

ANA workshop wrestles with TV basics circa 1975
Networks get ready to prune program vines

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Broadcasting Mar 3

The newswEEKly of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER

Don Adams Screen Test



The demand for this first
Universal access show is beyond
anything we've experienced!

If you were in our suite at
the NATPE Conference, you
know what we mean!

Unprecedented buying
pace was led by the five NBC
O&O's and the CBS O&O in
Philadelphia!

And there's no let up!
Half hours in color with
great guest stars from Universal
and other major studios in
hilarious screen tests based on
famous movies.

There's nothing like it in
prime access or any other
time!

mca tv

Screen test it today!

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SECTION
36112114RA

"ON JAN. 22, 1975 NEW ENGLAND FACED A CRISIS!"



Since the energy shortage began, life in New England has been a matter of survival. Then when President Ford announced his Oil Tax Proclamation, the Governors of New England realized the devastating effect it would have on the Northeast.

At WCVB-TV, Channel 5 in Boston, we saw the crucial importance of the issue. We

invited all six New England Governors to appear in a special hour-long discussion of how to avert the crisis.

The program was broadcast simultaneously over seven television stations on WCVB-TV's NEW ENGLAND NETWORK. More than one million people were given the opportunity to see the discussion unfold.

It was a television first for New England... a new standard of communication between State leaders and the people... in a time of crisis.

**WCVB-TV
Boston**

Setting a
new standard.



Nationally represented by hrp.

Volume



**30 motion pictures
all off-network...all in color**

**WARNER BROS. TELEVISION
DISTRIBUTION**



A WARNER COMMUNICATIONS COMPANY

We helped keep the Detroit Symphony playing.

Last February we gave up twenty-one continuous commercial hours. To top that off, we asked our listening audience to pay to hear their favorite music.

It was all part of our Detroit Symphony Marathon — twenty-one hours of classical music broadcast to raise money for Detroit's own symphony orchestra. Each selection we played was paid for by our audience.

The Marathon was conceived and coordinated by Karl Haas, our Director of Fine Arts. First he made a list of over 200 musical selections available to local department stores. And placed them in Detroit papers.

Included, was everything from Beethoven's nine symphonies to tone

poems by Ravel and Respighi. Each selection was assigned a value — anywhere from \$25 to \$100.

A donor could choose a selection from the list and pledge any amount towards that selection. When the total price of the selection was reached, we played it.

Donations ranged from two dollars on up to two hundred dollars. When it was all over, we had raised \$35,000 to help defray the Detroit Symphony Orchestra's expenses.

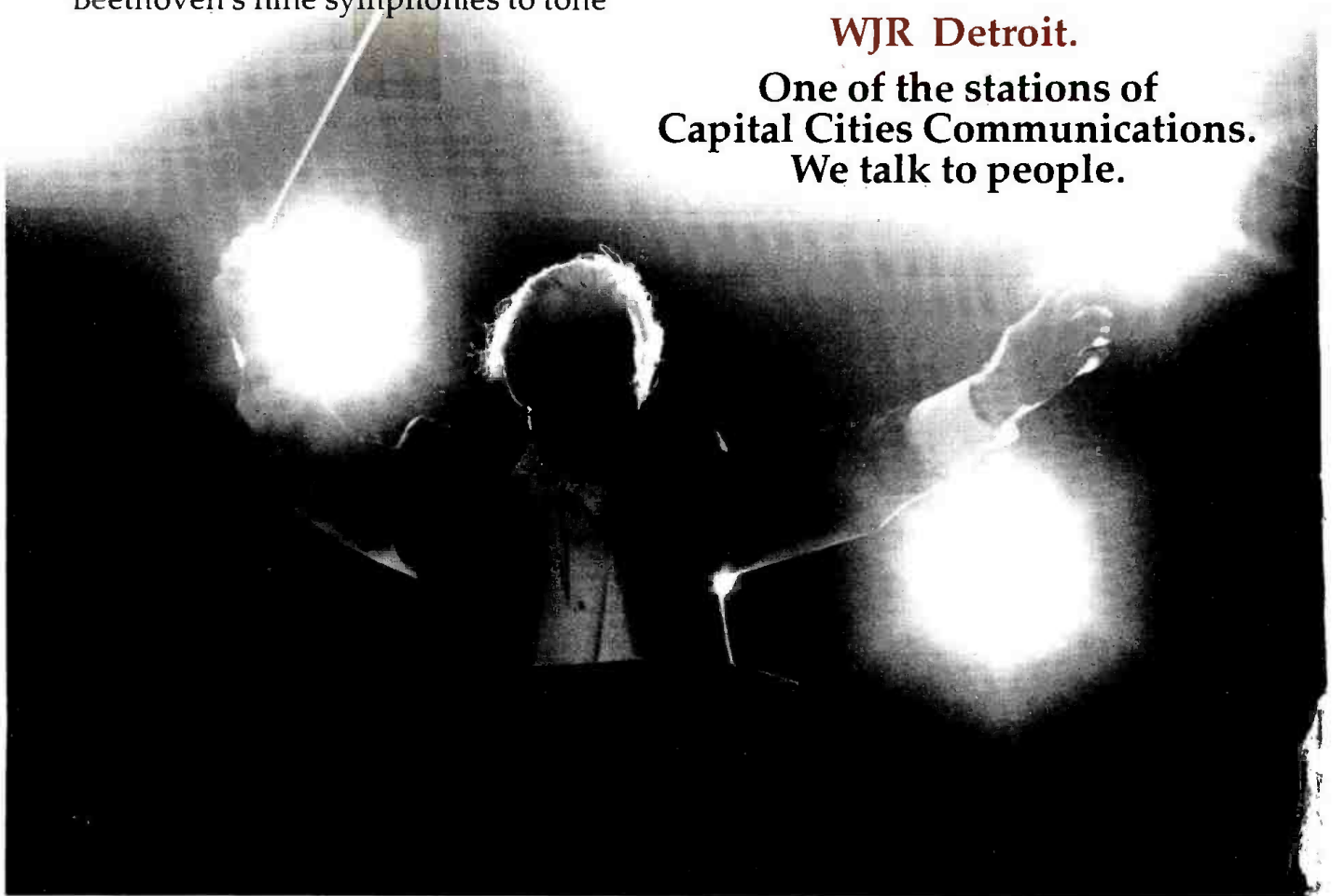
Maybe even more important was the fact that so many people who were not classical music buffs had donated money. The members of the symphony were overwhelmed by the community's broad-based support.

In fact, the symphony has been playing to more people than ever.

We like to think our Marathon helped make a lot of people, who never cared before, patrons of this art.

WJR Detroit.

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



Broadcasting Mar 3

Vol. 88 No. 9

Closed Circuit®

Minispots. Five-second in-program commercials could become familiar, if fleeting, sight on TV next fall. Idea of breaking 30-second length into six fives was tried by Miller Beer (via McCann-Erickson) on CBS-TV's coverage of Cotton Bowl football game on New Year's Day. After touchdowns there'd be quick ID with voice over: It's Miller time: If you you've got the time, we've got the beer." Innovation, described as experiment, drew some criticism at Association of National Advertisers TV workshop last week (story page 22), but CBS sources say it doesn't seem to have generated much objection and that they're evaluating idea to decide whether to do it again next season. Quick check indicates NBC and ABC are less enthusiastic.

Deflating the hype. Next manifestation of FCC Chairman Richard E. Wiley's new ethic is expected to be rulemaking aimed at banning hypoing of ratings. And if chairman has his way, commission will move in tandem with Federal Trade Commission. FTC statute has provision banning practices that officials say cover hypoing — attempting to boost ratings by special promotions or advertising at rating time — and House Commerce Committee several years ago told two agencies to work together on issue. FCC officials have grumbled about what they feel is FTC's lack of enthusiasm for that effort (although FTC in past brought, and won, some cease-and-desist suits against broadcasters accused of hypoing), so several months ago Chairman Wiley initiated contact with FTC in hope two agencies could take joint action. FTC and FCC staffs have been in touch since then.

FCC staff has prepared draft notice of rulemaking, but it will probably not move to agenda until coordination of two agencies is completed, assuming there is coordination. Draft notice would attempt to define hypoing and would list examples of its various guises.

Clearing up clearances. Promising results are said to be seen in tests by all three TV networks of automatic system of recording station clearances, to improve speed and accuracy of Nielsen network ratings. As system is envisioned, "black box" at each affiliated station would read code in network programs, report to Nielsen computer what was going on air. That information, matched with input from Nielsen sample homes, where meters identify channel tuned but not the program on it, could produce almost infallible network readings. Black box has been in development for some time (*Broadcasting*, May 20, 1974), is now undergoing real-world tests at all three networks.

Oceans apart. Three top figures in broadcasting are at odds on how United States should handle external information functions. Frank Stanton, retired CBS Inc. president, is chairman of ad hoc Committee on International Information, Education and Cultural Relations and has mustered tentative majority for report proposing to disband United States Information Agency, make its Voice of America independent entity, and transfer other activities to State Department jurisdiction under new deputy under secretary for public affairs.

Opposing this and bucking for retention of USIA as independent agency are Leonard H. Marks, Washington attor-

ney and former USIA director, and J. Leonard Reinsch, retired president of Cox Broadcasting, former chairman and now member of U.S. Advisory Commission on Information, sitting over USIA.

BMI toppers. Soon to be announced will be election of Sydney M. Kaye to lifetime status as chairman emeritus of Broadcast Music Inc. and of G. Richard Shafro, veteran broadcaster, as Mr. Kaye's successor in board chairmanship. Attorney Kaye, 75, who participated in founding of BMI in 1939, previously had announced his retirement from active senior partnership in his law firm, Rosenman, Colin, Kaye, Petschek, Freund & Emil, New York, continuing as counsel. Mr. Shafro, 70, retired as president of Cosmos Broadcasting Co., Columbia, S.C., five years ago, but retains stock interests in both broadcasting and cable, is dean of BMI's board.

Las Vegas straights. National Gay Task Force has been trying to get place on program of National Association of Broadcasters convention in Las Vegas April 6-9, but without luck so far. Loretta Lotman, media adviser to homosexual organization, stopped off at NAB's Washington headquarters after appearing at National Association of Television Program Executives conference in Atlanta (*Broadcasting*, Feb. 17), but wasn't able to see anyone in authority and has made no better progress since. Word from NAB spokesman is that Las Vegas program is locked up.

Turntable too. ABC's plans to spend \$75-million revolving loan (*Broadcasting*, Feb. 17) apparently go beyond expansion of publishing enterprises that sources had speculated would be focus of network acquisitions. Further development of ABC Records, which bought Famous Music and several subsidiary labels in 1974, is still a priority. ABC Records (label's Dunhill arm is being phased out) has maintained high profile under leadership of energetic new president, Jerry Rubinstein, and so far has expressed interest in acquiring at least one smaller New York-based label (with subsidiaries of its own). Greater investment for talent acquisition is also expected.

Trading with the enemy. NBC has reportedly bought package of theatrical movies from, of all sources, CBS. Films, which include "Little Big Man" starring Dustin Hoffman, Jack Lemon and Catherine Deneuve in "The April Fools," John Wayne's "Rio Lobo," and "A Man Called Horse" with Richard Harris, were produced in late sixties and early seventies by CBS-owned Cinema Center Films. Pictures will be played off on NBC network beginning with 1975-76 season, sources said.

Rules for the road. Washington's communications lawyers have not yet given up their effort to persuade FCC to adopt and publish guidelines for its field investigators to follow in their gumshoeing. Committee of American Bar Association and executive committee of Federal Communications Bar Association are each considering filing pleadings with commission on subject and may join forces. FCBA delegation got nowhere in discussing matter with commission staff last month (*Broadcasting*, Feb. 17). There have been complaints of harassment.

Broadcasting is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington. Single issues \$1. Subscriptions: one year \$25, two years \$45, three years \$60. Add \$52 yearly for special delivery. \$65 for air mail, \$4 for Canada, \$6 for all other countries. Subscriber's occupation required. Annually: *Broadcasting Yearbook* \$17.50, *Cable Sourcebook* \$10.

Top of the Week

School days with ANA. *Television advertisers give the medium a good going-over in two days of workshops. Nielsen tells some statistical tales about TV. Page 22. FCC's ubiquitous Mr. Wiley urges advertisers to get behind 'quality' programs. Page 23.*

Springing into action. *After seven weeks of dickering, House Commerce agrees to begin work. Communications Chairman Macdonald sets priorities, but license renewal is not among them. He passes buck to Senate, Senator Pastore passes it back. Page 26.*

Added defense. *FCC, in rejecting petition of Syracuse citizen group to deny license of Newhouse-owned WSYR-TV, says charges of concentration of influence and of economic monopoly must cite specific abuses. Decision is seen as offering further protection to multimedia owners under challenge from Justice Department. Page 27.*

Tax break. *U.S. Court of Claims overrules IRS and says California broadcaster can depreciate personnel contracts. Page 27.*

Who's in charge here? *Law firm with cable clients says New Jersey is on FCC turf in cable regulation. Page 31.*

Goodbye to all that. *ABC appears ready to cancel seven hours of prime-time shows, including Happy Days, Karen, The Hot I Baltimore and Kung Fu. NBC set to cut at least four-and-a-half hours, including Smothers Brothers and Adam-12. CBS reportedly will drop three-and-a-half hours, including, at last, Gunsmoke. Page 32.*

Late curtain? *ABC-TV's Fred Pierce proposed at ANA workshop that networks should hold off on new-season premieres until late in September. He says more time is needed to assess midseason changes and impact of family viewing rules. Other two, however, are cool to the idea. Page 33.*

Revolutionary prospects. *CPB and three commercial networks outline Bicentennial programing. Page 34.*

Ballpark figures. *Broadcast rights bring in \$44.5 million, up only \$1.25 million over 1974. Ad buys are smaller, but the numbers are bigger, with house and auto maintenance coming on strong. The breakdown: \$26.4 million to the clubs, \$18 million to major leagues from NBC for nationwide games, nonweekend World Series at \$130,000 per minute and All-Star tilt at \$100,000 per minute. Page 36. Box scores begin on Page 38.*

Ok, but no more. *Three commercial networks have no quarrel with Comsat rates, but feel increases aren't warranted. If FCC orders cuts, however, they want their fair share. Page 48.*

Pie in sky is on shores of Potomac. *Public Service Satellite Consortium sets up shop, looks to Congress, NSF and private givers for grubstake. Page 48.*

Doobies do. *Black Water tidal wave breaks against beach at top of "Playlist." Doobie Bros. single success shows there's room for everybody on top-40. Page 49.*

Part of the system. *Jerry Warren, who was caught up in history, acquitted himself with grace under pressure. Page 73.*

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DuPont news survey report is two-edged sword

Broadcast news is growing in importance and, at least on basis of material submitted for awards judging, in quality as well, duPont-Columbia awards jurors say in 274-page report released yesterday (March 2): "We are struck with the high quality of what we have seen. We are convinced that the industry should find deeply satisfying its accomplishment in this area."

Report also finds "disappointing" and "alarming" developments. Westinghouse Broadcasting's disbanding its award-winning Urban America unit is cited as example of negative effect that financial reverses in one segment of big company may have on conscientious and "highly lucrative" broadcasting segment of same company. Also alarming, report continues, was growing use of news consultants: Counting stations that hired them or compete with their clients, "there remained few if any medium or major-market newsrooms unaffected." Nor did report take comfort from reports that "happy talk" was being succeeded by harder, faster "top-40" approach: "News consultants and hold-the-line newsmen of the traditional sort, as well as anyone concerned with the future mental health of the nation, might take alarm at this bit of news."

Jurors said they "have been more cognizant this year of good works by radio." They said they failed to see general upgrading of radio news but that "it is clear that many excellent things are being done."

Report, titled "Alfred I. duPont-Columbia University Survey of Broadcast Journalism: Moments of Truth?", sees network newscasts' audience growth during Watergate scandals as one sign of growing importance of broadcast news. As other evidence it says special research project in conjunction with American Association of University Women provided 500 monitors covering 425 stations who found that: Length of newscasts had increased at 56% of those stations, size of news staffs increased at 63%, news budgets were up at 75%, local news/public affairs audiences were up at 80%, investigative reporting had been stepped up by more than half. AAUW also found coverage of specific concern to women had increased at half of stations and attitude toward women had improved at two out of three. Sex stereotyping was found to be apparently on wane, and specific biases were called rare.

