shall be equal to the number of its subscribers times 13 cents. The number of subscribers shall be determined by averaging the number of subscribers on the last day of each calendar quarter.

Note: Where a system offers bulk-rates to multiple-outlet subscribers, such as apartment house or motel operators, each bulk-rate contract is viewed as a number of subscriptions to be calculated by dividing the total annual charge for the bulk-rate contract by the system's basic annual subscription rate for an individual household. (Thus, for example, if a cable television system charges an apartment house operator \$1,000 a year for a bulk-rate contract and charges individual households a basic rate of \$50 per year, the bulk-rate contract is counted as 20 subscriptions [i.e. 1,000 ÷ 50 = 20]. Where a variety of "annual subscription rates" for individual households exists [e.g., \$50 per year, if paid in one sum, or \$60 per year, if paid on a per-month basis], the rate used in the subscriber formula shall be the lowest annual rate which is offered to individual subscribers [\$50 here]. Likewise, if the bulk-rate contract is on a monthly basis, it shall be divided by the lowest monthly rate which is offered.) In the preceding example, a \$50 per year charge should be viewed as a charge of \$4.17 per month. It is not contemplated, however, that such calculations should be made with respect to extra payments for additional cable television outlets within the same individual household.

Satellite communications services:

	Filing fee	Grant fee
Application for initial construction permit for commercial transmit/receive earth station	\$120	1/2 of 1% of construction cost as set forth in the application—not to exceed \$15,000
Application for initial construction permit for a commercial receive-only or transportable earth station	60	1/2 of 1% of construction cost as set forth in the application—not to exceed \$15,000
Application for modification of construction permit or license or for construction permit for additional equipment at an existing commercial earth station	60	1/2 of 1% of construction cost as set forth in the application
Application for authority to operate a transportable earth station at a fixed site	180	None
Application for renewal of license for a commercial transmit/receive earth station	60	\$3,000
Application for renewal of license for a commercial receive-only earth station	330	None
Application for initial construction permit or modification of construction permit or license for an auxiliary station (boresight) to an earth station or for a telemetry, tracking and control station	30	1/2 of 1% of construction cost as set forth in the application
Application for initial construction permit per satellite	150	\$3,000
Application for authority to launch and operate satellites, per satellite	150	1/2 of 1% of satellite construction cost as set forth in the application (due 45 days after successful launch and operation)
Application for renewal of an auxiliary station to an earth station or for a telemetry, tracking and control station	180	None
Application for assignment of a commercial transmit/receive earth station or satellite construction permit or license or transfer of control of a licensee or permittee, per earth station or satellite	45	None
Application for assignment of a commercial receive-only or transportable earth station construction permit or license or transfer of control of a licensee or permittee, per earth station	45	None
Application for communications common carrier for authorization to own stock in the Communications Satellite Corp.	45	None
Any other application filed under the Communications Satellite Act or the Communications Act of 1934 in the Satellite Communications Services	45	None

Classified Advertising

See last page of Classified Section for rates.

RADIO

Help Wanted Management

Manager needed for established non-commercial, listener supported California Christian 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.

Pennsylvania station seeking young aggressive sales manager. Salary commensurate with background. Opportunity for good salesperson to move up. Must handle accounts. Box A-196, BROADCASTING.

Florida Coastal Area Radio Station, AM and FM, seeking aggressive, sales oriented manager. Must have several years of sales and station managing experience. Excellent growth potential in a beautiful resort area. Good salary and bonus arrangement. Send resume to Box A-200, BROADCASTING.

Strong manager, hard worker, prefer sales background. East Coast, single. Box A-208, BROADCASTING.

Reps and/or salespeople. Join the industry's leading systems supplier. Strong closing ability, in-depth working knowledge of programming, engineering, management and financing, an insatiable appetite for hard work, a burning desire to make money and lots of it, and an affinity for extensive travel makes you one of several people I'm looking for. Be thorough and detailed in your first letter and tell me why you're the person I want. Reply in confidence to Marketing Manager, Box A-212, BROADCASTING.

Sales Manager for #1 rated station in major southwestern market. Young, dynamic company also owns separately programed FM, same market. Showplace offices, great living conditions. Write Box A-222, BROADCASTING.

Are you ready to manage small market radio station? Light announcing, heavy sales, four on staff. Salary, commission, override, profit sharing. Send resume; personal interview later. KRKC, King City, CA 93930.

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.

Manager-sales manager, Michigan full-time AM station. Highly competitive market. Write, give background, salary requirements. No phone calls. Jack Walkmeyer, Midwestern Broadcasting Company, P.O. Box 472, Traverse City, MI 49684.

Help Wanted Sales

Solid Wisconsin station has opening for salesperson on way up, good account list, guarantee plus commissions. Great growth potential. Box A-180, BROADCASTING.

Southern coastal resort area AM-FM radio station needs experienced radio advertising salesperson. Excellent opportunity for sales management, within short time, must be strong on creativity and ability to build campaigns. Send resume and present income information to Box A-201, BROADCASTING.

So you want to be a sales manager, we're looking, radio sales, 2 years min. experience, salary desired, must like small, New England market, we're a full-time AM/FM Stereo, contemporary format. Box A-207, 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.

KHAK in Cedar Rapids needs a very good salesperson. Are you a top biller in a small market? an ex-manager? or a pro who really knows selling? We pay top wages, offer excellent benefits and plenty of opportunity within our 6-station group. Call or write Jim Young, Box 1360, C.R. 1A 52406 (319-365-9431). An equal opportunity employer.

Help Wanted Sales Continued

Creative A.E. for fulltime 5 kw AM/FM. Career opportunity, new management. Donald Sherman, KMYC, Box 631, Marysville, CA 95901. 916-742-2396.

Combination salesperson and sports director who wants to bring up family in beautiful vacation country where there are no big city problems. Ideal for salesperson-sportscaster who wants to step up to slightly larger market or to get away from big city. Contact Charlie Persons, KVBR, Brainerd, MN 56401.