In one of several special reports published with "Survey," Clay T. Whitehead, former director of Office of Telecommunications Policy, decries concentration of media control, sees cable TV as "the real hope for the future," and concludes: "The real question of press freedom today [is] whether the government regulators and the broadcasting regulatees can be persuaded to loosen the big media, big government grip they have on television programing today — and whether our future journalists will care as



It was like this. The occasion was the Broadcast Pioneer's 15th annual Golden Mike Award banquet, held in New York last week, at which WCCO (AM) Minneapolis-St. Paul was honored. Lawrence F. Haeg (c), president of Midwest Radio-Television, licensee of WCCO-AM-FM-TV, was presented Golden Mike Award by Edwin Pfeiffer (r), WPRI-TV Providence, R.I., and president of Broadcasters Foundation. Among the speakers was Senator Hubert Humphrey (D-Minn.) (l), former FCC Commissioner Lee Loevinger and present Commissioner Abbott Washburn. Story is on page 29.

much about the well-intentioned bureaucratic erosion of a free press as they have about poorly intentioned attempts at press censorship."

DuPont-Columbia jurors, led by Elie Abel, dean of Columbia Graduate School of Journalism and former NBC newsman, announced current (1973-74) award winners month ago (*Broadcasting*, Feb. 3) "Survey," edited by Marvin Barrett, is based on two years of research under direction of Louis G. Cowan, Columbia School of Journalism's director of special projects and former president of CBS-TV, and it will be published March 24 by Thomas Y. Crowell Co., New York, under title "Moments of Truth?" (paperback, \$3.50).

Split widens between FCC and OTP on need for new cable legislation

Debate between FCC and Office of Telecommunications Policy over OTP's draft cable bill broke into open last week, and in some heat — at least on OTP's side.

Two state cable association meetings 700 miles apart provided forums. FCC Chairman Richard E. Wiley, at Georgia association meeting in Atlanta last Thursday, talked of his dedication to re-regulation — simplifying, amending or deleting existing rules — and said specifically he has asked staff to prepare rulemaking looking to modification or repeal of commission's antileapfrogging rules. He said he questions whether rules are accomplishing their stated objective or are in public interest.

He also expressed view that number of requirements scheduled to be imposed on cable by 1977 — that they have 20 channel, access-channel and two way capacity, among others — should be not only deferred but "substantially modified." This kind of rethinking and changing of rules, he said, "is the genius of the administrative process." And it is primarily for that reason, he said, that he disagrees "with my good friend, John Eger, in connection with the proposed OTP legislation for cable."

Mr. Eger, acting director of OTP, in Dallas on Friday for meeting of Texas association, described OTP's proposal as one that would substitute competition of marketplace for government regulation. Congress would legislate basic framework of regulation, and commission's role in filling in gaps would be minimal; adjudication involving cable systems would be left to courts.

Mr. Eger also said Congress is proper forum for debate over cable. And, in hotter passages deleted on delivery, he said, "Cable's future can no longer be negotiated and compromised between the FCC and the affected industries. We've all gone as far as we can go in the back hallways and smoke-filled rooms of the regulatory power structure. The outcome of the debate is too important for the public, and the public's representatives in Congress, not to see the issues debated out in the open."

And he sees little evidence of "the genius of the administrative process" that Chairman Wiley described. "Business as usual" at FCC, Mr. Eger said, means "a Cable Bureau growing at a faster rate than the cable industry; a regulatory process that makes the rules and waives the rules as it goes along — leaving you scratching your head with one hand and keeping hold of your wallet with the other; and a drawn-out, never ending, elaborate dance in which you take one step forward and two backward." That was deleted also.

No go on WRVR buy

Negotiations have collapsed between GAF Corp. and Riverside Broadcasting (Riverside Church), licensee of WRVR(FM) New York, for GAF to buy jazz-oriented station and turn it into full-time classical outlet. Richard Clurman, chairman of WNCN Advisory Committee, which is promoting full-time classical station in city since then-WNCN(FM)

Self-denial. In Arbitron measurement week, when stations like to load schedule with strongest programs, WCPO-TV Cincinnati scheduled tape of Television Information Office's 43-minute *Television and Children* interview show (*Broadcasting*, Feb. 24) at 8 p.m. last Wednesday (Feb. 26), filling rest of hour locally. Result, according to TIO, was 10 rating and 16 share, ranking third in four-station market.

switched to WQIV and rock format, expressed dismay at situation. "We know Riverside wants to sell the station," he said. "WRVR has cost them millions over the years." Source at Riverside said "preliminary conversations" had taken place with GAF, but that GAF "had not made a firm offer." He also said, "We're being used as a stalking horse for Starr Broadcasting, and we're not in business to pull William F. Buckley's chestnuts out of the fire." Mr. Buckley is chairman of Starr Broadcasting, owner of WQIV, and helped set up WNCN Advisory Committee. Riverside source says station still could be sold if substantial offer were made.

In Brief

Buying mood. Twentieth Century Fox has agreed to purchase KCPX-TV Salt Lake City from Columbia Pictures Industries for estimated \$11 million. Broker: Blackburn & Co. Station was acquired by Columbia's subsidiary, Screen Gems Inc., along with KCPX(AM) in 1959 for \$3.1 million. Salt Lake deal follows earlier agreement by 20th Century to purchase KMOL-TV San Antonio, Tex. (see page 28). KCPX-TV is ABC affiliate on channel 4 with 50.1 kw vertical, 8.7 kw aural and antenna 3,000 feet above average terrain.

Bigger bars of soap. NBC-TV, which achieved almost instant ratings success when it expanded *Another World* daytime drama to 60 minutes, announced last week that it will stretch *Days of Our Lives* serial to one hour beginning next month. Five weeks after *Another World* extended itself to 4 p.m., NBC has jumped from 19 to 30 share in 3:30 to 4 p.m. time period. Show also gets consistent 30 share in its 3 to 3:30 p.m. segment. In April, *Days of Our Lives* will start at 1:30 p.m. instead of present 2 p.m. *How to Survive a Marriage*, now in 1:30 p.m. slot with season-to-date 5.5 rating and 18 share, will be canceled.

Good year for broadcasting, cable. Storer Broadcasting Co. last week reported increased revenue for 1974 but decrease in after-tax profits. Revenue and profit from broadcast station and cable TV operations were up. Over-all net earnings were \$9,369,000 (\$1.99 a share) in 1974, compared with \$12,389,000 (\$2.61) in 1973 when company took extraordinary net gain of \$2,429,000 (51 cents a share) on sale of WDEE(AM) Detroit. Earnings in 1974 were also adversely affected by previously announced book loss on Delta Air Lines stock and warrants which Storer sold below values originally assigned to stock in 1972 merger of Storer and Delta (*Broadcasting*, Feb. 17). Company's gross revenues were \$103,154,000 in 1974, \$96,528,000 in 1973. Revenues and pre-tax profits from station operations: \$78,558,000 and \$18,126,000 in 1974, \$75,322,000 and \$17,723,000 in 1973. Revenues and pre-tax profits from cable operations: \$9,363,000 and \$1,074,000 in 1974, \$7,226,000 and \$387,000 in 1973.

Kahn's comeback. In his first public speech in two years, Irving B. Kahn, former chairman of Teleprompter Corp., New York, urged cable television industry to stake claim

Announcing a BREAK access programming



THROUGH in prime time "THE BOBBY VINTON SHOW."

Created, written, and produced by winners Allan Blye and Chris Bearde—repeated nominees and winners of TV's highest award—the EMMY. Their network hits include: "Sonny and Cher", "The Andy Williams Show", the original hit (CBS) "Smothers Brothers" show, the hit CBS summer "Glen Campbell" series, etc., and (pioneering this year into a new area), the CBS TV Saturday morning innovative "Hudson Brothers Razzle-Dazzle" comedy show.

COMING Fall 1975, producing a brand new one hour weekly network series for NBC-TV starring McLean Stevenson.

NOW the finest network creative talents in variety programming break through...bring their unmatched, outstanding ability to syndication—to give your local schedule the "missing look" of *network quality*.

Bobby Vinton:

- vibrant
- multi-talented
- a super star

of records, concerts, clubs and now television.

In an all-family, all-appeal, all-entertainment half-hour series for early evening.

Innovation . . . excitement . . . *major guest stars* . . . novelty . . . variety . . . music . . . comedy . . . all with the look, the lustre and the hallmark that says network quality.

Proof: The only new Fall, 1975 access show bought by
all 5 CBS O & O stations! — the first sale of dozens to come!

THE HIT SHOW OF 1975-76, DISTRIBUTED BY:

Sandy Frank Film Syndication Inc.

635 MADISON AVENUE, NEW YORK, N.Y. 10022, Phone: (212) 628-2770

P.S. Remember, in 1973, with "TREASURE HUNT" we said we'd deliver you a hit. We did!

Remember, in 1974, we said we'd deliver you a hit — "NAME THAT TUNE". We did!

Remember, in 1975, with "THE BOBBY VINTON SHOW" we again said we'd deliver you a hit. We will!

And remember, we deliver!

for satellite-to-cable network now, or, he said, cable will find it has "slept through the development of what is going to be the next major communications revolution of this century." Speaking at annual convention of Texas Cable TV Association in Dallas on Feb. 27, Mr. Kahn referred to his imprisonment by saying he hoped cable industry would "credit my account with payment I've made for my debt to society," and said he intended to become active in some phase of CATV — either as operator of system, satellite network or program producing company. Mr. Kahn was released from prison last fall after serving 18 months of five-year sentence following conviction in 1971 on charges of bribery, conspiracy and perjury in connection with award to Teleprompter of exclusive cable franchise in Johnstown, Pa.

AIM hits bull's eye. Securities and Exchange Commission has ruled that CBS may not omit from proxy material to be sent to stockholders resolution proposed by Accuracy in Media recommending creation of nine-member, part-public committee to investigate charges of bias and distortion in reporting of defense issues by CBS News. SEC made similar ruling for RCA (*Broadcasting*, Feb. 24).

Burden fights on. Attorneys for Don Burden have filed notice of appeal of FCC decision stripping him of his licenses for his five stations — WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha, KISN(AM) Vancouver, Wash. Notice was filed in U.S. Court of Appeals in Washington. Commission, in order issued last month, said Mr. Burden was guilty of "pervasive and continuing misconduct" and lacked qualifications to be licensee.

Changing the combination. FCC has modified rules on combination advertising rates to (1) drop exemption that permitted FM stations serving same area to sell in combination and (2) expand present policy—which bans a licensee or licensee-owned rep firm from representing competing stations in same service and market—to include stations in different services ("Closed Circuit," Feb. 3). At same time, FCC issued notice of rulemaking that would permit combination sales by separately owned broadcast stations that have no overlap of city-grade contours. Rule would also apply to cable systems outside city-grade contour. Comments on rulemaking due May 12; reply comments, June 12.

Second thoughts. FCC has stayed hearing on license renewal application of WTX(AM) New Orleans and ordered inquiry to determine whether allegations brought against it are bona fide. Southern Media Coalition had submitted unsworn affidavits of two New Orleans women claiming station had broadcast announcement on Jan. 7, 1973, inviting armed civilians to aid police in apprehending sniper atop Howard Johnson motel (*Broadcasting*, Sept. 30).

Puffin' along. Tobacco Institute, Washington, has reported that cigarette advertising declined from \$314.7 million in 1970 (last year such advertising was permitted in broadcast) to \$256.2 million in 1974. Since cigarette advertising on TV and radio was estimated at \$220 million in 1970, other media (magazines, newspapers, outdoor) have benefited considerably from broadcast ban.

Probation. Complaints filed by local citizen group has led FCC to grant only short-term, conditional license renewal to WXXX(AM) Hattiesburg, Miss. Two conditions are designed to assure that station implements affirmative action program aimed at employing blacks. Commission also conditioned renewal on outcome of hearing on renewal applications for WSWG(AM)-WSWG-FM Greenwood, Miss., which are owned by C.D. Saunders, who also owns WXXX. Hearing involves misrepresentation and lack of candor issues. Complaints about Hattiesburg station were filed by

representatives of Concerned Citizens for Better Communications, who alleged that WXXX misrepresented facts to commission and failed to implement affirmative action program to employ blacks.

First on file. Citizens of Newton for Community Effective Radio Now has petitioned FCC to deny license renewal to WNTN(AM) Newton, Mass., for alleged inadequacies in local news programming, public affairs and special documentaries. Proof of allegations, group asserted, is demonstrated in members' "systematic listening and monitoring" of station, discussion with community leaders and inspection of licensee's report on past programming contained in current renewal application. Deadline for petitions to deny license renewals for stations in New England is today (March 3).

Looking for leader. National Cable Television Association has appointed search committee to find replacement for President David Foster. Daniel Aaron, board member and vice president of Comcast Corp., Bala Cynwyd, Pa. medium-sized MSO, is chairman. Others include Alfred R. Stern, Warner Cable Corp. chairman; Douglas H. Dittrock, president of Viacom Communications; Robert K. Weary, who owns shares of two Kansas systems, and Charles Henry of Iron Mountain, Mich., owner of CATV systems in several states, and interests in AM station and microwave common carrier.

The bill for ASCAP. Stanley Adams, president of American Society of Composers, Authors and Publishers, told western meeting Feb. 27 in Beverly Hills, Calif., that society's income last year was \$69,102,000 and disbursements to members \$52,131,000, compared to 1973's \$65,311,000 and \$50,439,000.

Late Fates. *George Laboda* retires as director of programming, Colgate-Palmolive Co., New York, will continue as consultant . . . *Joseph F. Abernathy*, general manager, KMBR-FM Kansas City, Mo., named general manager, WIOD(AM) and WAIA(FM) Miami, succeeding *Philip D. Costin* who moves to staff of parent Cox Broadcasting Corp. . . *Donald D. Wear Jr.*, of Dow, Lohnes & Albertson, Washington law firm, becomes a special assistant to FCC Chairman Richard E. Wiley March 12, succeeding James Graf, now on staff of Senate Communications Subcommittee (*Broadcasting*, Feb. 3) . . . *Jack W. Fritz*, president, John Blair & Co., elected to two-year term as advisory trustee, representing station representatives, for National Committee for the Support of Free Broadcasting, replacing *Tod Moore*, president, Katz Agency, whose term expired . . . For earlier reports see "Fates & Fortunes," page 57.

Headliners



Kopp



Shank



Kinsella

C.R. (Jack) Kopp, president of Leo Burnett U.S.A., named president and chief operating officer of parent Leo Burnett Co. Inc., Chicago. **Philip H. Schaff Jr.** continues as chairman and chief executive officer and **Leonard S. Matthews**, president, becomes vice chairman. **Howard C. Shank**, chairman of Burnett U.S.A., also becomes chief operating officer. **John J. Kinsella**, executive VP, Burnett U.S.A. client service division, named president.



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Not only from an audience stand point, but from the fact that both are significant members of the same Community.

And through this working partnership, an enrollment-fund raising drive was initiated for the school. As a result—today both are better off . . . and so is the whole Knoxville area.



MULTIMEDIA

A station of Multimedia Broadcasting Company. Affiliated with WFBC-TV, Greenville, S.C., WMAZ-TV, Macon, Georgia, and WXII-TV, Winston-Salem, North Carolina.


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TELEVISION
CHANNEL 10
KNOXVILLE
TENNESSEE

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Datebook®

■ Indicates new or revised listing

This week

March 3—Extended due date for comments regarding FCC's cable rules and carriage of sports programs. Reply comments due March 17.

March 5—Catholic University Law Review conference, "Developing Legal Issues in Cable Communications." Statler Hilton hotel, Washington.

■ **March 6-7**—24th annual Southern Regional Press Institute, Savannah State College. Speaker: Vince Sanders, National Black Network. Contact: (912)-356-2190. Ramada Inn, Savannah, Ga.

March 7-8—Women in Communications Inc., South-west region meeting. Houston.

March 9—Presentation of Kennedy Family Awards to radio/TV broadcasters and newspaper/magazine reporters who have made distinguished contribution to local, national or international Special Olympics for mentally retarded. Washington.

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

Also in March

■ **March 10-13**—The Washington Journalism Center, "The Energy Crisis 1975, A Conference for Journalists." Contact: WJC, 2401 Virginia Avenue, N.W., Washington. (202) 331-7977. Watergate hotel, Washington.

■ **March 10-13**—American Foundation for the Blind first national conference. Hilton Inn Northwest, Oklahoma City.

March 10-16—Howard University School of Communications, Washington, Fourth Annual Communications Conference. Contact: (212) 636-7690.

March 11—International Radio and Television Society 35th anniversary banquet. Presentations of IRTS Gold Medal to Elton H. Rule of ABC Inc. and

special citation to Sol Taishoff, editor, *Broadcasting*, Americana hotel, New York.

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 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 sav-enth district meeting. Knoxville, Tenn.

■ **March 17**—Due date for reply comments to FCC regarding use of rerun material in prime time on network affiliated stations.

March 17—Reply comments due at FCC on inquiry into need for federal regulations to avoid nonduplicative 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 18**—White House News secretary Ronald Nessen addresses Washington chapter of Sigma Delta Chi. National Press Club, Washington.

■ **March 19**—Pennsylvania Association of Broadcasters annual congressional dinner-reception. "Gold Medal" presentation to Governor Milton J. Shapp. Washington Hilton, Washington.

March 21-22—Women in Communications Inc., Mid-west region meeting. Denver.

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

March 25—Graham Junior College fifth annual Com-munications Day. 632 Beacon Street, Boston.

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

April

■ **April 1**—Deadline for entries, *Broadcasters Pro-motion Association* community involvement awards. Contact: Professor Robert Schlater, Television and Radio Department, 322 Union Building, Michigan State University, East Lansing 48823.

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

April 1—Deadline for applications, *National En-dowment for the Humanities fellowships for journal-ists*. C-3, Cypress Hall, Stanford University, Stanfor-d, Calif. 94305; or Department of Journalism, Univer-sity of Michigan, Ann Arbor, Mich. 48104.

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

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

April 4-5—Region 6 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for mem-bers in North Dakota, Minnesota and Wisconsin. Site to be announced, Eau Claire, Wis.

April 4-5—Region 12 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for mem-bers in Arkansas, Louisiana, Mississippi and Tennes-see west of eastern time zone. University of Missis-sippi, Oxford.

■ **April 4-6**—Women in Communications Inc., North Central region meeting. St. Paul Hilton, St. Paul.

April 4-5—Women in Communications Inc., Great Lakes region meeting. Ohio State University, Holiday Inn, Columbus.

April 4-6—Women in Communications Inc., North-east region meeting. Hartford, Conn.

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

April 4-6—Region 2 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for mem-bers in Maryland, District of Columbia, North Car-

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Major meeting dates in 1975

- 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**—Institute of Broadcasting Financial Management annual conference. Century Plaza hotel, Los Angeles.
- Sept. 17-20**—National Association of FM Broadcasters 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.
- Oct. 9-12**—Women in Communications Inc., annual national meeting. Sheraton Inn-Skyline East, Tulsa, Okla.
- Nov. 12-15**—The Society of Professional Journalists, Sigma Delta Chi, 66th anniversary convention. Benjamin Franklin hotel, Philadelphia.
- Nov. 18-20**—Television Bureau of Advertising annual convention. Americana hotel, New York.

olina, Virginia. Site to be announced, Chapel Hill, N.C.

April 4-6—Region 11 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in California, Nevada, Arizona, Hawaii. Site to be announced, Pasadena, Calif.

April 5-6—Region 10 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Washington, Oregon, Idaho, Montana, Alaska, Marylhurst College, Portland, Ore.

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

April 6—Society of Broadcast Engineers annual meeting, 3-5 p.m., conference rooms 2 & 3, Las Vegas Hilton, 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 10-13—Association of Federal Communications Commission Engineers annual meeting. Hotel Rancho Bernardo, San Diego.

April 11-12—Region 1 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware, New England, Syracuse University, Syracuse, N.Y.

April 11-12—Region 4 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Michigan, Ohio, western Pennsylvania, West Virginia, Ohio State University, Columbus.

April 11-12—Region 5 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Illinois, Indiana, Kentucky, Northwestern University, Evanston, Ill.

April 11-12—Region 7 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in South Dakota, Nebraska, Kansas, Iowa Southern Illinois University-Edwardsville chapter. Site to be announced, Kansas City, Mo.

April 12-13—Women in Communications Inc., Pacific Northwest region meeting. Portland.

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

April 16—Council of Churches City of New York annual awards luncheon for commercial and educational radio/TV stations.

April 17-18—American Advertising Federation sixth district meeting. Site to be announced, Chicago.

April 17-19—Louisiana Association of Broadcasters spring convention, Sheraton Chateau-Charles, Lake Charles.

April 17-19—Region 3 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Alabama, Georgia, South Carolina, Florida

and Tennessee east of eastern time zone. Site to be announced, Orlando, Fla.

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

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

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

■ **April 18-20—Women in Communications Inc.**, South region meeting. Site to be announced, Memphis.

April 18-25 — MIFED, International film, TV film and documentary market. Largo Domodossola 1, 20145 Milano, Italy. Contact: Gerald Rapport, 159 West 53d Street, New York (212) 582-4318.

April 19—Georgia Associated Press Broadcasters Association, annual meeting and awards presentation. Marriott Motor hotel, Atlanta.

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. Contact: (415) 863-9434. University of California Education Extension, San Francisco.

April 22—Missouri Broadcasters Association Broadcast Day dinner, University of Missouri, Columbia.

April 22-23—Kentucky Broadcasters Association spring convention. Stoufflers 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. Site to be announced, Boise, Idaho.

■ **April 25-26—Women in Communications Inc.**, Far West region meeting. Site to be announced, Malibu, Calif.

■ **April 27-29—Chamber of Commerce** 63d annual meeting, "America's Future—Our Critical Choices." Speakers: Marvin Kalb, CBS diplomatic correspondent; James Jackson Kilpatrick, syndicated columnist-television commentator; Louis Rukysyer, economic analyst-TV producer. Ticket information: (202) 659-6081. Washington Hilton hotel, Washington.

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

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

May

May 2-3 — Sigma Delta Chi awards banquet and Region 8 and 9 conference, *The Society of Professional Journalists*, Sigma Delta Chi, for members in Oklahoma, Texas, Wyoming, Utah, Colorado, New Mexico. Site to be announced, El Paso, Tex.

May 2-4 — Illinois News Broadcasters Association, spring convention. Ramada Inn, Champaign.

May 5-7—National Association of Broadcasters state presidents conference. Mayflower hotel, Washington.

May 8-9—Kansas Association of Broadcasters convention. Hilton Inn, Salina.

■ **May 11-13—Pennsylvania Association of Broadcasters** 1975 convention. Hotel Hershey, Hershey, Pa.

May 12—Awards luncheon, Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged in America. Site to be announced, Washington.

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

May 15-16—Western States Advertising Agencies Association annual conference. Canyon hotel, Palm Springs, Calif.

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

May 19—National Academy of Television Arts and Sciences. Presentation of 1974-75 Emmy Awards, New York and Hollywood. To be telecast on CBS-TV.

May 21-23—Ohio Association of Broadcasters spring convention. Imperial House South, Dayton.

May 22-24—Fourth Annual Public-cable Conference, University of Kentucky, Louisville. Contact: Barbara Patterson (202) 833-4108.

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

May 29-31 — Oregon Association of Broadcasters spring conference. Holiday Inn, Medford.

May 29-31—Associated Press Broadcasters Inc. 1975 national convention. Keynote speaker will be Arthur Taylor, president of CBS Inc., Hotel Palacio Del Rio, San Antonio, Tex. Texas APBA annual meeting will

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be held at same time.

May 31-June 4—American Advertising Federation annual convention and public affairs conference. Statler Hilton hotel, Washington.

June

June 1-3—National Association of Broadcasters two-day workshop on children's television. Site to be announced, Washington.

June 1-3—1975 Video Systems Exposition and Conference (VIDSEC 75). McCormick Place, Chicago.

June 1-4—Summer Electronics Show, sponsored by consumer electronics group, Electronic Industries Association. McCormick Place, Chicago.

June 3-5—Conference on "University Applications of Satellite and Cable Technology" sponsored by Universities of Wisconsin and Minnesota and Midwest Universities Consortium for International Activities, University of Wisconsin, Madison.

June 4-6—Indiana Broadcasters Association spring convention. Airport Hilton Inn, Indianapolis.

June 5-7—Alabama Broadcasters Association spring convention. Sheraton Inn, Huntsville.

June 5-8—Missouri Broadcasters Association spring meeting. Lodge of the Four Seasons, Lake of The Ozarks.

June 8—International Telecommunications Union biannual symposium on Space and Radiocommunication. Theme: "Satellites in Aeronautics." Geneva.

June 8-10—Virginia Association of Broadcasters spring meeting. Site to be announced, Virginia Beach.

June 8-10—Iowa Broadcasters Association annual convention. New Inn, Lake Okoboji.

June 8-11—Broadcasters Promotion Association 20th annual seminar. Don Whitely, KBTW(TV) Denver, general chairman. Denver Hilton hotel. 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.

June 12-14—South Dakota Broadcasters Association convention. Golden Spike motel, Hill City.

June 12-15—Mississippi Broadcasters Association 34th annual convention. Ken Bailey, WBKH(AM) Hattiesburg, chairman. Sheraton hotel, Biloxi.

June 14-17—19th annual Television Programming Conference. Contact: Conrad Cagle, WAVE-TV, Box 1000, Louisville, Ky. 40201. Camelot Inn, Little Rock, Ark.

June 20-21—Florida Associated Press Broadcasters 1975 convention. Miami (hotel to be announced).

June 22-25—Florida Association of Broadcasters 40th annual convention. Don Clark, WDAE(AM) Tampa, chairman. Dutch Inn, Disneyworld.

June 26-28—Rocky Mountain Broadcasters Association annual convention. Big Sky, Mont.

July

July 8-12—Colorado Broadcasters Association summer convention. Tamarron, Durango.

July 17-18—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Hyatt Regency, Toronto, Canada.

August

Aug. 15-17—Arkansas Broadcasters Association summer convention. Indian Rock Resort, Fairfield Bay.

September

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

Sept. 17-20—Institute of Broadcasting Financial Management annual conference. Century Plaza hotel, Los Angeles.

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

Sept. 24-25—Kentucky CATV Association fall convention. Continental Inn, Lexington.

Sept. 25—World Plan Committee of International Telecommunications Union meeting. Geneva.

Sept. 28-Oct. 3—Society of Motion Pictures and Television Engineers 117th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

October

Oct 2-5—Joint fall meeting, Missouri Broadcasters Association and Illinois Broadcasters Association Chase-Park Plaza hotel, St. Louis.

Open Mike®

The Formby 'Profile'

EDITOR: "Profile" has long been one of my favorites in BROADCASTING. I enjoy the ones about the people I know and the people I would like to know.

I always have the feeling the "Profile" articles on people that I know very accurately portray the individual. Never has that been truer than in the case of Clint Formby. You absolutely described him to a "T"—except that you forgot to mention the time he preached at the First Baptist Church in Hereford. But you didn't have space to tell all about that event.—*Thad M. Sandstrom, vice president-broadcasting, Stauffer Publications, Topeka, Kan.*

EDITOR: It is indeed refreshing to see someone who still knows the true purpose of radio broadcasting.

As an immediate past owner of a small-market radio station, I must tell you that Mr. Formby has found what all broadcasters should be seeking. All too many times "interest, convenience, and necessity" applies to the owner or manager rather than to the people of the community for whom it was intended.

Without those people, local radio would sign off permanently. This is the only way a small community station can hope to compete with the "big city boys." After having done both, I can honestly say that "effective radiated power" does not a broadcaster make.—*Jim Richards, former owner/manager, KHSJ-AM-FM Hemet, Calif.*

TVB thumbs-down on eight-week sweeps

EDITOR: Once in a great while, the best of us make an error of omission, as did BROADCASTING in its Feb. 17 issue, regarding the Television Bureau of Advertising's attitude toward a recent Nielsen letter on eight-week audience measurement sweeps.

Please let our membership know that we strongly oppose the eight-week plan, and the alternatives, proposed by Nielsen, are not preferable to the present four-week system.

I appreciate how a small three-letter word can be dropped in printing, but our position has not changed.—*Harvey Spiegel, senior vice president, sales and marketing, TVB, New York.*

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BROADCASTING®—The News Magazine of the Fifth
Estate. Broadcast Advertising® was acquired in
1932. Broadcast Reporter in 1933, Telecast® in
1953 and Television in 1961. Broadcasting-
Telecasting® was introduced in 1946.



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Monday Memo®

A broadcast advertising commentary from Charles W. Reinhart, vice president, Chirug & Cairns, New York

The modern advertising of a 72-year-old product

How do you get to the point where you can run a wordless commercial?

"Circus," a television spot for Crayola crayons, may be unique among commercials since not one word is spoken or superimposed on-screen. The only sound is circus music throughout as a child thoughtfully creates his own colorful circus on a sheet of drawing paper.

We've been asked many times why our client, Binney & Smith, bothers to advertise its well known crayon product at all, since it's hard to think of a competing brand. It's because after some two decades of handling the account and watching sales go up year after year, the answer is obvious: We're competing with much more than other crayons. We're really fighting for that all-important share of mind in a market crammed with thousands of toys, games and other drawing implements. And we're doing it with a product that has been around for generations—since 1903, in fact—a product that has remained virtually unchanged except for new colors (64 today) added in the familiar green and yellow box.

In the face of this highly competitive marketplace—an atmosphere which daily entices both kids and mothers with hundreds of new toys that zoom, boom, walk and even talk—our unpretentious quiet toy has its work cut out for it to win that crucial share of mind. For if kids stop "crayoning," we're out of business. Our product doesn't fly, doesn't race, can't be dressed in 17 changes of clothes, can't light up and won't respond to the flick of a switch. But it does respond to that one magical quality all kids possess in abundance—imagination.

Keeping all these things in mind, we've also had to keep pace with the times, constantly re-evaluating our target audiences (each year delivers a brand new crop of 2-year-olds and their mothers), keeping the creative product and media selections at peak effectiveness and efficiency, and maintaining consistent advertising schedules.

Every agency and client engaged today in producing children's product commercials knows how that world is changing due to consumer movements and subsequent government requirements on content, techniques, etc. We find these new guidelines, though tough, are really quite reasonable, and meeting them presents no serious creative problem. We simply have had to revise our thinking, and approach from another angle. The characteristics of our major communications medium—network TV—are changing in equal proportion: changes in viewing habits among



Charles W. (Chuck) Reinhart has been with Chirug & Cairns, New York, for 18 of the 30 years he's been in advertising. Now a vice president and account supervisor, he has done everything from copywriting to account management, with heavy experience in broadcast administration, from creative concepts through final commercial production and timebuying.

children and mothers. But we still believe that TV is the answer for our product, as long as we can keep one step ahead of this moving target. For instance, weekend kids' shows are no longer part of our TV schedule, where once they played an important part in the media mix. Right now, more kids view early prime time on weekends than on Saturday and Sunday mornings. The 5-7:30 p.m. slot, which is nonnetwork, has shown significant growth in children's viewing. Thanks to excellent distribution, network up until now had been the most efficient answer, but this may change.

It must be working, for in 1974 Binney & Smith posted record sales.

As with many playthings, our product has two commercial targets: the users, children 2-11; and the purchasers, their mothers. Originally, going back to our first involvement with the client about 20 years ago, the ad budget was very modest and the consumer effort consisted of one-half and two-third pages in magazines such as *Parents*, *Ladies Home Journal* and *Good Housekeeping*, which delivered efficient numbers of mothers of young children. Creative themes in those years were built around the many ways children could use and enjoy Crayola crayons: Making shoe-box trains, cardboard box towns, paper bag puppets, all colored with Crayola crayons. As the ad budget grew along with

sales, page size and frequency grew. But even with four-color pages it was impossible to communicate directly with the young child in large numbers simply because children of that age don't read magazines.

Television was the answer. About 10 years ago, we bought into *Captain Kangaroo* with the likable captain (Bob Keeshan) himself as the presenter. All commercials were taped as an integral part of the show, with the captain enlarging on the "how to make things" theme.

As sales continued to climb, the ad budget was proportionately expanded to the point where we could finally afford to use television to reach mothers as well as kids. In 1969 we went total TV, using a combination of daytime, *Captain Kangaroo* and weekend children's shows. At this point, the creative theme of the commercials changed from the "things to make" format into simple, product-centered spots. We set as an objective the establishment of strong product brand identification and the concept of Crayola crayons being a fun-filled, colorful, easy-to-use product. The quiet toy had a new way of speaking to both kids and mothers. While toymakers are enticing kids with varooming racing cars and talking dolls, we're asking them to try something else: "Color your world with Crayola crayons."

The entry into TV enabled us to really put our special brand of selective marketing to work. Network television provided us with the necessary ingredients to home in efficiently and effectively on target audiences. Kids' shows were excellent vehicles to reach the young product users; daytime reached the young mother, and in many instances delivered substantial bonus audiences of children. Commercial messages could be custom-made for specific audiences, and with many of the spots we created dual-purpose commercials which would be effective whether viewed by child or parent.

In this ever-changing situation, we have to look even harder at the adult viewing audience we must reach: the mother. Attitudes and activities continue to change at an alarming pace. The working mother alone is a growing factor. Nielsen has added a new category of working women in their reports. While daytime is still the special domain of women, younger women are watching late night on a comparable basis. How do we reach them?

But all things considered—and looking toward the never-never land of tomorrow—our gut feeling tells us that as long as kids have imagination, a reasonably safe and normal world to grow up in, and free enterprise remains free, the quiet toy will still be very much in evidence when it's a hundred years young.