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.

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.

Experienced DJ wanted for Top 40 Station in Western Massachusetts. Must be good on production and copy. Chance to move with growing company. Box A-210, 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, KPOW, Box 968, Powell, WY82435. An Equal Opportunity Employer.

Experienced announcer needed for staff position at beautiful music station. Contact: Bruce Hanson, WATI, Indianapolis, IN 46217.

Personality and/or format jocks for number one station in market. Tapes and resumes to J. C. Smith, WJPS, Box 3636, Evansville, IN 47735.

Need announcer for air work & production. 3rd license with endorsement. 314-586-8577.

Immediate opening, midwest MOR for experienced morning drive person. Excellent starting salary, many fringes. Contact Don Hoover, 815-933-6633.

Help Wanted Technical

Midwest AM-FM needs Chief Engineer strong on maintenance. Career opportunity. Box A-146, BROADCASTING.

Engineer wanted for growing two station chain in central Massachusetts with heavy maintenance experience. Excellent salary plus top benefits including profit sharing. Box A-217, BROADCASTING.

Help Wanted Technical Continued

Chief engineer, experienced in AM-FM-automation and maintenance. Station located in Pittsburgh metro area. Position open in near future. Phone 412-846-4100, Walt Broadhurst.

Immediate opening for First Class Engineer. Strong maintenance for AM and Stereo FM. Send resume to Tom Catalano, Box 1136, Ocala, FL 32670.

Help Wanted News

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 bp. Salary based upon experience and ability. Equal opportunity employer. KUBC 303-249-4546.

Morning news. Gather, write locally-oriented news. Assume talk show after established. News background, strong delivery. Send tape/resume WCSI, Box 709, Columbus, IN 47201.

Newsperson wanted to be news director of suburban Springfield, Massachusetts station, where news is all important. Interview a must. Contact Bob Bouchard, WDEW Westfield, MA 01085.

Career-oriented news person; accurate conversational writing and delivery; local news gathering. We want brains. Quarter million market. Send tape, sample writing, resume: News Director, WENE Radio, 509 E. Main Street, Endicott, NY 13760.

WIOS Radio, Tawas City, Michigan, is looking for qualified person for news, and sales positions. Must be able to follow directions. Send resume, tape, picture, and salary requirements. John Carroll, WIOS, Tawas, MI 48763.

WOKY needs fulltime newperson. Send tape and resume. Minorities welcome. 3500 N. Sherman, Milwaukee, WI.

Help Wanted Programing, Production, Others

Major market black rocker seeks PD, air talent, copy writer. Immediate and future needs. Resume, references, picture. No poets please. Box K-202, BROADCASTING.

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.

WKBW Buffalo, wants to hear from you if you're a major market production director. Send tapes and resume to Bob Harper, program director, WKBW Radio, Buffalo, NY 14209. An equal opportunity employer. Applications from both sexes and all races encouraged.

Situations Wanted Management

Looking for challenge, not job. GM, 14 years experience, sales, management, programming. South, Southwest. Will consider all. Box A-55, BROADCASTING.

Ambitious young Wharton MBA with over 3 years medium market management experience. Especially strong in planning, finance, and people management. Seeking general, business, or sales management or staff position with group broadcaster. Excellent combination of education and experience plus desire to succeed. Box A-67, BROADCASTING.

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.

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.

Situations Wanted Management Continued

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.

Organized selling manager available February. Forty-one with family, former ownership. Consider all medium/small markets. You can afford. Box A-193, BROADCASTING.

Solid, Stable Manager. 28 years experience, 19 selling manager small medium markets. College. Good references. Box A-194, 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.

Situations Wanted Sales

Experienced salesman, announcer. Small or medium market M.O.R. or country format. Box A-149, BROADCASTING.

Situations Wanted Announcers

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

Black announcer seeks position in sales, production, news, sportscasting play-by-play. Married, five years experience with MOR format. Not a screamer. Box A-197, BROADCASTING.

Medium (Major, Part-Time Start?) Market Personality. 24, versatile, dependable, creative, humor, voices, one-on-one. Experienced up-tempo MOR. Career-minded. Looking for responsibility & direction. Radio-TV A.B. Midwest favored. Box A-198, BROADCASTING.

Announcer with 4 years experience, first ticket. Looking for contemporary MOR in midwest. Box A-209, BROADCASTING.

Four experienced announcers specializing in news, sports, music, continuity/production. Medium midwest market. Will move as unit only. Have you cleaned house? Here we are. Box A-226, BROADCASTING.

Nice Place to Settle Down. Sought by seasoned professional. 14 years, All phases. MOR or Laid-back Top 40. Vet. Married. Degree. Major credentials. SE, SW or MW. All inquiries welcomed. Bob Randall, 5550 N. Braeswood, 131 Houston, TX. 713-729-9175.

Female, 3rd, mature voice, 4 years college experience. Willing to relocate, any format considered. For tape, resume, write Mary Saloschin, 55 Lowden Ave., Somerville, MA 02144.

If you're looking for a black energetic jock that's strong on production and definitely creative, ready to relocate now, then I'm the man for you. Contact Jimmy Walker, 150 West 92 Street, Apt. A, New York, NY 10025. 212-362-0085.

Young/Mature Announcer! available in June. News/board/air experience. Time to move up. Prefer adult/MOR. 3rd endorsed, expect 1st by June (NRI). Tape, Resume, Visit, Write: Ron Tripp, 74 Park Oxford, MI 48051.

Well Received Radio Personality, married; 5 yrs. Top 40 experience, Chicago, radio comm. grad. Any market, will relocate. 616-947-7201. Cliff, 961 Fitzhugh Drive, #10, Traverse City, MI 49684.

Young, Unattached DJ, Third Phone, seeks first job, full time, will relocate. 313-739-7439.