“One of those beautiful television experiences...”

All Creatures Great and Small

The story of “All Creatures Great and Small” was gentle and low key. Yet, last month’s Hallmark Hall of Fame presentation evoked some of the loudest and most emphatic critical praise of the season:

“One of those beautiful television experiences, full of marvelous little surprises...makes you want to treasure everything in life.”

New York Daily News (Kay Gardella)

“A delicate concoction...handled with unusual intelligence and sensitivity.”

New York Times (John J. O’Connor)

“Excellent...a cheerful, amusing play about life — human and animal.”

Cincinnati Post (Mary Wood)

“One of the most thoroughly engaging TV shows I have seen in some time.”

Dallas Times Herald (Bob Brock)

“A pleasantly enjoyable dramatic creation, thanks to the sterling performances of British actors Simon Ward and Anthony Hopkins.”

Milwaukee Journal (Beth Slocum)

Thanks are due to Hallmark and everyone associated with the drama (which was based on veterinarian James Herriot’s engaging book) — to producers David Susskind and Duane C. Bogie; director Claude Whatham; and writer Hugh Whitmore.

Actors Simon Ward and Anthony Hopkins headed a brilliant cast, and received fine support from co-stars Lisa Harrow and Brian Stirner.

Their telling of the tale of a young veterinarian’s life in the countryside put television’s best foot forward. It deserves all kinds of recognition — and we’re happy that it’s getting it.

NBC TELEVISION NETWORK

*If you lived in San Francisco . . .
you'd be sold on KRON-TV*



The Japanese Tea Garden in Golden Gate Park

**reaches more housewives under 50 than
any other Bay Area television station**

Broadcast Advertising

Big accounts go through two-day drill on TV basics

ANA workshop warned against clutter, hears doubts raised about research, learns what's good and bad in barter, is told how to cut commercial costs

Close to 300 members and guests of the Association of National Advertisers were treated to a combination of philosophy and nitty-gritty how-to's about TV advertising at a two-day ANA workshop in New York last week.

In the process the advertisers were encouraged by FCC Chairman Richard E. Wiley to sponsor children's and family-audience programming (story page 23); were told by Frederick Pierce, president of ABC Television, that the start of the 1975-76 season should be delayed to allow time for production of higher quality programming (page 33) and were given an array of A. C. Nielsen statistics on subjects as diverse as program mortality and pro football (page 22).

Broadcasters and advertisers together were enjoined to avoid doing anything to damage TV's effectiveness. CBS was chided for introducing its Bicentennial minutes and NBC for its upcoming one-minute mid-evening news summaries, both on grounds that they were vehicles for creation of additional commercial time. And though they were not mentioned by name, Miller beer and CBS were chided for what appeared to be a New Year's day experiment with five-second in-program commercials during coverage of a football game.

Highlights of the workshop, held Tuesday and Wednesday (Feb. 25-26), included the following:

Michael D. Moore, senior vice president of Benton & Bowles, New York, cautioned advertisers—and broadcasters—not to do anything that would hurt TV's advertising effectiveness. He said:

"I have alluded to the fact that network television quite possibly is the most effective advertising medium we have today. I know that some might take issue with that point of view, but indulge me for a moment and accept the statement as true. If it is true, then you national advertisers, who represent the vast

majority of spending in the medium, have the obligation to your management and stockholders to preserve it over the long haul.

"Increasingly, we are all faced with the temptation to sacrifice the long-term effectiveness of the medium for short-term gain. As costs spiral for both the broadcaster and the advertiser, each is looking for ways to maintain his position. Often this means doing things that in my judgment will make the medium less effective in the future. The broadcaster is tempted to generate more revenue and reduce the out-of-pocket costs to the advertiser by utilizing scheduling devices that allow for more commercial time. Like when ABC added a fourth commercial minute on *Batman* a number of years ago or when CBS and NBC decided to clip programming to insert nightly 50-second programs [CBS's Bicentennial minutes; NBC's upcoming one-minute news summaries] in order to create 10 more seconds of commercial time which hadn't previously existed in the schedule.

"On the other hand, the advertiser is tempted to not only go along with the broadcaster, but to compound the situation by looking for ways to maintain advertising weight with fewer dollars by scheduling shorter message-length commercials. For example, there are those who would like to see two unrelated products incorporated into a single 30-second commercial. Another advertiser recently took a 30-second commercial and split it into six separate five-second commercials and scattered them throughout a sporting event.

"Clever, but if someone doesn't stand back and remind the advertiser and the broadcaster that clutter has the potential of killing the goose that lays the golden

egg, we may lose a good deal of value that we currently attain from this highly effective marketing tool."

The advertiser that split the 30 into six five-second commercials was identified as Miller beer, and the sports event in which the commercials ran was said to be a football bowl game on CBS last New Year's day.

For advertisers wanting to know what makes a good spot buyer, Richard Williams, general sales manager of Post-Newsweek's Top Market Television rep firm, had some ideas. He summed up:

"A good spot TV buyer is growth oriented, motivated by his own goals and desire, takes time to know as much as possible and more than is provided about his client, agency and the medium he is buying. He believes that excellence is attained not by spectacular deeds but by doing the little things well, consistently.

"He maintains his objectivity yet deals with client, agency and the media in a professional and unabrasive manner. He can and will do a better job for his agency and client by maintaining a commitment to excellence both professionally and personally because the two are inexorably connected.

"Finally, more and more he will look to remain and grow with a company that provides the atmosphere where the bottom line is not only profit but development of people, and where both of these goals are of equal importance; an agency where evaluation and constructive criticism flow upward, not only downward; where he or she has an opportunity to influence not only when the work is done but how it is done and to help set guidelines as well as meet deadlines."

Mitchell Johnson, president of Syndicast Services Inc., outlined for the audience some of the advantages and disadvantages of advertiser barter syndication. Mr. Johnson traced the growth of this form of program distribution over the past five years and said that it has moved steadily from its start as a vehicle for smaller advertisers to one that today includes such front-ranking companies as Colgate-Palmolive, Bristol-Myers, General Motors, Scott Paper, J. B. Williams, Budweiser, Vick Chemical and J. P. Stevens.

The advantages of barter syndication to an advertiser, Mr. Johnson said, include an opportunity for program identification, improved product protection, the ability to reach specific demographic groups and the availability of merchandising and promotional tie-ins.

Mr. Johnson conceded there are disadvantages: An advertiser requiring 200 stations and the 95% coverage available from a network can rarely obtain it from syndication; there is risk in that an



Backstage. Samuel Thurm (l), Association of National Advertisers senior vice president in Washington, with FCC Chairman Richard E. Wiley at ANA's TV workshop in New York, where Mr. Wiley was the luncheon speaker Tuesday (story, page 23).

advertiser underwriting a program must commit for 13, 26 or 52 weeks; national rating information is not available unless special tabulations are ordered, and the maintenance of a syndicated program is complicated (100 stations mean 100 contracts; there are added chances for pre-emptions and for negotiations for make-goods).

In the keynote speech, Tom Dillon, president of BBDO, warned against unquestioning acceptance of scoring systems that purport to tell whether a commercial is effective or not, how commercials should be scheduled or what TV buy is the best possible.

"We have indeed come a long way," he said, "but I am afraid that we have an equal distance to go before we can feel confident that any single number can tell us with the precision I would like whether a particular commercial is good or poor." He "suspected" that "most of us are making pretty good decisions" on scheduling but was "terrified," he said, "by the possibility that we have too much confidence in them."

On the question of evaluating TV buys, Mr. Dillon said, progress has been such that "we may be getting a little smug," in being so involved with the demographics, lifestyles and perhaps psychographics of TV audiences that "we [may] tend to forget that the general purpose of television advertising is to effect a brand-decision among those who buy a specific product or service."

Mr. Dillon introduced a new kind of measurement: product consumption per dollar of media expenditure. It can give results quite different from conventional costs-per-thousand, he noted. In a study on antacids, for example, network radio and early news on TV seemed "appreciably more efficient" in terms of cost per thousand males, but daytime quizzes appeared to be 48% more efficient than early news on TV when measured "in terms of consumption of upset stomach remedies."

"I do not mean to suggest that in every situation in which an analysis is made you will find such surprising disparities," he said. "But you indeed do find enough of these to disturb your faith in conventional wisdom. I hasten to add that I am not suggesting to any antacid advertiser that he throw all his money into daytime quizzes on this slender piece of information. I only use it to show the disparity of results that can be obtained if you lay audience figures down against consumption figures."

George Sullivan, manager, commercial production, Colgate-Palmolive Co., New York, described the steps C-P has taken in TV commercials production in the areas of cost, time and technique. He said that his department does not evaluate the creative aspects of commercials, leaving that judgment to the company's divisional creative directors and to its advertising agencies.

Colgate-Palmolive receives a minimum of three bids from TV production firms and from editorial and optical finishing houses, according to Mr. Sullivan. He said the company generally does not use a cost-plus system but instead requires



Hold up. Fred Pierce, ABC Television president, who proposed at last week's ANA TV workshop that the networks delay the start of the 1975-76 schedule by a few weeks. The story is on page 33.

a detailed cost analysis with each bid. Mr. Sullivan pointed out that 90% of all commercial costs are common to all producers and they can be checked by calling firms or unions engaged in specialized activities. After his department and the agency review the bids, a production house is engaged and a pre-production meeting is held to make certain everyone involved understands the goals.

Another step taken by Colgate to reduce commercial costs and retain quality has been the use of test commercials. Mr. Sullivan said this approach was adopted in 1968 and since that time, there has been an increase in the number of commercials Colgate has had produced in rough form and a decrease in the number of finished productions.

The pay-off of Colgate's strict procedures, Mr. Sullivan said, is that the company has managed to keep the company's TV commercial costs to 1970 levels.

Speaking from media experience at an agency (Ted Bates & Co.) and a buying service (The Sawyer Group), Sewall (Bud) Sawyer, manager of media, Borden Inc., New York, told the ANA audience there are two situations in which it is easy to decide to use a media buying service rather than an agency. The first: when the advertiser and its agency want specialized outside help in buying broadcasts because "the agency is not staffed in depth with TV or radio network or spot buying experts." The second: when the advertiser is looking for specialized buying help on an extensive but short-term basis (political candidates, magazines with once-a-year but heavy spot broadcast efforts).

On a more general basis, Mr. Sawyer said there is "only one way" to decide whether to use media buying services. This is by applying post-analysis to the work of the services and the agencies, he stated. With this kind of measurement, Mr. Sawyer said, "you're in a position to decide how effectively your agencies are buying spot and whether you should give a buying service a crack at it."

ANA is given Nielsen sampler of TV trends

Some findings: NBC has biggest children's hit—action in prime time; new-show casualty rate stays high; household viewing levels off at more than six hours a day; little rating competition from PBS; women view more than anyone else

Six out of 10 network TV programs (63%) die in their first year, but for those that survive the odds are even better (66%) that they will return again. The survivors in fact seem to gather strength as they go along: Three out of four (75%) of those on the air for six or more years can count on being back for at least one more season.

These were among the statistical odds and ends offered to the Association of National Advertisers' TV workshop (also see page 21) last week by James D. Lyons of the A. C. Nielsen Co., on subjects ranging from football and children's TV to public broadcasting and basic TV audience data.

He suggested that children's daytime viewing seems to be leveling off or declining "modestly," but he tied this trend to a gradual decline in the size of U.S. families.

He said Senator Frank Moss (D-Utah) of the Senate Commerce Subcommittee on Consumers had made "several requests for data on children's viewing," including one asking for a list of programs for which children represent 50% or more of the total viewing audience (separate story page 35).

Without saying whether Senator Moss had requested it, he also presented other data on children's viewing, including: Eight of the top-10 child-appeal programs are in prime time, and the most popular, *Emergency* (NBC, Saturday, 8-9 p.m.), attracts almost 9-million children aged 2-11 during the average minute. During weekday mornings about 3.5-million children watch during the average minute; when school is out in the afternoon the figure rises to 5 million. On a Saturday mornings some 13-million children regularly watch TV.

Other highlights:

- TV-equipped households are at the "near-saturation level" of 97%; growth in multiset homes has leveled off to a current estimate of 41% of all TV homes; color-TV homes have increased from 4% in 1964 to about 66% in 1974; cable-TV homes have been growing at a rate of about one percentage point a year to a current estimate of 11% of all TV homes.

- Family units are getting smaller. In 1970 the average TV household had 3.12 persons; in 1974 it had 2.90.

- Women watch more TV than anybody else, averaging more than 30 hours a week, and are tops in every day-part except Saturday and Sunday daytime. Children view slightly more than men,

and teen-agers view the least—about 20 hours a week. The entire household keeps the set going an average of 43 hours 47 minutes a week (1974).

■ The 1974 household average of six hours 14 minutes of viewing per day was up from five hours 24 minutes in 1964. The daily average seems to have leveled off. Nevertheless, Mr. Lyons said, "I suppose there is some practical limit or saturation point in viewing levels short of 24 hours per day, but I don't profess to know what it is."

■ Average PBS ratings increased "markedly" from 1970 to 1973—the latest year for which Mr. Lyons gave figures on the noncommercial audience—but "are still very low." The average 1973 rating—on a total audience rather than average audience basis—was 1.5% of TV households. About four out of 10 households (40.7%) tuned to a PBS prime-time program at some time during eight weeks, but this represented a gain from less than three out of 10 (27.4%) in 1970. "Upper-income, college-educated and professional and white-collar families were most attracted to these programs."

Sesame Street, public broadcasting's best known success, had an average rating of 4.3 in 1974, as against a 5.7 average for all network children's programs. *Sesame Street's* average was down slightly in 1974, with the dip probably traceable to a greater use of repeat programming. In a week, *Sesame Street's* audience builds to a level of almost 14% of all TV households.

■ For an average three-week period last fall, Monday-night football (ABC) had "considerably higher individual week audience levels" than Sunday-afternoon games (CBS and NBC), "but by the end of three weeks the estimated cumulative audience for all three telecasts is about the same." In terms of male viewers aged 18-49, the differences become more apparent. In addition, "The combined cumulative audience for the three networks was barely more than half [56%] of all men in this key target category," Mr. Lyons said, adding that "complementary additional programming" is often needed to achieve total coverage of any target audience.

Advertiser support of wholesome shows sought by Wiley

FCC Chairman Richard E. Wiley appealed to national advertisers last week to put their money in "quality" television programming for children and in the "family viewing" periods of prime time.

Mr. Wiley took his message to a television workshop of the Association of National Advertisers in New York. It was largely at his behest that the National Association of Broadcasters and Association of Independent Television Stations adopted new limits on commercial loads in children's programming last year (limits that were later incorporated into the FCC's license renewal policies). It was also on his initiative that the NAB

television code board proposed to keep sex and violence out of the 7-9 p.m. period when family audiences are available, a proposal to be considered by the NAB television board next month.

Advertising support for children's programming "must be encouraged if adequate budgets are to be committed to the task of producing quality programming," Mr. Wiley told the ANA.

As a government regulator, he said, he would not attempt to determine what is "good quality" or "socially constructive" programming. "But," he added, "you in the audience know such programming when you see it—and it is my sincere hope that you will commit your corporations to support such programs wherever possible."

Programs to be slotted in the new "family viewing" time—between 7 and 9 p.m.—deserve support, too, he said.

The concept is aimed at providing "wholesome family entertainment on television," he noted. And he expressed the hope that family viewing will "prove to be not only good for the public interest but good for business as well." When family-viewing type programming is offered by programmers, he said, "my hope is that it will be supported by national advertisers." Without such support, he added, "it will be very difficult for this new program to succeed."

Fourth quarter sets record for spot TV

Biggest budget boosts come from pet foods, household furnishings, human foods and soaps, says TVB

The Del Monte Corp. boosted its spot-TV advertising by more than 1,000%—from \$433,000 to almost \$4.9 million—to register the biggest dollar growth and reach 11th rank in spot's top-100 advertisers for the fourth quarter of 1974.

The figures are being released today (March 3) by the Television Bureau of Advertising, based on estimates compiled by Broadcast Advertisers Reports. They put over-all spot-television investments in the fourth quarter at \$473 million, up 10% from \$429.6 million in the same quarter of 1973.

Del Monte's \$4.5-million increase in fourth-quarter spot television encompassed a new campaign, which the company called highly successful, promoting Del Monte canned vegetables in more than 50 markets, according to TVB. It said the campaign represented 60% of the company's advertising budget for the fiscal year started in July. The fourth-quarter outlay raised Del Monte's spot-TV expenditures for calendar 1974 to \$11 million.

Other big gainers in the fourth quarter, according to TVB, included Lever Brothers, up \$4.4 million to \$11 million; Carnation, up \$3.8 million to \$4 million; Standard Brands, up \$2.4 million to \$3.9 million; Quaker Oats, up \$2.4 million to

\$5.9 million, and Warner-Lambert, up \$2.3 million to \$4 million.

With a \$24.3-million outlay, Procter & Gamble remained by long odds the number-one spot user, but nine other companies also passed the \$5-million mark. General Foods and Lever Brothers joined P&G in exceeding the \$10-million level.

The five leading product categories for the quarter, TVB reported, were food and food products, \$105.5 million; toiletries and toilet goods, \$48.5 million; sporting goods and toys, \$37.6 million; automotive, \$32.4 million, and household equipment and supplies, \$30.2 million.

Among the biggest gainers were pet foods and supplies, up 216%; household furnishings, up 42%; food and food products, up 29%, and soaps, cleansers and polishes, up 22%.

Nighttime television accounted for \$156.4 million or 33% of the quarter's spot-TV total, followed by early evening with 26%, daytime 22% and late night 19%.

Five companies made their first appearances in the quarterly top 100: Gabriel Industries (Kohner, Gabriel, Gilbert toys) with \$1.6 million; Mego International (Mego toys), \$1.4 million; Cling Peach Industry of California, \$1.3 million; Leisure Dynamics (Lakeside and Cox toys), \$1.3 million, and Raytheon Co. (Amana products), \$1.2 million.

The fourth quarter's top 100 follows, with estimates based on BAR monitoring of 263 stations in 75 leading markets for one week a month and projected to the month.

Rank	Company	Fourth Quarter 1974
1.	Procter & Gamble	24,318,200
2.	General Foods	13,283,600
3.	Lever Brothers	10,950,000
4.	American Home Products	8,423,000
5.	General Mills	7,312,300
6.	Quaker Oats	5,941,200
7.	Colgate Palmolive	5,793,800
8.	Ronco Tele-Products	5,207,200
9.	Bristol Myers	5,127,700
10.	Ford Motor	5,065,200
11.	Del Monte	4,883,200
12.	AT&T	4,723,400
13.	General Electric	4,489,500
14.	Chrysler	4,447,500
15.	Nabisco	4,115,200
16.	K-Tel International	4,105,600
17.	Carnation	4,047,200
18.	Warner-Lambert	4,044,200
19.	General Motors	3,972,900
20.	Standard Brands	3,915,000
21.	Coca Cola	3,866,500
22.	Gillette	3,817,600
23.	Ralston Purina	3,687,600
24.	Kraftco	3,649,600
25.	Ideal Toy	3,630,500
26.	Mattel	3,451,300
27.	William Wrigley Jr.	3,444,700
28.	Heublein	3,425,100
29.	Miles Laboratories	3,283,900
30.	Nestle	3,211,200
31.	Milton Bradley	3,203,500
32.	RCA	3,045,300
33.	Norton Simon	2,965,300
34.	Campbell Soup	2,930,900
35.	Triangle Publications	2,684,300
36.	American Dairy Association	2,555,500
37.	Mars	2,480,800
38.	Schering-Plough	2,479,500
39.	Squibb	2,441,700
40.	Kellogg	2,425,700
41.	Pepsico	2,358,900
42.	Products International	2,347,400
43.	Seven-Up	2,323,500
44.	Magic Cards	2,275,100
45.	H. J. Heinz	2,205,200
46.	C. P. C. International	2,129,300
47.	American Cyanamid	2,114,500

Rank	Company	Fourth Quarter 1974
48.	Nissan Motor USA	2,084,300
49.	Jos. Schlitz Brewing	2,082,900
50.	Borden	1,999,300
51.	Popeil Bros.	1,979,200
52.	Clorox Co.	1,970,800
53.	Beatrice Foods	1,942,700
54.	Chesebrough Ponds	1,901,800
55.	Hanes	1,888,000
56.	Sterling Drug	1,881,400
57.	Burlington Industries	1,877,400
58.	Atlantic Richfield	1,841,800
59.	ITT	1,838,200
60.	F. W. Woolworth	1,775,600
61.	Scott Paper	1,773,500
62.	American Can	1,747,100
63.	GAF	1,738,300
64.	Consolidated Foods	1,686,500
65.	Bethlehem Steel	1,683,100
66.	North American Phillips	1,622,100
67.	Phillips Petroleum	1,611,900
68.	Gabriel Industries	1,600,200
69.	Chanel	1,587,700
70.	K. Hattori & Co.	1,585,600
71.	Revlon	1,544,400
72.	Dodge Auto Dealers Association	1,499,300
73.	A. H. Robins	1,494,600
74.	Rapid American	1,475,700
75.	CBS	1,475,300
76.	Standard Oil of Indiana	1,435,900
77.	Scott's Liquid Gold	1,413,900
78.	Cities Services	1,402,500
79.	Mutual of Omaha Insurance	1,379,000
80.	Mego International	1,359,100
81.	E. & J. Gallo Winery	1,354,400
82.	Trans World Airlines	1,333,300
83.	Cling Peach Industries of California	1,314,400
84.	Alberto Culver	1,308,500
85.	American Express	1,301,200
86.	Green Giant	1,300,900
87.	Leisure Dynamics	1,284,000
88.	Richardson Merrell	1,242,600
89.	Noxell	1,239,400
90.	Toyota Motor Distributors	1,238,700
91.	British-American Tobacco	1,235,600
92.	Ward Foods	1,225,200
93.	Matsushita Electric of America	1,221,200
94.	Block Drug	1,215,000
95.	Greyhound	1,211,900
96.	UAL	1,210,300
97.	Westinghouse Electric	1,203,100
98.	Standard Oil of California	1,195,300
99.	Raytheon	1,183,200
100.	Anheuser Busch	1,176,500

Settlement expected on Scope, Listerine

Through the good offices of the TV code review board of the National Association of Broadcasters, Procter & Gamble Co., Cincinnati, and Warner-Lambert Co.,



Inside the lines. WNEW-TV New York's "Color Me and Win a Watch" sales promotion contest for the syndicated *Mickey Mouse Club* turned up six artful talents (all ears, l to r): Jerry Markowich, Clinton E. Frank; Lia Leong, Wells, Rich, Greene; Al Bonomolo, account executive, WNEW-TV; Ben Herowitz, Cunningham & Walsh; John Cantanese, C&W, and E. Gordon Kelly, Calderhead, Jackson.

Morris Plains, N.J., are expected to reach detente within a few weeks in their dispute over TV commercials for P&G's Scope and W-L's Listerine mouthwashes.

The argument has been over comparative advertising. Warner-Lambert has protested on several occasions to the code board about Scope commercials referring to a competing "medicine breath" mouthwash, meaning Listerine. W-L also has said it would voluntarily eliminate its apparent reference to Scope as the "sweet-tasting mouthwash" if P&G made a similar move.

An official of the code board said he has had several discussions with P&G on the matter and was confident that the Cincinnati firm would soften its copy sufficiently to meet present or new code guidelines. He hastened to add that advertisers can make comparisons with other products and point up the distinctive characteristics of their products but said: "These points should not be made in a fashion that is gratuitously disparaging" to competitors.

NBN expands its radio dimensions

Sales company that started in '73 as service to baseball TV sponsors, has broadened its AM-FM coverage for the majors' upcoming season

The National Baseball Network is going into its third season of local and regional TV coverage and its first year of full-scale radio coverage. Don Stuart, president of the service that places advertisers in local and regional baseball broadcasts, said the TV line-up includes 22 of the 23 U.S.-based major league teams (the 23d, the Los Angeles Dodgers, is said to be sold out) while the radio network will cover all but the Dodgers, the California Angels and the San Francisco Giants.

Mr. Stuart said the TV network will deliver from 135 to 180 participating stations, depending on what the advertiser wants. Typical budgets, he said, range from \$850,000 to \$425,000. The higher figure gives an advertiser one 30-second commercial in every televised game; the lower figure covers an alternating-game or half-season plan. Variations may be worked out for other configurations. Mr. Stuart expects to equal if not exceed the TV network's ratings last year, which he said were the equivalent of a 16.5 average in major markets and 14.1 over 85% of the U.S.—better, Mr. Stuart said, than any competitive seasonal sports coverage. Negotiations are said to be approaching contract stage for renewals by Consolidated Cigar Corp., Alberto-Culver's Command hair products and Noxell's Noxzema Instant Shave, and discussions are under way with advertisers in other categories, Mr. Stuart reports.

The recession has made everyone more cautious, he observed, but he has already set one advertiser for the new radio network operations: Maremont Corp.'s Gabriel shock absorbers, through Post-Keyes-Gardner, Chicago.

Mr. Stuart expects the average radio line-up to range between 350 and 450 stations, though he says it can go to 800 or

BAR reports television-network sales as of Feb. 16

ABC \$93,039,800 (30.3%); CBS \$107,246,700 (34.9%); NBC \$106,809,900 (34.8%)

Day parts	Total minutes week ended Feb. 16	Total dollars week ended Feb. 16	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday					
Sign-on 10 a.m.	104	\$ 634,600	633	\$ 3,898,000	\$ 2,567,600
Monday-Friday 10 a.m.-6 p.m.					
	995	10,496,900	6,374	68,875,200	60,439,500
Saturday-Sunday					
Sign-on-6 p.m.	284	4,282,600	1,891	32,180,200	30,062,800
Monday-Saturday 6 p.m.-7:30 p.m.					
	99	2,456,800	662	17,041,000	16,098,100
Sunday 6 p.m.-7:30 p.m.					
	14	280,100	116	3,299,900	3,415,000
Monday-Sunday 7:30 p.m.-11 p.m.					
	404	26,023,300	2,673	162,541,000	162,103,900
Monday-Sunday 11 p.m.-Sign-off					
	169	2,637,800	1,146	19,261,100	14,568,600
Total	2,069	\$46,812,100	13,495	\$307,096,400	\$289,255,500

Source: Broadcast Advertisers Reports

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more or be limited to originating stations only, depending on each advertiser's marketing objectives. Costs vary with the configurations ordered but tend to range between \$300,000 and \$600,000, Mr. Stuart said, with the latter encompassing a minute of commercial time in each game on 450 stations. Where TV network advertisers get 30's, radio advertisers get minutes.

(A "Special Report" on baseball and broadcasting begins on page 36.)

Business Briefs

Better billings for B&B. Worldwide billings for Benton & Bowles Inc., New York, rose in 1974 to \$315.8 million from \$310.9 million in 1973. Billings in B&B's two domestic offices, New York and Los Angeles, reached \$181.3 million in 1974, topping previous year by more than \$9 million.

Down under up here. Qantas Airways, Australian airline, new advertising campaign breaks in April four new 30-second spots. Two thirds of target \$2.5 million ad budget to be used in TV, both network and spot in top 25 markets. Second wave of spot TV in top 25 markets is planned for September. Qantas spent \$1.78 million in advertising, also with two-thirds going to TV, last year. Cunningham and Walsh, San Francisco, is advertising agency.

Spud spots. Consumers are beginning to hear about low prices for potatoes in four-week radio campaign by The Potato Board, San Francisco. Campaign began Feb. 24 and uses radio for first time on ABC Information Network and in spots in top 26 markets. Money being spent is modest \$157,000, but anticipation is that larger portion of \$1.1 media budget will continue to go to radio if first wave is effective. Agency is Botsford Ketchum, San Francisco.



Say cheese. Comedienne Joan Rivers tells Dorman Cheese Co.'s story in nine new 30-second radio spots, backed by a budget of \$300,000. Commercials, developed by Ackerman Advertising, Greenvale, N.Y., relate how Dorman's cheese figured in courtship of Miss Rivers and her husband, Edgar (love notes written on the papers between slices). Dorman, heavy radio spot user for past seven years, makes departure from traditional musical treatment to comic framework.

Media

House Commerce gets shipshape, sets its course

Only minor changes are made in first plan to revamp committee; Macdonald sets priorities but doesn't mention license renewal

With little of the bickering but a good deal of the confusion over parliamentary procedure that had characterized its earlier attempts to organize, the House Commerce Committee last Wednesday ratified its rules, its subcommittees, chairmen and assignments. Seven weeks into the 94th Congress, the committee and its subcommittees may now get on with legislative business.

With minor changes, the committee rules are those adopted in January by the committee's Democratic caucus and authored by Representatives John Moss (D-Calif.), John Dingell (D-Mich.) and Paul Rogers (D-Fla.) (BROADCASTING, Jan. 27). On paper the new rules represent a significant chiseling away of prerogatives that used to reside solely with the Commerce Committee chairman, Representative Harley Staggers (D-W.Va.). For example, they give the majority caucus the power to determine the number and jurisdiction of subcommittees and provide that the subcommittee chairman will be responsible for developing their own budgets and for hiring their own staffs. These duties were previously performed by the full committee chairman.

There had been reports along the way that Mr. Staggers was unhappy with the changes and that he, along with the committee's minority members and some Democrats with little enthusiasm for the reforms, would try to overturn them in committee sessions. But Mr. Staggers was not present at the meeting last Wednesday (he was reported ill) and on the final vote to approve the new rules, five Republicans joined the Democrats in casting "aye" votes. Republicans cast the only "no" votes. The final tally was 27-5.

One rule modification adopted by the committee last week was an amendment by Representative H. John Heinz (R-Pa.), which states that radio and television broadcasters will be permitted to cover any committee hearing or markup session unless they are specifically barred by a record vote of the committee at the start of the meeting. Mr. Heinz pointed out that current practice, wherein the committee must vote at the beginning of every meeting to permit radio and TV coverage, discriminates against broadcasters because such votes are rarely taken. Under the new rule broadcasters are presumed to have the committee's permission to cover all meetings that the print media can, unless that permission is specifically withdrawn.

The only member of the committee to oppose the Heinz amendment last week

was Representative Bob Eckhardt (D-Tex.), who said the presence of television cameras and lights would create a "circus atmosphere" which would interfere with the committee proceedings.

The item which had occupied the committee for the better part of three sessions was whether to permit members to vote by proxy. Although the Republicans fought long to ban the use of proxies, in the end the committee adopted an amendment to the rules which permits their use only by members who are ill or are otherwise occupied with "official business." Furthermore, members holding proxies may vote them only on legislation specified on the proxy.

Another amendment passed last Wednesday provides for 28 professional staff members responsible to the full committee, 18 appointed by the chairman of the full committee (six of those will be placed at the disposal of the minority members), and an additional 10 appointed by the five subcommittee chairmen and five subcommittee ranking minority members (the sixth subcommittee, the Investigations Subcommittee, is provided for separately). The latter 10 will be directly responsible to the subcommittee chairmen and ranking minority members who appointed them, but the rules also specify that the 18 appointed by the full committee chairman will be assigned to do legislative work with the subcommittees.

Representative Rogers, who offered the amendment, said a major reason for doing so was to ensure that legislation will remain under the care of the same staff members from the subcommittee level on through the full committee. In the past legislation had passed from hand to hand in its jump from the subcommittee level to the full committee level.

With the exception of the Investigations Subcommittee, most of the staffing and budget decisions of the subcommittee chairmen will be subject to approval by the committee's majority caucus. Separate provision is made in the rules for the staff and budget of the Investigations Subcommittee, which will be determined by the subcommittee chairman and approved by the Democrats on the subcommittee. The new Investigations Subcommittee chairman is John Moss.

At least one of the subcommittees, the Communications Subcommittee, plans to take advantage of the new rules to request a larger budget and staff than it has had before. Representative Torbert Macdonald (D-Mass.), chairman of the subcommittee, said after last week's meeting that "at least now we'll have an opportunity to get the people we need." In the past he has had no more than one or two staff members to help him.

Mr. Macdonald last week released a tentative list of legislative matters he hopes to pursue this year. As with the Senate Communications Subcommittee's list released the week prior (BROADCASTING, Feb. 24), there is no mention of license-renewal legislation. An aide explained that there is a feeling on the House side that the ball is in the Senate's court because the House took the initial

tive on license renewal last session. Furthermore, he indicated, there are other matters which figure higher on the subcommittee's list of priorities.

But an aide on the Senate Communications Subcommittee said subcommittee Chairman John Pastore (D-R.I.) feels the House should take the first step. "They're the ones who killed it," he said, referring to the fact that the bill's progress was halted last year because Representative Staggers never named conferees to represent the House in conference on the bill last session. Mr. Staggers said at the time that the bill would get attention in this Congress.

Many of the matters on the House subcommittee's schedule are the same as those on the Senate subcommittee's: FCC, Office of Telecommunications Policy and Comsat oversight hearings, long-range funding for the Corporation for Public Broadcasting, educational broadcasting facilities funding, hearings on TV violence and obscenity, a review of the sports antiblackout law, and mark-up of legislation to repeal the equal-time provision of the Communications Act (Section 315) as it applies to presidential and vice presidential candidates. In addition the House Communications Subcommittee anticipates hearings on children's TV programming and advertising as well as a look at the problems of UHF broadcasters. The last item was prompted by a recent visit to Chairman Macdonald by emissaries of the Council for UHF Broadcasters, a newly formed trade association.