Atlanta: A top talent in sales & announcing. Have a great desire and ability along with motivation. Moving to Atlanta soon. Gary Isaacson, 350 Campus View Dr., Riverside, CA. Phone 714-683-8724.

Seasoned loving person who enjoys talking desires strong community radio, anywhere exciting, talk/music. Send for your free resume, or call 206-283-7738. Simon, 1617 Fifth N., Seattle, WA 98109.

Situations Wanted Announcers Continued

Hire a Creative Announcer just out of school? For this act of faith you'll also receive an award winning copywriter who has worked on three continents plus an account executive with great track record. Please call 212-581-4081 for full details.

First phone mature DJ-maintenanceman; seek happy, relaxed longevity, South. Prefer five days, MOR. Unemployed. 305-428-3161.

Employers: Are you looking for an experienced air personality, with a first phone, who is broadcast school trained? Contact J. E. Hughes, 59 Hubbard, Battle Creek, MI 49017.

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.

Christian broadcaster seeks employment with Christian radio or similar. Experienced in media. Michigan. 616-775-8404.

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.

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.

Sharp Young Chief looking for the right station. Loads of Chief-Engineer experience includes High Power AM Directional, Remote Control, RF and Audio Proofs, FM Stereo, Budgeting, Construction and Managing a Staff of Engineers, all in heavily competitive Top 10 Market. If you are looking for a sharp, all-round radio guy who wants to settle down, write to Box A-204, 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 Poitche, 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, Greenwood, 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

Looking? Major market all-news anchor/editor, also looking. Former ND, network correspondent documentary narrator, talent. Box A-54, BROADCASTING.

Aggressive News Director. 7 years experience in news and public affairs. Wants station where news is not just a requirement. Now in market of 150,000. Box A-215, BROADCASTING.

News Position Desired. Hard worker. Some experience in print, electronic journalism. B.A. journalism. Broadcasting school grad. Tape, resume available. John Pappas, 200 L St., S. Boston, MA 02127. 617-263-5755.

Aggressive Young Newscaster. Two yrs. ND and DJ in Medium Market. For true professionalism and serious reporting, write: Robert Day, 552 So. Gramercy Pl., #3, Los Angeles, CA 90005. Tape and resume available to all upon request.

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. 608-244-5734.

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

Program Director/Rock or Contemporary. Sales is what it's all about, but you need a product to sell. With one year comm. exp. and one year at MBS. You think I'm crazy, No I'm good. I don't leave the station at the station. You're in trouble and I'm going to the top. Join me. Box A-188, BROADCASTING.

College graduate with BS degree in Telecom seeks production director position. Proven track record in creative commercials, station promotions, programs. Call brings resume and tape. 216-456-0452.

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.

TELEVISION

Help Wanted Management

Executive Director ETV, PTV, M.A. preferred. Public relations, budget, administrative, supervisory, broadcasting, education experience desired. Ability to innovate, plan, direct, and evaluate programs. Box A-216, BROADCASTING.

General Manager and/or Sales Manager, Contact Mr. William H. Herntstadt, Television Station KVVU, 1800 Boulder Highway, Henderson, NV 89015.

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 Technical

Asst. Director for Technical Operations. Strong on color TV maintenance-supervision. Minimum 10 years experience. In charge of technical operation of Southern ETV production center. An equal opportunity employer. Application deadline February 17, 1975. Box A-185, BROADCASTING.

Television Engineer is needed by Central Michigan University, WCMU-TV, Mt. Pleasant, MI. A first class FCC radio-telephone license is required. Broadcast experience is desirable. Duties include switching, VTR operation, color camera operation, transmitter operation. Second shift (4-12 p.m.). Differential paid. Extensive fringe benefits. \$9,027-\$12,043. CMU is an equal opportunity/affirmative action employer. Write no later than February 15 to: Paul Baumgartner, C.E., WCMU-TV, Central Michigan University, Mt. Pleasant, MI 48859.

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.

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. An Equal Opportunity Employer.

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

Young aggressive Assistant Chief Engineer needed immediately for Fairbanks, Alaska AM/TV operation. Familiarity with Ampex VTR's and all aspects of broadcast maintenance preferred. Must have First Phone. Call 907-452-5121, or write: Chief Engineer, Box 950, Fairbanks, AK 99707.

Acting Chief Engineer: 3 months probationary period. Educational/Commercial TV and Radio Operation. Responsible for maintenance and repair to broadcast standards of RCA TK-44 cameras, RCA TC-60 VTR's, remote production unit, moviola-magnasync audio-film equipment, 150w educational radio station. Salary from \$13,000 to \$15,000 depending on experience. Contact: Bill Hays, Communication Center, Trinity University, 715 Stadium Drive, San Antonio, TX 78284.

Need urgently two Engineer/Operators for Fairbanks, Alaska TV facility. Must have First Phone, switching experience, technical background or maintenance experience. Call 907-452-5121, or write: Chief Engineer, Box 950, Fairbanks, AK 99707.

Help Wanted News

News Executive Producer needed for Top 50 Network affiliate. Candidates must have good news background and know-how. An Equal Opportunity Employer. Send resume and current salary to Box A-219, BROADCASTING.

Weathercaster. Meteorologist preferred. Prestigious station in mid-south. Must be a communicator with good on camera presentation. Box A-225, BROADCASTING.

News Anchorperson. Top rated VHF network affiliate in medium size market looking for an on-air professional for number one slot. You may be doing weekends in top thirty or anchoring in smaller market ready to move up. All resumes in strictest confidence. EOE. Box A-230, BROADCASTING.

Help Wanted Programing, Production, Others

Seeking an experienced person to supervise talented employees, set up and manage production budgets, manage all phases of 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, \$19 to \$52. 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.

Producer/Writer/Director for WHA-TV, public television station in Madison, Wisconsin. Must have minimum of two years experience in production of instructional television programs, general knowledge of all aspects of television, and B.A. Write, including all information to: A. S. Tiano, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706.