Mr. Macdonald had hoped to stage a day of FCC oversight hearings this Wednesday (March 5), but it was reported last Wednesday that that hearing will be postponed until March 11.

There were no changes made in the membership of the Communications Subcommittee (see BROADCASTING, Feb. 3). Two members, Representatives Timothy Wirth (D-Colo.) and William Brodhead (D-Mich.) had contemplated moves to other subcommittees (BROADCASTING, Feb. 24), but they were permitted to take on the additional assignments they sought without having to give up their seats on Communications.

Hill likely to kill facilities-funds cutback

Congress last week took the first steps toward rejecting President Ford's request for a reduction in the funds appropriated for fiscal 1975 for educational broadcasting facilities.

For the proposed rescission to take effect, both houses would have to legislate it, but last week the Senate Appropriations Committee and the House Appropriations subcommittee with jurisdiction over the appropriation both rejected it. The next step in the House is the full Appropriations Committee, which is expected to follow the subcommittee's recommendations. Any further initiative to enact the educational facilities rescission would have to come by way of amendment to an over-all rescission package,

and that too, observers say, is unlikely.

If no action is taken on the President's proposal, the educational facilities appropriation will remain at \$12 million, the figure passed last year. The President had asked a \$5-million reduction.

Sanctuary seen in new FCC rules on crossownership

Decision on WSYR-TV suggests end to attacks on media combinations that are in accord with regulations

Broadcasters facing petitions to deny applications for renewal of their licenses on grounds of concentration of media control were breathing easier last week after reading the FCC's opinion in a case involving WSYR-TV Syracuse, N.Y. The opinion suggests that the commission's order adopting new media-crossownership rules provides a refuge for broadcasters with multimedia interests against such attacks as those the Justice Department has made on newspaper-related broadcast properties.

The FCC on Feb. 12 rejected a petition to deny WSYR-TV's license renewal, filed by a local citizen group, the Syracuse Coalition for the Free Flow of Information in the Broadcast Media (BROADCASTING, Feb. 17). The coalition had listed a number of allegations in urging the FCC to set the renewal application for hearing, and the commission rejected them all—including one that the S. I. Newhouse family, with ownership of AM and FM stations as well as the two daily newspapers in Syracuse, has a concentration of influence in the Syracuse area. The coalition asked the commission to consider the antitrust implications of such holdings.

But the text of the commission order dismissing the petition, which was released last week, made it clear that, in view of the commission's new cross-ownership rules, the mere assertion of a concentration of control will not persuade the commission to designate a renewal application for hearing.

The order noted that the commission has "elected to deal with the problem of concentration of control of media via rulemaking." Four years ago, the commission said, it adopted rules barring the formation of new radio-TV combinations in the same city. And last month, it added, it adopted rules preventing the formation of new newspaper-broadcast combinations in the same city and requiring divestiture in cases of media monopolies (BROADCASTING, Feb. 3).

While that rulemaking was pending, the commission declined to act on specific allegations of concentration of control that were based on common ownership of media without a showing of specific abuses. "This approach," the commission said, "was approved by the Court of Appeals."

And now, it adds, in the order incorporating the new crossownership rules, parties may raise concentration is-

sues in connection with renewal applications but "absent a showing of economic monopolization that might warrant actions under the Sherman Act, it would not be [the commission's] view that such arguments would raise valid issues necessitating the designation of renewal applications for hearing."

Accordingly, the commission said in reference to Newhouse's ownership of WSYR-TV, since ownership of the station is in compliance with the commission's multiple ownership rules and "since petitioners have neither alleged any specific abuses flowing from the common ownership of WSYR-TV and other media nor made any showing of economic monopolization to warrant action under the Sherman Act, no issue of concentration of control has been raised."

This provision of the commission's order is seen by observers as likely to become the kind of standard language that can be expected in commission orders disposing of the nine petitions to deny that Justice has filed. In none of the cases has the department alleged the kind of economic monopolization that would warrant action under the Sherman Act.

The department is expected to attempt to counter the commission's order in the crossownership proceeding.

Court decides station buyer may depreciate personal contracts

But they must be part of assets for which values may be assigned

Sonderling Broadcasting Corp. has prevailed over the Internal Revenue Service in a dispute as to whether Sonderling could depreciate the value it placed on five service contracts—four of them with disk jockeys—that it acquired with KFOX-AM-FM Long Beach, Calif., in December 1961.

A three-judge panel of the U.S. Court of Claims, in an opinion reversing most of the conclusions of a trial judge of the court, said the contracts of the four country-and-western personalities and the station manager could be treated separately from "good will" for tax purposes and could be amortized over a number of years.

The court said its opinion was based on the particular facts of the Sonderling case. But the opinion is certain to be studied by tax lawyers of those who are interested in acquiring broadcast properties in the future.

Sonderling purchased the AM-FM combination from Bing Crosby interests in December 1961 for \$878,666 after two conditions Sonderling set were met. One was that the four disk jockeys and the station manager be placed under two-year contracts, renewable at the option of the station and containing a clause prohibiting them from working for

competing stations. For the five—Carl (Deacon) Moore, Tom Brennan, Charlie Williams, Biff Collie and the station manager, Dick Schofield—were credited with having turned what had been a money-losing operation into a profitable one in a matter of months after the talent joined the station in 1960. The other condition was that the Crosby interests obtain a more favorable lease of the AM transmitter site.

Subsequently, Sonderling, in its tax returns, depreciated the contracts on the basis of a value of \$400,000—\$250,000 allocated to the talents' contracts, \$150,000 to the manager's. The write-off on these and other items was based on an allocation of the purchase price among the station's assets. The allocation was made by Blackburn & Co., which had brokered the sale, at Sonderling's request.

But IRS, after an audit, disagreed with Blackburn's analysis. It disallowed most of the allocations; as for the contracts, it held that they were intangible assets that were inseparable from the concept of "good will" and, as such, nondeductible. It held that "the goodwill and FCC license" had a value of \$564,895, or almost 64.4% of the over-all purchase price. Blackburn had allocated only \$95,766 to good will.

As a result, Sonderling found itself owing \$254,704 in back taxes and deficiency interest. (The amount might have been higher but for the fact that IRS found itself forced by the statute of

limitations to permit Sonderling a depreciation deduction, for the first year it owned the station, of \$68,182 on the artists' contracts and \$40,909 on the station manager's.) Sonderling paid, but filed a claim for a refund. And when it was not forthcoming, Sonderling sought relief in the court of claims. The trial judge found in favor of IRS on virtually all counts, so Sonderling filed exceptions.

The issue involving the five service contracts was the only one on which the court overruled the trial judge. And the key issue was whether or not the contracts were separable from the concept of "good will" and, therefore, deductible.

The court said Sonderling had presented "clear evidence" showing that the contracts "had significant and measurable value independent of their direct contribution to the value of the plaintiff's good will and its FCC broadcasting licenses." The court referred to Sonderling's showing that the station's profitability was tied to the artists and the station manager and to the importance Sonderling and Blackburn attached to the non-competition clause in the contracts.

The contracts, the court said, "provided nothing to KFOX's institutional good will inasmuch as radio or television audiences are not loyal to a particular station so much as an individual star or format . . . Should these stars move to another station, the audience in all likelihood would move also."

The court also said the contracts are

"amortizable," since, "in general, the cost of an intangible asset which can be shown to have a limited useful life is recoverable through a depreciation allowance over that asset's lifetime." Furthermore, the court said, IRS has in the past recognized that the depreciation allowance it has granted in connection with service contracts "may include renewal options."

The evidence supporting Sonderling's case was sufficient to overcome the "presumption of validity" the IRS enjoys in any dispute with a taxpayer. "The record in this case is replete" with evidence indicating that the contracts are worth what Blackburn said they were worth, the court said, adding that the government had presented no evidence in opposition, that it had relied instead on legal arguments the court was striking down.

The court said Sonderling is entitled to a refund of the taxes and deficiency interest that is attributable to an increase in the depreciable basis of the five contracts. The amount to be recovered, which would also include a minor item relating to the AM tower, will be determined in a separate proceeding.

Sonderling might have been able to write off the contracts without undergoing litigation if it and the seller had assigned values to the various assets. For the court noted that when the parties to a sale explicitly allocate the purchase price to the assets involved, the value they put on each asset will usually be accepted for tax purposes "so long as the parties have opposing tax positions, have acted without collusion or fraud and the allocation is not so disproportionate as to be unreasonable."

But in the Sonderling case, the court said, the taxpayer had failed to sustain the burden of proof necessary to overcome IRS's contention that there was no mutual agreement to allocate the purchase price of KFOX-AM-FM. The court said the testimony given the trial judge was "ambiguous" and "conflicting."

Changing Hands

Announced

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

■ **KMOL-TV** (formerly **WOAI-TV**) San Antonio, Tex.: Sold by **Avco Broadcasting Corp.** to **20th Century-Fox Film Corp.** for \$9.3 million. Sale was announced in principle several months ago (**BROADCASTING**, Dec. 2, 1974). Seller, **Avco Corp.**, manufactures electronic equipment and heavy machinery, is engaged in electronic and chemical research and insurance and financial services. It also owns **Carte Blanche**, **Avco Embassy Pictures** and is involved in film distribution and production through **Avco Film Productions**. **Avco** sold **WOAI(AM)** to **Clear Channel Communications Inc.** of San Antonio for \$1.5 million (**BROADCASTING**, May 6, 1974); and **WWDC-AM-FM** Washington to **Capitol Broadcasting Co.** for \$3.6 million (**BROADCASTING**, Oct. 14). Both are pending FCC approval. **Avco's**

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remaining broadcast properties are WLW-(AM)-WLWT(TV) Cincinnati, WLWC(TV) Columbus and WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; KYA-AM-FM San Francisco and WRTH(AM) Wood River, Ill. Buyer, 20th Century-Fox, is film producer and distributor and is in real estate, music publishing and recording. Through a subsidiary it owns KMSP-TV Minneapolis. KMOL-TV is an NBC affiliate on channel 4 with 100 kw visual, 11.2 kw aural and antenna 1,476 feet above average terrain. Broker: Edwin Tornberg & Co.

Approved

Sales approved by the FCC last week include:

■ KUMA(AM) Pendleton, Ore., and WIXC(AM) Fayetteville, Tenn. See page 62 for details.

A warning on freedom is heard amid praise for a pioneer

Loevinger urges support of Proxmire bill at ceremonies in New York honoring WCCO

Any broadcaster who regards broadcasting as "more than a mere means of making money" must fight for the bill (S-2) sponsored by Senator William Proxmire (D-Wis.) to confirm the First Amendment's applicability to radio-TV, Lee Loevinger, Washington attorney and former FCC commissioner, told the Broadcast Pioneers' 15th annual Mike Award banquet in New York last Wednesday (Feb. 26).

Mr. Loevinger, principal speaker at the ceremony honoring WCCO(AM) Minneapolis-St. Paul, said the fight for the Proxmire bill would be "extremely rough and difficult," with "a certainty of difficult, bitter resistance and political injury" and "no guarantee of early success." But, he said, "in fighting for principle the ultimate risk is small. You have nothing to lose but your wealth; you may preserve democracy and you will save your soul."

In urging support for the Proxmire bill, Mr. Loevinger cautioned that "the establishment of First Amendment freedom for broadcasters will not be an unmitigated blessing. It will expose them to private pressures and demands against which they may have some measure of protection today, and it will result in political and legal pressures for economic changes and, above all, for more and new forms of competition. Whatever the difficulties these possibilities may involve, I think that broadcasters, particularly those who assume the proud title of 'pioneer,' must be prepared to bear the risks."

Lawrence F. Haeg, president of Midwest Radio-Television Inc., licensee of WCCO-AM-FM-TV, was presented a gold microphone honoring WCCO "for distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programing and manage-

ment." The presentation was made by Edwin Pfeiffer of WPRI-TV Providence, R.I., president of the Broadcasters' Foundation.

Senator Hubert H. Humphrey (D-Minn.) paid tribute to radio generally and WCCO specifically in a speech strong on Minnesota radio nostalgia. "I think I learned more out of radio than from any educational media," the former Vice President asserted.

Other featured speakers included FCC Commissioner Abbott Washburn, also a Minnesotan, who presented Mr. Haeg a copy of WCCO's original certificate for operation, issued by the U.S. Commerce Department and dated Sept. 26, 1924, and Sol Taishoff, editor of BROADCASTING.

FCC Chairman Richard E. Wiley and Senator Walter Mondale (D-Minn.) sent congratulatory messages. Robert B. Ridder, chairman of the WCCO licensee, presided.

In the presentation ceremony Mr. Pfeiffer also recognized M. H. Shapiro, long-time organizer of Broadcast Pioneer affairs, as the one "without whom it just wouldn't happen."

Jackson settlement sanctioned by FCC

The FCC has approved \$50,000 as settlement in the dispute between Lamar Life Broadcasting Inc. and Communications Improvement Inc. over the amount of

New address. Broadcasting magazine's New York editorial and advertising offices move from 7 West 51st Street to 75 Rockefeller Plaza as of today (March 3). The zip code remains 10019, and the telephone (212) 757-3260.

net profits of WLBT(TV) Jackson, Miss., to be impounded and paid to CII for the period of April 17 through June 14, 1971. Lamar had been stripped of its license for the station in 1969 after the U.S. Court of Appeals in Washington reversed an FCC action renewing Lamar's license. And on Sept 3, 1970, CII received interim authority to operate the station while the commission conducted a comparative hearing among several applicants (including Lamar) for the facility involved, channel 3. Effective date of the interim grant was April 17, but because action awarding the interim authority was under judicial review, CII did not begin operating until two months later. The commission held that impounding profits from the effective date of interim authority would permit the station to continue serving the area but would not permit Lamar to profit from that operation. CII had disputed some of the expenses deducted by Lamar from the profits of the station. But last week, the commission said it approved the \$50,000 agreement that the parties had reached as full settlement and final discharge of all of Lamar's obligations to CII for the period involved.

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Small-market TV's get feisty over code subscription, eight-week surveys

And the NAB's secondary-market committee gives itself a new name

The National Association of Broadcasters secondary market television committee last week attempted to rekindle a smoldering controversy, voting a resolution that restates the committee's strong objections to the television board's decision to require all NAB TV members to subscribe to the TV code.

The committee went on record as opposing the requirement last September (BROADCASTING, Sept. 30), but the TV board reaffirmed its stance at its January meeting in Palm Springs (BROADCASTING, Jan. 20). An NAB spokesman who was present at the meeting in Washington last week said the committee holds out hope that the decision can still be reversed. If the plan is implemented, mandatory code subscription for all television members will take effect April 1, 1976.

The committee also voted to shuck its old name out of distaste for connotations of second-class citizenship they saw in the description "secondary market." Its new name is the Hundred-Plus Market TV Committee.

Further, the committee stated its objections to the A. C. Nielsen Co. proposal to expand its four-week surveys to eight weeks (BROADCASTING, Feb. 17). The committee discussed the proposals with representatives of Nielsen and Arbitron last week and then adopted the following recommendations: (1) that all television stations oppose the eight-week measurement plan, (2) that the stations make their objections known to Arbitron and Nielsen and (3) that the stations receiving the questionnaire recently mailed by ARB, asking for reaction to the idea of eight-week surveys and the addition of a July book respond in favor of four-week surveys and no July book.

The Hundred Plus Committee opposed the Nielsen plan as costly without adding to the information already available from the four-week survey.

NAB takes a new whack at FCC's latest fees

It calls some fees exorbitant, questions computations of costs; others' petitions for stays denied

The National Association of Broadcasters has petitioned the FCC to take another look at its decision to include hearing costs as "recoverable" expenses in its recently revised fee schedules and to reassess its formula for fees covering applications for antenna or transmitter changes.

The NAB submitted that hearings involve "protective services rendered the public" and therefore should not be

charged to the broadcaster. And even assuming that the ultimate grant of an application justified the fee, the NAB noted, the commission cannot anticipate which broadcast requests set for hearing will be granted or denied.

The NAB additionally called the FCC's fees to cover antenna and transmitter changes "exorbitant." In particular, the NAB was concerned that broadcasters who are forced to make such changes, as a result of zoning laws, expiration of a lease, or the emergence of some obstacle to the station's signal, should not be charged one-half the filing fee for a construction permit for a new station, as the commission proposed. Mitigating factors that cause antenna or transmitter relocation in the first place, noted the NAB, often entail financial problems for a licensee and should not be coupled with high filing fees charged by the commission.