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. Lott, WNPB-TV, Northern Michigan University, Marquette, MI 49855. An equal opportunity employer.

Channel 43 Plays Favorites and is looking for a promotion manager who will keep northeast Ohio well aware of that fact. If your ideas will help us continue the reputation of promotion excellence we now enjoy, send resume and salary requirements to Jack McAffitt, WUAB-TV, 8443 Day Drive, Cleveland, OH 44129. Equal Opportunity Employer.

Producer/Director for University Media Department. Instructional TV and Film. BA plus 2 years professional experience. Salary \$9,500 to \$11,000. Full color. Send complete resume to: Instructional Media Laboratory, The University of Wisconsin-Milwaukee, Milwaukee, WI 53201. An equal opportunity/affirmative action employer.

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.

Help Wanted Programing, Production, Others Continued

Projects Coordinator/Writer for University Media Department. Write and edit audio-visual material, TV scripts, funding proposals and instructional technological material. Bachelors degree and 1 year experience in media writing required. Salary \$10,000 to \$12,000 per year. Send complete resume to: Instructional Media Laboratory, University of Wisconsin-Milwaukee, Milwaukee, WI 53201. An equal opportunity/affirmative action employer.

Situations Wanted Management

Experienced GM seeking new challenge; heavy sales background, proven success, references impeccable. Box A-160, BROADCASTING.

Top 10 markets Sales Manager with local and national radio and television experience. Superb 8 year track record, now seeks an unusual sales opportunity. Employed, young, degree, excellent references. Box A-186, BROADCASTING.

Sales Manager in one of the largest major markets, with previous national spot sales/management background, available. Young, employed, top billing record, married, degree. Box A-221, 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 Technical

Director of engineering, small group. Degree, 25 years experience, network and stations. Looking for improvement. Box A-14, BROADCASTING.

First Phone Studio Technician. Seven Years Experience. VTR, Camera, Switching. Consider All. Box A-213, BROADCASTING.

Situations Wanted News

Top rated anchorwoman, who is also an aggressive political/environmental reporter/photographer in top 25 market seeks greater challenge. Box A-129, BROADCASTING.

Reporter-anchor, 2 1/2 years experience medium market, college graduate, can shoot film, edit, report, produce, and anchor. Box A-178, BROADCASTING.

Experienced, young, female newperson with college degree in broadcasting available for reporting or anchoring anywhere. Creative, ambitious. Excellent references. Box A-187, BROADCASTING.

Meteorologist, young and personable with 6 years major market experience. My programs combine professional credibility with easy down to earth delivery. All markets considered. VTR available. Box A-191, BROADCASTING.

Bright Female college grad. desires TV news or production. Will relocate. Write Box A-203, BROADCASTING.

Young, experienced anchorman-reporter. Background includes: freelance radio, TV, on air and reporting, hard and feature. First-rate materials and references. Degree. Box A-206, BROADCASTING.

Experienced on-air radio-television newsmen, writer, photographer; new First Phone. Ted Wolfe, 304-595-3970.

Meteorologist seeks employment. Young, versatile, experienced broadcaster, forecaster, will relocate anywhere. If interested, contact Sam Davis, 10 St. George St., West Warwick, RI 02893. Phone: 401-828-0157.

Experienced Sports Director with extensive production background. P.O. Box 23, West Trenton, NJ 08628.

Situations Wanted Programing, Production, Others

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.

Promotion Manager, available now due to stations reorganization. Heavy on air, ex producer director. Creative, news promotion specialist. Box A-189, BROADCASTING.

Male, 26, BS, first class license, desires production or master control position. Little experience. Prefer IL, WI. Box A-195, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Television Production Man, Southern Illinois University graduate, 27 years old. Experience in producing, directing, lighting, camera work, audio and set design. Videotape back pack experience. I am now directing news, talk, children's and musical programs. Will relocate anywhere. Available in May. Lance O'Neal, Naval Station, Box 25 F.P.O. NY 09571.

Administrative/Production Assistant. Female, B.S. Mass Communications, professional experience. Ellen Landau, 71 Brentwood Lane, Valley Stream, NY 11581.

Versatile, hard-working young man seeking entry-level production position. Prefer SE area. Degree. License soon. Alan Kaye, 1268 Pointset Place, Decatur, GA 30033.

CABLE

Help Wanted Sales

Advertising Salesperson for nationally syndicated cable show. Liberal commission. Write: P.O. Box 688, Radio City Station, NY, NY 10019.

Help Wanted Technical

TV Engineer to maintain full color LO operation. Helical VTR's and portable color equipment. Consult, coordinate and develop LO packages for new systems. First phone and three years or equivalent required. MSO offering full benefits. Send resume to: CTV-THREE, 211 S. Main St., Findlay, OH 45840.

WANTED TO BUY EQUIPMENT

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

Wanted: used tower, up to 300 ft., suitable for top mounted FM antenna. Send particulars to P.O. Box 1789, Pascagoula, MS 39567.

Wanted: New and used TV equipment for UHF Station. Especially transmitter and tower. All considered. Send prices, descriptions: H. Dickson Norman, Box 2183, Opelika, AL 36801.

FOR SALE EQUIPMENT

Model TT-358B RCA Television transmitter. Channel 9. \$25,000.00. Box A-214, BROADCASTING.

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 TT258L Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box B40, Corpus Christi, TX 78403 or call 512-883-6511, T. Frank Smith.

TV Transmitters, VHF Ch. 4, both including VSBF filter and diplexer; (1) RCA 25 kw TT25AL with air cooled TT-5A driver, excellent characteristics; (2) RCA TT-2AL, 2kw. Test loads and spare parts available. Call WCCO-TV Transmitter supervisor (612) 484-5539 or write WCCO-TV, Engineering, 50 South 9th St., Minneapolis, MN 55402.

RCA RT*16, 6 deck multicart cartridge tape playback unit. New condition, still in factory carton. Originally \$2500; will sell for \$1500. Contact Chief Engineer, WCUZ Radio, #1 McKay Tower, Grand Rapids, MI 49502. 616-451-2551.

Collins 300-G 250W AM Transmitter excellent condition. Never used as a main transmitter. WIGO Radio, 659 Peachtree St., N.E., Atlanta, GA 30309. 404-875-8511.

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.

750 Ampex video cartridges, for Ampex ACR-25. Fully loaded for one minute playbacks. Price \$15.00 each. WWLP (TV), Box 2210, Springfield, MA 01101.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESSCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Fidelipac #300 Carts, 65¢ unused. Standard 4x5 size loaded with unlimited album of tape. Send check to Panorama Sales, 6841 Pacific View Drive, Los Angeles, CA 90068. 213-874-2568.

For Sale Equipment Continued

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 Spratley Street, Portsmouth, VA 23705. 804-393-2505.

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

Empty 10" metal 1/4" audio tape reels for NAB hubs. Storage boxes included for \$1.00 each plus shipping. Al Scheer, P.O. Box 1457, Lexington, KY 40501, 606-255-4404.

CEI 270 color camera with camera control unit and RTH Varotal XXI 40mm to 400mm lens. All in excellent condition. Contact Chief Video Engineer, Bruce Dumas, Orth-Tec Corporation, Box 566, Salem, NH 03079. 603-893-4552.

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.

MISCELLANEOUS

For Sale: PC-705 color camera chain, 5 years old, good operating condition. Box A-224, BROADCASTING.

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.

Unemployed? Read: "Professional Approach To Job-seeking" to help get that job! \$2. Hal Fisher, 142 Tahoe, Apopka, FL 32703.

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.i.—1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd Floor, 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.

Instruction Continued

FCC license the right way, through understanding. Home study. Free catalog. Genn Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

For 38 Years, Industry Leader! Don Martin School of Communications trains for 1st phone license, plus Practical Transmitter Operations, in just six weeks! Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

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 Announcers

KULF needs one more professional. Historically top rated MOR owned by Southern Broadcasting Company is an equal opportunity employer. You must communicate with adults in nation's fifth largest city. Tape and resume to Bill Wamsley, KULF, Houston 77002.

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

Radio Production/Promotion Specialist

A major market Adult Contemporary radio station is searching for a creative, professional Production/Promotion Specialist to handle a demanding schedule of on-air promotions as well as commercial work. This is a unique opportunity for you if you're capable of working with a highly professional staff for one of the major broadcast groups. An Equal Opportunity Employer. Send complete resume to Box A-192, BROADCASTING.

PROGRAM DIRECTOR

Experienced, strong administrator, thorough knowledge of music with ability to judge market in tough competitive situation. Interest in community involvement. Medium midwest market. Send resume and salary requirements to: Box A-223, BROADCASTING

Situations Wanted Management

BROADCAST EXECUTIVE

Radio/TV p.o. 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 Management Continued

Experienced, knowledgeable broadcaster with outstanding track record as V.P., General Manager, General Sales Manager, dominant local salesman, national rep., with powerhouse group and top stations is now seeking position. Greatest assets is achieving results. P&L and goals and objectives oriented. A keen instinct as an innovator with drive and determination. Resolute in performance. Will motivate and deliver. All replies answered in strictest confidence. High-level references upon request. Box A-202, BROADCASTING.

GENERAL MANAGER

Pride is a necessary ingredient for success. Do the people at your station possess this quality? If not you have a problem. I have a solution, I'll substitute pride for vanity, fraternity for divisiveness and give your station an image of which we can all be proud. Are you the man who will grant me the opportunity to make your station the most dynamic and profitable in your market, or will you just sit there and hope that, somehow, tomorrow it will turn around by itself?

Box A-211, BROADCASTING

Employment Service

LOOKING FOR A CAREER IN BROADCASTING?

Then Subscribe To:



Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly, Nationwide
Employment Listings for Radio, TV, DJ's,
PO'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!

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 Technical

DEDICATED MAJOR MARKET CHIEF

Heading ten man dept. at #1 rocker in top 10. Highly experienced in all phases. Audio second to none. Seek permanent home at successful contemp. in top 10 or as TD of major chain. Great references. If a new chief is in your future, let's get together.

Box A-190, BROADCASTING

Television Help Wanted Management

TV Audience Promotion Mgr.

Group-owned net affiliate in Top 20 market needs number 2 person for Creative Services Department. Must have good advertising production know-how. Send resume and sample. An equal opportunity employer.

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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:

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The newsworld of broadcasting and allied arts

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WE'RE GROWING WE'RE IN MIAMI

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BROADCAST EQUIPMENT SALES MANAGERS

East and West coast openings are available now. A strong technical background in television broadcasting is essential. Sales experience desirable. Send resume with earnings requirement, to:

Robert E. Lynch
THE GRASS VALLEY GROUP, INC.
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Grass Valley, CA 95945

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SOUGHT: A JOURNALIST WHO COMMUNICATES

We need a person who can produce a cast which moves . . . and comes through on the tube as a real human being. The job of anchor-producer is with one of the country's better news operations . . . at a leading NBC Affiliate known for its stability and general excellence . . . in an area which offers all one could wish in both cultural activities and recreational opportunities. If interested, forward resume, sample cast script, and VTR to William Gill, News Director, WOTV, 120 College Ave., S.E., Grand Rapids, Michigan 49502.

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On-Air Promotion Administrator

Network O&O has key opening for producer of on-air promotion. Must have 3 years experience. Position includes scheduling, writing, producing all on air promotion. Send resume only and salary requirements. Equal opportunity employer.