The NAB's most recent move on the fee issue followed an earlier petition that sought redress of the FCC's decision to deny refunds of annual fees paid by broadcasters under a schedule that was found illegal by the Supreme Court. That petition was denied, and the NAB currently has an appeal pending in the U.S. Court of Appeals in Washington (BROADCASTING, Feb. 17).

Meanwhile the FCC has denied several petitions for a stay of the March 1 effective date of its revised fee schedule, but it noted that fees collected under the new rates would be refunded if the FCC lost the court appeals that have been filed.

The assurance of refund was directed to the National Cable Television Association and Lamb Communications Inc., which had claimed, in their petition for stay, that "irreparable" injury would result if, in the present economic pinch, cable operators were required to pay fees that were later found illegal.

Electronic Industries Association, the third petitioner, had requested a stay of the whole fee schedule, rather than just that part that was concerned with cable annual fees.

Media Briefs

Lacks facts. Starr Broadcasting Group Inc. has filed opposition with FCC to petition to deny brought by Black Citizens for Media Access over Starr's proposed purchase of KRLY(FM) Houston (BROADCASTING, Sept. 9, 1974). Starr called group's allegations of misconduct "totally without merit or factual support" and noted petitioner did not include any affidavits to support its claims against Starr.

On board. WWYN(AM) Erie, Pa., joined CBS Radio effective March 1, becoming network's 248th radio affiliate. WWYN, WERC Inc. property, will add full program service of CBS Radio. Station is on 1260 khz with 5 kw.

Input. National Black Media Coalition has asked FCC to guarantee "full participation of the Afro-American community in planning the U.S.'s position on international telecommunications issues at

1979 World Administrative Radio Conference." Chief concern of group is development of "sufficient TV, radio and microwave frequencies" for developing nations.

Puerto Ricans lose challenge to WNET(TV)

But FCC's Ben Hooks dissents, with accusation that whole system of noncommercial television is rigged to favor white elite

The FCC has dismissed allegations of discrimination in programming and employment by noncommercial WNET(TV) New York over a vigorous dissent by Commissioner Benjamin Hooks. The majority of six members rejected a petition by the Puerto Rican Media Action and Educational Council.

Mr. Hooks, however, denounced WNET and the noncommercial system for catering to "cultured white cosmopolites" to the neglect of less fortunate minorities.

"Public television without the legal or moral right to do so," said Commissioner Hooks, "has become the caucasian intellectual's home entertainment game."

The time has come for a "showdown," he added, to break up the current pattern of "establishmentarian" dominance in public television.

In particular, the commissioner disputed the majority's statement that programming responsive to the needs of the community in general is sufficient.

Commissioner Hooks called the majority's statement an "unfortunate distortion" of settled commission policy and law. In a seven-page dissenting statement, Mr. Hooks outlined previous FCC and court cases, including the denial of renewal of the Alabama Educational Television Commission's licenses (BROADCASTING, Jan. 13), to argue that although a licensee's response to the competing needs of its service area is largely within its discretion, it cannot flatly ignore an expressed need.

And, according to Commissioner Hooks, WNET's failure to provide more than what he called token programming efforts directed at the Spanish-speaking

Disgruntled viewer. One small bomb exploded with minor damage in the film editing room at noncommercial KCET(TV) Los Angeles on Saturday (Feb. 22) and another was found near the explosion. They were believed to have been placed by an anti-Castro Cuban. The station had been warned of bomb threats that were telephoned by an unidentified male to KABC(AM) and KFWB(AM) Los Angeles and to the *Los Angeles Times*. The caller objected to "Communist propaganda for Castro" on KCET, presumably in reference to a documentary, *Luchía*, on revolutionary periods in Cuba, scheduled for showing Feb. 27, and a program aired two months ago, *Cuba: We the People*.

minority constituted such an abdication of responsibility.

The majority did not agree; they concluded that the Puerto Rican group had provided no statistical evidence in support of its assertion that New York's Hispanic community spoke only Spanish and therefore WNET's English-only programming failed their needs. The commission also noted that the station, in its 1972 license renewal application, made no representations about presenting foreign-language programming and therefore no "promise versus performance" question was raised.

As to employment discrimination, the FCC said the group had failed to show that the number of Spanish-surnamed persons employed at the station was so low as to fall outside a "zone of reasonableness" in proportion to the population of WNET's service area.

Heavy on business at AWRT's 24th

The schedule is set for the American Women in Radio and Television's 24th annual convention, April 23-27 at the Continental Plaza hotel, Chicago.

The theme: "Communications: Then and Now (Let Chicago Show You How)" is designed to offer broadcast nostalgia, a present-day update and preview of things to come for 3,000 professional women members.

Among speakers and panelists scheduled to attend are FCC Chairman Richard E. Wiley; Lionel J. Monagas, chief of the FCC's industry equal-employment unit; D. Thomas Miller, president, CBS TV Stations, New York; Thomas Frawley, president, Radio Television News Directors Association, Washington, and Cox Broadcasting vice president; Elaine R. Pitts, vice president-corporate affairs, Sperry & Hutchinson Co., New York; Nancy Boyer, national sales manager, WFSB-TV Hartford, Conn.

The agenda:

Wednesday, April 23—morning tour of Art Institute, afternoon tour of Frank Lloyd Wright homes, hosted reception. *Thursday, April 24*—advisory council meeting, opening luncheon and keynote speaker (TBA), four workshops, hospitality suites, 24th annual banquet and program, president's reception for convention first-timers. *Friday, April 25*—hosted breakfast, five workshops, AWRT business meeting, luncheon and speaker (TBA), general program and speaker (TBA), hospitality suites and rap sessions. *Saturday, April 26*—five workshops, general program session and speaker (TBA), luncheon and program, Educational Foundation business meeting. *Sunday, April 27*—business meeting, adjournment.

Workshop topics to be offered include: children's programming, responsibility in broadcast news reporting, broadcast standards and practices, affirmative action, improving station rep effectiveness, analyzing the radio audience for programming and sales, new careers and the business side of the business.

Cablecasting

It takes two to tango on cable regulation

And law firm tells FCC it should take strong lead with New Jersey to keep state in step with commission

The FCC has been warned that its authority and policies in the field of cable television are being threatened in New Jersey and that it should assert its jurisdiction there by declaring a number of provisions of state law and regulations governing cable "inoperative."

The practical effect of doing nothing, the commission was told, is to condone "incredible delays" facing cable systems attempting to start or expand operations and to invite challenges to its authority over cable in other states.

A Washington law firm with cable clients in New Jersey—Pittman, Lovett, Ford & Hennessy—sounded the alarm and requested the rulings—13 in all.

The subjects of the firm's concern are a 1972 state statute providing for the regulation of cable and actions taken under it by the Office of Cable Television of the Board of Public Utility Commissioners of the Department of Utilities.

The statute provisions and regulations of concern to the law firm require the state to regulate technical standards, access channels and rates for nonregular subscriber services and to approve foot-by-foot extensions of service within a community for which a system has already received state and federal clearance; they also permit the state and municipalities to charge a total fee of 4% of gross operating revenues (the commission's prescribed ceiling is 3% of gross subscriber revenues), and prescribe "special CATV services," such as educational and pay cablecasting.

The law firm attempts to take some of the edge off its petition by complimenting the state on its efforts to draft and implement a cable-regulation statute. It's not the state's fault, the firm says, that the commission's 1972 rules and statement in 1974 clarifying those rules followed the state's CATV act. Similarly, the firm says it is not the fault of the state staff charged with administering the law that it has only seven members.

But, the petition for declaratory ruling says, the duplications and conflicts in state and federal regulations are blocking cable development in the state. It notes that the commission will not process a cable system's certificate of compliance application until all nonfederal approvals have been obtained. And in New Jersey, the firm adds, "after the CATV applicant has undergone the tortuous, costly and often protracted proceedings before the municipality, he must face even longer delays (and in some instances lengthy and expensive hearings) before the state."

Accordingly, "the specific problems of

New Jersey cry out for relief from the commission." The commission is considering the problem of duplicative federal and nonfederal regulation in a rulemaking. But the firm says the commission should not await its conclusion before acting on the situation in New Jersey. It says the commission has the legal authority to declare nonfederal regulations "inoperative to the limited extent" that they contravene commission rules and policies.

However, the firm also says that if the commission feels it lacks that authority and can impose its will only through the certification process, it should award certifications contingent upon the modification of state law and regulations alleged to be in conflict with federal rules and policy.

Failure to do either, the firm says, will create serious problems for the commission. It will "invite and inspire potentially cavalier disregard of the commission's CATV rules and policies."

Stew over Sterndent is over

Sterndent Corp., the Mount Vernon, N.Y. dental equipment maker and supplier of precious metals which has been the object of take-over bid by Cable Funding Corp., New York (BROADCASTING, Feb. 24), last week announced that it had agreed to merge with the Dictaphone Corp., Rye, N.Y.

Martin Dubilier, Sterndent chairman, said the company had considered several merger offers since the announcement of the Sterndent tender and had come to terms with Dictaphone, which itself was the object of a take-over bid last year by a Bell Canada subsidiary.

Following the Sterndent announcement, Cable Funding, which is 45% owned by the Geneve Corp., a New York venture capital firm whose owners include the Kuwait Investment Corp. and several prominent American Jewish businessmen, said it approved of the proposed merger and would return any Sterndent stock already acquired.

McFall wants a stall on cable and sports

He introduces bill to prevent FCC from dealing with distant-signal games before Congress decides finally on its antiblackout law

A resolution to restrain the FCC from further consideration of carriage of professional sports events by cable television was introduced last week by Representative John McFall (D-Calif.).

Specifically, Mr. McFall's resolution states that the FCC should refrain from action aimed at restricting cable carriage of professional sports until Congress has had a chance to review its own sports antiblackout law, which expires next Dec. 31.

Consideration of distant-signal importation of sports events by cable has been

pending before the FCC since February 1972. The proposal would prohibit cable systems within the grade B contour of a TV station located in the home city of a professional baseball, football, basketball or hockey team from carrying the TV broadcast of any professional game in the same sport if that event is not made available to the local station.

The sports antiblackout law, passed and signed in September 1973, lifted the ban on broadcasting home games whenever an event is sold out 72 hours in advance. As it must every year, the FCC will file a report with Congress by April 15 on the effects of the law.

Cable Briefs

No from N.Y. The New York Cable Television Association recently passed resolution opposing provisions of proposed copyright bill (S. 22) that would require cable systems to pay royalties for carrying broadcast signals. State association is third, along with Oklahoma and Kentucky, to approve such action.

New power. FCC has expanded authority of Cable Bureau chief. He may now dismiss or deny certificates of compliance applications and waive rules on network program exclusivity, leapfrogging, minimal signals and distant signals. Commission said it would continue to rule on applications for review from bureau actions. Reshuffling of authority is to reduce commission's workload of routine matters.

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Programing

Network axes hang over 18 programs

**Most drastic changes loom
at ABC, with NBC next;
here's how the fall line-up
in prime time is shaping up**

Industry observers are counting seven hours' worth of prime-time programing as almost certain to be canceled by ABC-TV, reflecting the network's number-three position in the national Nielsens. NBC-TV figures to drop at least four-and-a-half hours, these observers said, and CBS will cut at least three-and-a-half hours. These forecasts again are roughly consonant with the season ratings (Sept. 9, 1974, to Feb. 23, 1975), which give CBS a 20.8 rating, NBC a 20.3 and ABC a 16.5.

The endangered series are:

ABC: *Happy Days*, *That's My Mama*, *Get Christie Love*, *Barney Miller*, *Karen*, *The Night Stalker*, *The Hot I Baltimore*, *The Odd Couple*, *Baretta* and *Kung Fu*.

NBC: *The Smothers Brothers Show*, *Adam-12*, *Lucas Tanner*, *The Mac Davis Show*, and *Movin' On*.

CBS: *Gunsmoke*, *The Friday Comedy Special*, *The CBS Friday Movie*.

Analyzing the prime-time picture night-by-night: On Monday, CBS, although it will probably cut *Gunsmoke* adrift because of the show's weak demographics, has consistently finished number one with its pair of successful sitcoms, *Maude* and *Rhoda*, both of which fairly consistently place among the top-15 or so shows each week. These programs have handed big lead-in audiences to *Medical Center* (10-11 p.m.), which was presumed to be on its last legs but which has been averaging solid mid-30's shares in this, its sixth, season.

ABC on Monday has the hit show, *The Rookies* (8-9 p.m.), which may provide a good audience flow for its two new second-season action programs, *S.W.A.T.* (9-10 p.m.) and *Caribe* (10-11 p.m.). *S.W.A.T.* picked up a good sampling during its official debut Feb. 24, with a 23.2 rating and 34 share, and *Caribe*, although showing some slippage from the previous week, still managed a respectable 18.2 rating and 30 share on Feb. 24. If these two shows succeed, ABC could end up using them as anchors on two other nights when the Monday night football games return next fall.

Mondays on NBC, *The Smothers Brothers Show* (8-9 p.m.) plunged to its lowest Nielsens of the season on Feb. 24, with a 15.0 rating and 22 share. NBC's *Monday Night at the Movies* (9-11 p.m.) has been hovering around a less-than-impressive 30 share in the season-to-date, but a highly placed network source says that NBC's commitment to producing dozens of two-hour made-for-TV movies, plus what he re-

gards as a solid backlog of theatrical movies, makes it a good bet that the network will again go with three movie nights next season, including Mondays.

On Tuesday, CBS is in the driver's seat, with *Good Times*, *M*A*S*H*, *Hawaii Five-O* and *Barnaby Jones* all firmly entrenched. *Barnaby Jones* is hobbled by a ratings' skew that's old, rural and low-income in the demographics, but that drawback is compensated for by the show's 34-share average in the season-to-date.

NBC will have to find a Tuesday replacement for *Adam-12*, which after a good six-year run, has stumbled into a mid-20's share average, and the network will be moving its adult-slanted *World Premiere Movie* (8:30-10 p.m.) out of the 8-to-9 p.m. family hour, but its 10 o'clock *Police Story* continues to chalk up 33 shares and good demographics.

Despite weak NBC competition, ABC's *Happy Days* (8-8:30 p.m.) on Tuesday has averaged only a sub-survival 27 share. ABC's *Tuesday Movie of the Week* (8:30-10 p.m.) has also averaged a 27 or so share, but it's been up against tougher competition and will probably be retained due to the network's oft-stated commitment to the made-for-TV-movie anthology format. Like NBC's *World Premiere Movie*, though, it'll most likely be pushed back to 9 or 9:30. *Marcus Welby's* rating performance on ABC (10-11 p.m.) is pretty much tied to the lead-in it gets from the *Movie of the Week*, but its 30-share average, plus its continued strength among women 18 to 49, should give it another year's lease on life. (It may be hurt next season, by MCA's plan to syndicate the off-network reruns, beginning in September 1975.)

CBS's Wednesday prime-time line-up of *Tony Orlando and Dawn* (8-9 p.m.), *Cannon* (9-10 p.m.) and *Manhunter* (10-11 p.m.) should remain intact. After a slow start, the second-season *Tony Orlando and Dawn* has come up with four 32-share weeks in a row and is providing a better lead-in to *Cannon*, now in its fourth season and still going strong. NBC will toss out *Lucas Tanner* (9-10 p.m.) because it's squandering 10 share points from *The Little House on the Prairie* lead-in and is weaker both in ratings and in demographics than its two competitors in the time period. NBC's *Petrocelli* (10-11 p.m.) has built gradually after an erratic fourth quarter and is now racking up regular low-30's shares. ABC will probably retain its *Wednesday Movie of the Week* (8:30-10 p.m.), which delivers a consistent 29 share and has its largest following among the 18-to-49-year-olds. But ABC's *That's My Mama* (8-8:30 p.m.), struggling with mid- to high-20's shares in recent weeks (and third in its time period among women 18 to 49), and *Get Christie Love* (10-11 p.m.), which hasn't gone above a 28 share in its last five telecasts, are ticketed for demolition by the network.

CBS has the fifth highest-rated show in the country, *The Waltons* (8-9 p.m.), as its Thursday lead-in, and its *Thursday Night Movies* (9-11 p.m.) have averaged a respectable 33 share. ABC hasn't been

able to get off the ground against *The Waltons* with its sitcoms, *Barney Miller* (8-8:30 p.m.) and *Karen* (8:30-9 p.m.), but its 9 o'clock *Streets of San Francisco* harvests higher ratings than any other regularly scheduled show on the network. *Streets* has made a survivor out of the show that succeeds it at 10, *Harry O*, which has averaged slightly more than a 30 share in the season-to-date.