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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

For Fast Action Use BROADCASTING'S Classified Advertising

Wanted to Buy Stations

Experienced broadcaster extremely interested in acquiring AM and/or FM facility on East Coast. Apply in confidence to:

Box A-182, BROADCASTING

Experienced broadcaster seeking full equity in New England, New Jersey AM station. 50,000 available. Owners, brokers, invited to respond with full particulars.

Box A-205, BROADCASTING

For Sale Stations

Profitable FM with excellent growth potential for sale in Puerto Rico, \$450,000.00. 29% down, balance terms.

Box A-143, BROADCASTING

Michigan Bargain

AM-FM daytimer, 6 A.M. sign on. \$275,000. No brokers.

Box A-176, BROADCASTING

For sale operating CATV system in rural Eastern United States, approximately 107 miles of cable, 1,805 subscribers, 3 headends, 5 channel capability. If interested please write:

Box A-218, BROADCASTING

Executive Recruitment

As consultants to management on executive recruitment, we maintain a confidential resume library for our radio, television and cable TV clients.

Send your resume and requirements today! Present and past employers will not be contacted without your permission.

No obligation. All replies answered.

Check area of interest

RADIO

☐

TELEVISION

☐

CABLE TV

☐

LOCATION

☐

EAST COAST

☐

NORTHEAST

☐

SOUTHEAST

☐

MIDWEST

☐

WEST COAST

☐

NORTHWEST

☐

SOUTHWEST

☐

- ☐ CHIEF ENGINEER
- ☐ CONTROLLER
- ☐ DIRECTOR OF MARKETING
- ☐ GENERAL MANAGER
- ☐ GROUP EXECUTIVE
- ☐ NEWS DIRECTOR
- ☐ PROGRAM MANAGER
- ☐ PROMOTION MANAGER
- ☐ SALES MANAGER

MARKET SIZE

☐

UP TO 50,000

☐

UP TO 200,000

☐

UP TO 350,000

☐

TOP 100 MARKET

☐

TOP 50 MARKET

☐

TOP 25 MARKET

☐

TOP 10 MARKET

Name _____

Address _____

City & State _____

Income Desired: _____

Ron Curtis & Company

O'Hare Plaza, 5725 East River Road
Chicago, Illinois 60631
(312) 693-6171

COMPANY INQUIRIES INVITED.

For Sale Stations Continued

Illness of senior partner forces sale of 49% western daytimer, \$80,000 cash. Strong management holds majority. Dramatic growth, profitable future, FM pending, valuable real estate secures investment.

Box A-220, BROADCASTING

MIDWEST FM

Profitable Class A FM serving retailing area with population in excess of 200,000. \$145,000. Terms available to qualified buyer.

Box A-227, BROADCASTING

FOR SALE CATV SYSTEM

In Rural Eastern U.S. 162 Miles, 2250 Customers, Pass 2600 homes, 5 Headends, 5 Channel capability. Reply to:

Box A-228, BROADCASTING

Very skilled former major market Chief Engineer, age 39 seeks partner(s) to help me acquire a first property. Availability of station confirmed. Class IV AM, 1000/250 watts. Northern California. Active or inactive person(s) okay. Only \$15,000 down total. Land and building included. Almost break even now. One heck of a potential I'll be active. (415) 751-1974 or Box A-229, BROADCASTING

Full time regional radio station in Florida. Good trading area. Over \$100,000 cash flow. Excellent growth still left for new owner. Asking \$1,200,000 cash. Price includes valuable real estate.

Box A-231, BROADCASTING

California AM-FM combination priced at \$3,000,000. Desirable market. Attractive terms can be arranged for qualified buyer. Grossing over \$1,000,000 annually. Qualified principals only need reply Box A-232, BROADCASTING.

Midwest regional full timer priced for quick sale. Excellent facility. Attractive market. Good ratings. No Unions. \$1,500,000 cash will buy this bargain. Priced at less than two times this year's gross revenues. No brokers please.

Box A-133, BROADCASTING

VHF TV STATION

Network affiliate, 144th market, excellent value. Call James Goodman, Esquire, 6 State Street, Bangor, Maine 04401 (207-947-7304).



Brokers & Consultants to the Communications Industry

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(P.O. Box 948) • (607) 733-7138
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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.

MIDWEST PROPERTIES

FM Single Sta., \$50,000

FM Class "C" Small, \$200,000

AM Single Sta. Mkt., \$125,000

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Phone 816-259-2544

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Brokers, Consultants & Appraisers
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Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20038
202-223-1553



BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 388-8545

MW	Small	FM	200M	29%
W	Small	Daytime	75M	29%
S	Medium	AM/TV	1.1M	Cash
NY	1000 pot.	CATV	120M	29%

CHAPMAN ASSOCIATES'
nationwide service

Atlanta—Boston—Chicago—Detroit
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Please Write: 5 Ounwoody Park
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BROADCASTING'S CLASSIFIED RATES

Rates, classified listing ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale. Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Profile

Chief Judge Bazelon: a mover and a shaper

Chief Judge David L. Bazelon of the U.S. Court of Appeals in Washington is being honored in these first weeks of 1975 in recognition of his 25 years on the bench. The Georgetown University and University of Pennsylvania law schools are commemorating the anniversary with special issues of their law reviews; leading figures of government, the judiciary and the bar can be expected to pay their respects.

But one wonders how many members of the communications bar will participate in the celebration, or with what enthusiasm if they do. For Judge Bazelon's court hears most of the appeals from FCC decisions, and Judge Bazelon has been an activist judge—a description he is said to take pride in. The kind of judicial restraint that, say, Supreme Court Justice Felix Frankfurter epitomized has not been for him. In the view of some lawyers, he has not shrunk from applying his own sense of the public interest in reviewing FCC decisions. And since his activism stems from a liberal-humanist base, it is not surprising that the decisions his opinions have attacked more often than not favored broadcasters.

To legal scholars with a fine sense of the fallibility of man, Judge Bazelon's activism has been distressing. Courts, they say, especially appeals courts, have virtually unchecked power to shape the law, and should use it with great care.

On the other hand, there are those who see history as having proved Judge Bazelon correct in stressing what former FCC General Counsel Henry Geller describes as "the full vigorous review" of FCC actions. In an article he has written for the *Georgetown University Law Review* issue honoring Judge Bazelon, Mr. Geller says that he learned "from personal experience the deterrent effect" Judge Bazelon's reputation has had on the commission. On several occasions, "the commission decided to hold a hearing because it feared a Bazelon-led court reviewing an attempted grant without hearing in the face of substantial questions of fact and law."

Judge Bazelon was born 65 years ago in Superior, Wis., the youngest of 10 children of Russian immigrant parents, and he grew up in Chicago. Now, gruff-voiced, with iron-gray hair, broad shoulders and a face that seems creased into a perpetual scowl, Judge Bazelon comes on as somewhat menacing. But his colleagues on the bench and members of the bar who have known him for years describe him as warm. Former law clerks, even those well on their way to making their own mark in the legal profession, speak of him in terms of affection and even awe. And he seems to make a special point of putting visitors to his chambers at their ease—even to the point, at times, of salting his conversation with Yiddish expressions that serve to point up that he has not forgotten his origins.

On Feb. 8, it will be 25 years since the Senate confirmed President Truman's nomination of David L. Bazelon to be a member of the U.S. Court of Appeals for the D.C. Circuit. (He



David Lionel Bazelon—chief judge, U.S. Court of Appeals for District of Columbia Circuit; b. Sept. 3, 1909, Superior, Wis.; BSL, Northwestern University, 1931; admitted to bar, 1932; assistant U.S. attorney for Northern District of Illinois, 1935-40; private practice, 1940-46; assistant attorney general, 1946-49; appointed to U.S. Court of Appeals, D.C. Circuit, October 1949 (chief judge, 1962); m. Miriam M. Kellner, June 7, 1936; children—James A. and Richard L.

began serving on a recess appointment on Nov. 1, 1949, and he became chief judge through seniority in 1962). Judge Bazelon, who was the youngest man ever nominated to a federal appeals bench, had been with the Department of Justice as an assistant attorney general—first in charge of the Lands Division, then as head of the Office of Alien Property.

Over the years as judge, he has come to believe that his chief function is to make sure that all matters bearing on the problem at issue are ventilated. Indeed, it is not Judge Bazelon's activism and liberalism that those who have followed him over the years remark on first in discussing his career. Usually, it is, as Professor Alan Dershowitz of Harvard, who clerked for Judge Bazelon in 1962, said recently, the courage to risk controversy by asking the hard questions. "He asks the toughest possible questions—questions that threaten comfortable existence," Professor Dershowitz said.

But, again, the questions spring from a liberal-humanist base—from what Professor Stanley Metzger, who teaches administrative law at Georgetown, says is "a great sympathy for humans in trouble." Judge Bazelon has long been concerned with the insanity defense in criminal cases and has been a leading figure in developing the role of psychiatry in the courtroom. Indeed, Judge Bazelon seems as well known, and as honored, in the field of psychiatry as in law.

In broadcasting matters, Judge Bazelon's willingness to rethink fundamental concepts was demonstrated in connection with the commission's fairness doctrine. For years, he was prepared to accept the constitutionality of the doctrine; as a liberal judge he had no trouble with the concept of a regulated broadcasting in-

dustry, particularly since the number of broadcast outlets was limited.

But then, in 1972, Judge Bazelon issued his eye-popping dissent in the *WXUR* case. It was an act of some judicial boldness, in which he came as close as an appeals court judge could to overruling the Supreme Court; three years earlier, the high court had affirmed the doctrine's constitutionality by an 8-to-0 vote. But now Judge Bazelon was suggesting that the doctrine actually runs counter to the First Amendment goal of promoting "robust, wide-open debate."

To some observers, including liberal members of the bar, Judge Bazelon was simply reacting to the presence in the White House of Richard Nixon. And the opinion, in expressing newly found concerns about the doctrine's "chilling" effect on broadcast journalists, did refer to "repeated attacks" on the networks by "government spokesmen who did not like the way television reported a variety of hot public issues." But the core of his argument reflected his view that, with six times as many broadcasting stations as there are daily newspapers, the spectrum-scarcity argument no longer was justification for a limitation on broadcasters' First Amendment rights.

Times, in other words, had changed. And, as Judge Bazelon tells the young lawyers who clerk for him, "change in the law reflects change in the temper of the times."

The opinion threatened to transform him into something of a broadcaster folk hero. But that was a role that made him distinctly uncomfortable. Indeed, it was not long before it became evident that he was, as one observer put it, "tortured" by the fairness doctrine and the general question of FCC regulation of programming. He devoted a lengthy concurring opinion in the *WEFM* format-change case to the question. And in his speech at the Federal Communications Bar Association dinner in Washington in November commemorating the FCC's 40th anniversary, he called on the Congress, the courts and the bar to attempt to reconcile the First Amendment "doctrine" with telecommunications regulation in a way that serves both.

The 40th anniversary speech did not go down well with the after-dinner drinks the lawyers were having at the time. For while Judge Bazelon said broadcasters were entitled to the same First Amendment rights as the press, he also said in effect that broadcasters would have to earn those rights by demonstrating their sensitivity to the public interest.

"You see," said one communications attorney the other day, in discussing the speech. "I welcome his concern about broadcasters' First Amendment rights. But he still can't bring himself to go all the way."

Other attorneys who generally admire Judge Bazelon for his liberalism part company with him on the fairness doctrine issue. "He has not thought it through," said one.

Such criticism probably would not disturb Judge Bazelon. He acknowledges that he does not have all the answers to the problems involved. But he has stimulated debate on an issue he feels needs re-examination. He has made a contribution.

Editorials

In arrears

In an act of outright discrimination, the FCC has decided to deny refunds of excessive fees that broadcasters were charged under a schedule that the Supreme Court declared illegal last March. As broadcasters will vividly remember, the FCC decided early last month to refund \$4.1 million of overpayments by cable systems. The explanation given by the FCC for refunds to cable but not to broadcasting was that the National Cable Television Association won the Supreme Court appeal.

That explanation is of course wholly specious. It was indeed the NCTA that pursued appellate action after the National Association of Broadcasters gave up, but the Supreme Court's decision applied to the whole fee schedule then in effect and led to the complete revision that the FCC has now issued. If the cable systems overpaid, so did the broadcasters and by a much larger amount. A conservative estimate of the bill the FCC owes broadcasters is \$30 million.

Surely the better lawyers at the FCC recognize the inconsistency of its actions on refunds and expect it ultimately to lose the court actions that are inevitable. The only plausible explanation for this disagreeable state of affairs is that the FCC acted for purely political reasons—to make a showing before appropriations committees on the Hill.

If that is the commission's purpose, it is acting with contempt for the law and the subjects of its regulation. To postpone payment until forced to make it by the courts is to saddle broadcasters with collection expenses that are entirely unreasonable. If the FCC were a private company, it could be sued for damages.

Right the first time

For reasons that are still unclear, the Office of Telecommunications Policy has been rescued from the oblivion marked for it by Roy Ash, director of the Office of Management and Budget, and at first approved by President Ford (BROADCASTING, Jan. 20). Mr. Ash wanted to give the Commerce Department OTP's job of assigning frequencies among government users and abolish 50-odd jobs at OTP.

The decision was reversed after a curious political mixture of OTP supporters in the Senate and House called the White House. Too bad. Mr. Ash and President Ford were on the right track.

OTP is budgeted now at more than \$9 million, of which a little more than half is ticketed for research to be performed by the Commerce Department. That is a lot of money to spend in these times for unessential policy making. OTP's frequency assignment could be performed by a good engineer with access to a computer. The rest of its work, if abandoned, would leave no discernible hole.

Government labeling

Students of bureaucratic ineptitudes will find rare treasure in the history of the FCC's attempts to defang the television networks with its various versions of prime-time access rules, of which number three has now emerged (BROADCASTING, Jan. 20). In all the years it has addressed this avowed challenge, the agency has never betrayed the slightest understanding of the subject. There is no evidence that it knows more now than it did originally—and indeed the record can support the charge that it is less sensitive than ever to the First Amendment's restraints on its control over program content.

In the nearly five years since the FCC set out to reduce the networks' power, the most conspicuous measurements of its success have been the increases in network profits and in network

affiliates' revenues from the liberated access time. With regulation like that, a free market can begin to look like the worst of all possible worlds.

Apart from its total failure to achieve its stated goal, the prime-time access rule in its various configurations has progressively moved the FCC farther and farther into judgments of program quality. The process started with the issuance of waivers for specific programs that the FCC deemed worthy of scheduling that lesser fare was denied. Those waivers have now been institutionalized in an official list of U.S. government-approved programs explicitly exempted from the third prime-time access rule. When the government begins grading television programs as it does sides of beef, the First Amendment becomes a mockery.

These deeper ventures into program content increase the FCC's vulnerability to attack in the courts on the constitutionality of its new rules. If appeals are filed, they will postpone the final resolution of questions that have kept program producers and distributors in confusion for years.

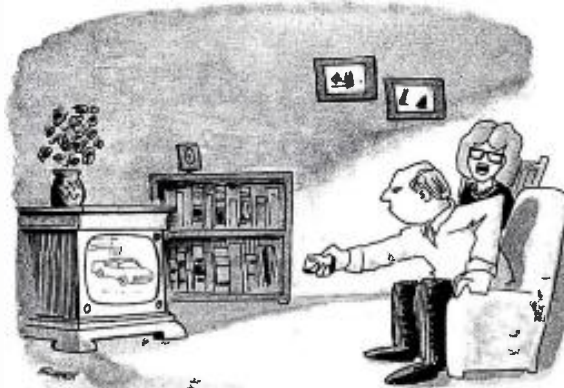
In a concurring opinion, Commissioner Robert E. Lee said he favored adoption "as a concession to the shortness of human life" and in the belief the third version would at last remove the uncertainties caused by the first and second versions. By including the list of Grade A-prime programs, the FCC just may have frustrated Mr. Lee's hope that the end of uncertainties was at hand.

Private rights

Broadcasters are entirely within their rights if they decide, as CBS has done, that they will not carry the White House's public service announcements for the President's military amnesty program. They are equally within their rights if they decide, as many others have done, that they will carry those spots.

A minor flap developed last week over CBS's refusal. It probably would not have reached the status of a flap, even a small one, if there were not a widespread belief that broadcasters must serve as automatic conduits for almost anything a government agency issues in the guise of a PSA.

Broadcasters are in fact free to accept or reject such spots with the same detachment they apply to Smoky Bear, car-pooling or the charity fund-raiser around the corner. The only caveat, as CBS recognized, is that if the spots are controversial, the broadcaster carrying them had better be prepared to provide time for differing views. Unfortunately the fairness doctrine still survives, much as it deserves not to.



Drawn for BROADCASTING by Jack Schmidt

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WWTB Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

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IRONSIDE



NATPE Hospitality Suite 2016

MCA TV

Source: Nielsen, Nov. 1974. *ARB, Dec. 1974. versus the other independents. (subject to survey limitations)

Broadcasting Jan 27

Books	10	Datebook	8	Media	28
Broadcast Advertising	60	Editorials	90	Monday Memo	14
Broadcast Journalism	63	Equip. & Engineering	67	Music	68
Cablecasting	66	Fates & Fortunes	73	Playlist	69
Changing Hands	33	Finance	70	Profile	89
Closed Circuit	3	For the Record	75	Programing	19