Thursday is probably NBC's worst night of the week. The network will try to put a dent in *The Waltons* with two new sitcoms that begin this Thursday (March 6), *Sunshine* (8-8:30 p.m.) and *Second Start* (8:30-9 p.m.). They're replacing *The Mac Davis Show*, which moves to Thursday at 9 later this month after a tepid 28-share ratings performance and sub-par demographic breakdowns. NBC's 10 o'clock show, *Movin' On*, has been averaging close to a 30 share but finishes a consistent third in its time period among both men and women 18 to 49.

However, NBC's Friday-night line-up of *Sanford and Son*, *Chico and the Man*, *The Rockford Files* and *Police Woman* is so devastating that when the season's accounts are totted up, it's expected that all of the competing shows on ABC and CBS will have been scrubbed from the schedule, with the possible exception of the sitcom, *We'll Get By* (CBS, 8:30-9 p.m.), which makes its debut March 14. CBS's *The Friday Comedy Special* (8-8:30 p.m.) which also kicks off March 14, is merely a catch-all half-hour the network will use to showcase the sitcom

pilots it's looking at for the 1975-76 season. And Fred Silverman, CBS's vice president for programing, is already on record as saying that the *CBS Friday Movie* (9-11 p.m.), which is averaging less than a 30 share, may well be eliminated in favor of the kinds of weekly series with continuing characters that are responsible for the network's number-one position in the ratings. The only ABC series on Friday that has shown any promise, Norman Lear's controversial second-season sitcom, *The Hot l Baltimore*, started off with respectable shares but has faded badly in its last three telecasts.

CBS over the past few years has fashioned an almost invincible comedy line-up on Saturday night. Right now that line-up consists of *All in the Family*, *The Jeffersons*, *The Mary Tyler Moore Show*, *The Bob Newhart Show* and *The Carol Burnett Show*. NBC has carved out respectable competitive ratings through canny counterprogramming, with *Emergency* (8-9 p.m.) and *Saturday Night at the Movies* (9-11 p.m.) each averaging solid 35 shares for the year. The ratings of ABC's *Kung Fu* (8-9 p.m.) have been almost invisible (its recent 13-share average is lower than any other regularly scheduled prime-time show on the air), but the network's last two Saturday movies (9-11 p.m.) came up with big numbers. "The Summer of '42" on Feb. 15 hit a 21.6 rating and 36 share and "Hustling" on Feb. 22 rolled up a 24.5 rating and 41 share.

The Wonderful World of Disney

(NBC, 7:30-8:30 p.m.), which is traditionally the highest-rated show on Sunday, may be seriously undercut from now until next September (when it moves up to 7 p.m.) if *Cher's* first two weeks are typical of what can be expected of it in the future. After an impressive 23.0 rating and 35 share on Feb. 16, *Cher* (CBS, 7:30-8:30 p.m.) came back with a 24.9 rating and 39 share on Feb. 23, compared to Disney's 17.9 rating and 28 share and *The Six Million Dollar Man's* 16.8 rating and 26 share on ABC. *The NBC Sunday Mystery Movie* (8:30-10:30 p.m.) finishes a consistent first over the course of its two hours, but there's enough audience left over for its competitors: *The ABC Sunday Movie* (8:30-10:30 p.m.) and CBS's two action shows, *Kojak* (8:30-9:30 p.m.) and *Mannix* (9:30-10:30 p.m.). Sunday thus has the distinction of being the only night of the week in which all the currently scheduled prime-time shows are expected to survive cancellation.

ABC's Pierce wants more time to build next season's shows

But CBS and NBC say they'll stick with early-September introductions

A delay in the start of the 1975-76 season until the third or fourth week of September was proposed last week by Frederick S. Pierce, president of ABC

FREE... A BRAND NEW RADIO SERIES — A BIG MONEYMAKER FOR YOUR STATION!



"THE FAMILY DECORATOR"—syndicated in newspapers throughout the country—NOW to be syndicated on radio!

The series is a 5-days-a-week programming of 3½-minute shows, —hosted by Carleton Varney, one of America's top interior designers and decorators.

Mr. Varney's widely syndicated newspaper column has made him a "household name". His work has included the homes of Joan Crawford, Joe Namath, Van Johnson, Ethel Merman and many others. Interviews with these celebrities have been secured wherever possible.

After hearing the demo show, we think you'll agree that this series can generate considerable spot sales.

To arrange exclusivity in your market, wire or write for your FREE DEMO TAPE.

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Television, in a talk before the Association of National Advertisers' television workshop in New York.

Mr. Pierce said that more time than usual is needed to assess the impact of new prime-time programs introduced at midseason, and that pilots will be delayed because of program development for the new "family viewing hour." He also said it would be four to six weeks until a "final ruling" was made on the FCC's new prime-time access rules—presumably an allusion to an anticipated opinion from the U.S. Court of Appeals which has the rules under review.

"Two or three additional weeks of preparation could help us insure products of higher quality for the fall premieres, which all the production companies would welcome and would be in the best interests of the industry," Mr. Pierce contended.

(A spokesman for NBC said the network would start its fall season as planned, in the second week of September. A CBS official did not specify a starting date for the television network's fall schedule but said CBS-TV anticipates no obstacle that would delay the normal premiere week.)

The main thrust of Mr. Pierce's speech was on television of the future. He predicted there would be a stronger accent on sports programming, more reenactment of historical events and a growth in live, onstage performances.

"And next season at ABC we are even inaugurating a weekly variety series on a live basis, a quiet and reverential hour with Howard Cosell, featuring in-person appearances by the world's greatest stars, some from stages in other parts of the world and relayed here by satellite," he said.

Mr. Pierce said this wide range of programming offers advertisers "exceptional opportunities," providing "mass audiences with sharply delineated buying habits." He ventured that cost-per-thousand would increase over the next five years between 5% and 10% annually, depending on the law of supply and demand.

Turning to the subject of audience measurements, Mr. Pierce said there

would be modifications and improvements, and added: "Ultimately, we hope to have all ratings, local as well as national, recorded by meter. Whether this will ever be a practical possibility for all size markets is doubtful. In the meantime, however, we can certainly improve diary techniques."

Networks detail efforts for the Bicentennial

ABC, CBS, NBC and CPB present a resume of programing set for the national celebration

State and private sector delegates to the National Bicentennial Conference in Washington last week were treated to a Bicentennial programing preview by the three commercial networks and the Corporation for Public Broadcasting.

The presentations were distinctly separate, the programing less so, but NBC's spokesman crossed lines with one proposal. William Storke, vice president, NBC, took the opportunity, "since we're not allowed to talk to each other except on such occasions," to propose to the other networks that a cassette bank be established "to preserve the terribly significant things" coming out of the Bicentennial celebration.

ABC's Bicentennial effort, with the theme "The American Spirit," is under the direction of a special committee headed by Elmer W. Lower, vice president-corporate affairs, ABC Inc., with members James E. Duffy, president, ABC-TV Network; Edwin T. Vane, senior vice president and national program director, ABC Entertainment; William Sheehan, president, ABC News; Richard O'Leary, president, ABC-Owned TV Stations; Roone Arledge, president, ABC Sports; Harold L. Neal Jr., president, ABC Radio, and Ellis O. Moore, vice president, public relations, ABC Inc.

Messrs. Duffy and Lower outlined for the conference the network's special programs in development. Beginning with a prime-time special in September 1975, ABC's Bicentennial observances will run through the end of 1976, "with special Independence Day telecasts chronicling the national celebration coast to coast."

An ABC Sports special will document 200 years of sports in America; ABC News will treat scientific America, ethnic minorities and the ethical goals set by the founding fathers on the *Directions* series, beginning next month with a program featuring historian Henry Steele Commager. In children's programing, *ABC After-School Specials* will carry the Bicentennial theme. New animated educational segments will be incorporated into *America Rock* in the Saturday morning schedule and *Make A Wish* will be devoted almost exclusively to Bicentennial-related material.

Other shows in development by ABC-TV include a daytime drama, *That Zenger Woman*, the story of the wife of Peter

Zenger, who was imprisoned in colonial days for seditious libel; "Powhatan's Daughter," a Movie of the Week about Pocahontas; a 90-minute special on the 200th birthday of the U.S. Marines, and a number of dramatic specials on *ABC Theater*: "Eleanor and Franklin," "Meeting at Potsdam," "Truman and MacArthur" and a dramatization of "The Glory and the Dream," William Manchester's new book on the recent American past. Earlier ABC had announced development of two multipart dramas, "Roots" and "U.S.A.," and a long-form novel for television, "Children of Pride," about the Civil War years in the South.

CBS-TV, according to Bob Markell, executive producer of the current "Bicentennial Minutes," has been "celebrating the Bicentennial for 20 years now and our philosophy is to try and do the unusual rather than attack the subject head-on." *The American Parade*, a projected total of 13 one-hour specials (six have been aired to date), examines the Constitution and Bill of Rights as they influence American life. Under the direction of Burton Benjamin, the *Parade* is due to continue through 1976. The completed mini-series, "Ben Franklin," used different actors for four 90-minute specials about the man. A four-part two-hour series on Sam Houston is in the works, as is the "docu-drama" about immigrants from Austria, titled "To America." It is to begin in the middle of next season. The 48-second "Minutes," (over 730 of them), round out the network's commemorative programming with "200 years ago today" vignettes. Sponsored by Shell Oil Co. and promoted by Ogilvy & Mather, the spots began last year on July 4 and continue to July 4, 1976.

William Storke, vice president, NBC, outlined that network's special programing that will reach a peak with a "spectacular" 16 consecutive hours of Bicentennial-related programing July 4, 1976. NBC-TV makes Abe Lincoln the subject of six one-hour programs starring Hal Holbrook, based on the books by Carl Sandburg. A mini-series that will be shown over a year starting next July 4, was created by novelist/historian James Michener and traces a family history from the 1800's to the present time. NBC-TV's *Today* program has created a Bicentennial unit to research and develop 52 weekly salutes to cover the 50 states, the District of Columbia and the U.S. territories. Vernon Hixson, executive producer, news special projects, WNBC-TV New York, will head the unit and expanded staff. In conjunction with the BBC, "to show there are no hard feelings"—NBC will develop a two-hour special on *The Inventing of America*. And correspondent David Brinkley will narrate three specials focusing on Thomas Jefferson titled *Life, Liberty, and The Pursuit of Happiness*, also beginning July 4.

Go, the Saturday children's series, will feature an adaptation of the Thomas Jefferson documentary. For women, the network will offer three 90-minute *First Ladies' Diaries*, beginning with Rachael Jackson. Two movies will be offered, an

Spirit of '74. The chairmen of the affiliates boards of all three TV networks appeared together on simultaneous closed-circuit presentation to ABC, CBS and NBC affiliates Feb. 20. George U. Lyons of WZZM-TV Grand Rapids, Mich. (chairman of the ABC-TV affiliates), Charles B. Brakefield of WREC-TV Memphis (CBS-TV affiliates) and Robert W. Ferguson of WTRF-TV Wheeling, W. Va. (NBC-TV affiliates) appeared in conjunction with a closed-circuit program on national Bicentennial celebration and urged stations to make it available to local leaders. In many cities community groups gathered at station studios to screen the presentation, which was led by President Ford and sponsored by the nonprofit National Committee for the Bicentennial Era.

adaptation of the stage musical, "1776," and "Gone With The Wind." Of religious interest, NBC will carry *A Gathering of One*; both the *Hallmark Hall of Fame* and *Bell Family Theater* series will follow Bicentennial themes. The July 4 finale will follow the sun in a series of remotes to document Independence Day festivities across the country.

Henry Loomis, president of the Corporation for Public Broadcasting, noted that his organization "likes to take a different approach where possible." The Bicentennial celebration calls for "a dialogue between present and past," which CPB plans to offer through *The Adams Chronicles*, *Storm of Strangers* (10 half-hour programs financed by the National Endowment for the Humanities), *Decades of Decision*, *Wasn't That a Time?*, which takes the Brooklyn Bridge as its subject. The *Nova* series will look at archaeological finds at Williamsburg, Va. CPB has pilots ready and is seeking funding for *The City*, a series studying urban history and life in the nation; *Looking Back*, the first in which series treats Calvin Coolidge, *George Washington Esq.*, a dramatic series, and a proposed musical series.

Gulf backs Geographic series

The Gulf Oil Corp. has agreed to sponsor the production of 12 National Geographic Society television documentaries to be distributed by the Public Broadcasting Service. The hour programs will be produced by the society and non-commercial WQED(TV) Pittsburgh at the rate of four per year for an anticipated total cost of \$3.7 million. Gulf, which has its headquarters in Pittsburgh, has supported local efforts of WQED in the

past, and the society series marks its entry into national public television. The first program is expected to be ready for broadcast next January.

Is FCC in violation of its own standards?

CBS, attacking PTAR III, says agency's example of 'Disney' doesn't fit exemption rules

In challenging the FCC's creation of program exceptions to its prime-time access rule, CBS's court appeal in that case (BROADCASTING, Feb. 24) has taken a swipe at one exception in particular, the only one the commission mentioned by name: NBC's *Wonderful World of Disney*. The FCC had cited it as representing "programs primarily designed for children" that would qualify for network presentation during access periods. In a long footnote, the CBS brief asserts that:

"In the Oct. 28-Nov. 24, 1974, Nielsen demographic report, *Disney's* share of the available children's audience was exceeded by three other prime-time programs (not specified).

"In terms of total child viewers, it ranked second to one other program (also not specified) and 'not significantly above several others.'

"With respect to one of the criteria set forth by the commission for distinguishing children's programming—whether the advertising on it is directed to adults—our survey [of fourth-quarter 1974 advertising on *Disney*] indicates that approximately 27% of the commercials were for adult-oriented products (automobiles, appliances, proprietary medications and vitamins, etc.) as opposed to

26% for child-oriented products (games, toys, etc.) and 47% for products in whose purchase both may play a role (food, toothpaste, etc.)."

"NBC's own promotional material has characterized *Disney* as family entertainment, not children's entertainment.

"Indeed," the CBS brief adds parenthetically, "if it were considered children's programming, NBC might have run afoul of the code of the National Association of Broadcasters, which expressly prohibits the advertising of proprietary medicines and vitamins in programs designed primarily for children."

"In short," the footnote asserts, "the commission's conclusion seems to be based more on its own elitist view of what children desire to watch—or should watch—than on the actual program preferences of children and adults and the programming judgments of broadcasters."

A syndicators' voice

New trade group would set up N.Y. headquarters, hire counsel

A legally constituted trade organization of syndicators has moved a step closer to reality.

At a meeting held in New York, a three-man committee made up of Wynn Nathan, a vice president of Time-Life Television; Keith Godfrey, executive vice president and director of sales for MCA TV, and Ken Joseph, executive vice president for worldwide syndication of Metromedia Producers Corp., suggested that the organization, the Association of Television Program Distributors, hire legal counsel for the incorporation procedures. If the full membership agrees to this proposal, headquarters will be set up in New York under an executive director and a small staff.

In a letter to the full membership, the committee also proposed a trade fair of syndicators that "would be under the control of the seller rather than the buyer" and that might include "panel discussions on subjects of interest to the industry."

Moss scrutinizes children's TV

Staffer is comparing yearly Nielsen and Arbitron demographics; senator denies he's looking for any specifics

Senator Frank Moss (D-Utah) has had a member of his Consumer Subcommittee staff pouring through A. C. Nielsen Co. and Arbitron data for the past two months to examine how children's television programs are changing.

The staffer said the senator is not out to prove anything, in fact does not know what he may find. But for now he has the aide trying to find out what age children are watching which programs at what hour. He is also researching advertising aimed at children. Concentrating on demographic data, he will compare his findings for 1973 with those of 1972.

An A. C. Nielsen executive, in a speech



Patriotic preview. John W. Warner (r), administrator, American Revolution Bicentennial Administration, and James E. Duffy (l), president, ABC Television, at ARBA's first conference where plans for Bicentennial programming were presented by each network.

at a television workshop of the Association of National Advertisers in New York last week, said that one set of data Senator Moss has requested was a list of current programs for which the child audience make up 50% or more of the total viewing audience (32 programs qualified, he said, the bulk of them Saturday morning shows).

"The supposition," James D. Lyons, executive vice president and manager of the media research division at Nielsen told his audience, "is that any such programs might well be candidates for controls of some sort regarding violence or over commercialization (see page 22).

But Senator Moss's aide said the senator has no plans to apply his findings in hearings or legislation at this point.

Program Briefs

On the rise. Warner Bros. Television announces that worldwide sales in January amounted to \$10,166,535, highest monthly TV distribution sales figure in company's history, topping previous monthly high by over \$3 million. Feature picture sales were predominant, company said, but total included all Warner Bros. product, including cartoons, series and features.

On the road. Metromedia's *Vaudeville*, new series of 13, one-hour specials starring old-time (and some new) vaudevillians, has been sold in 29 major markets, Metromedia Producers Corp. announces. Series is currently being aired on Metromedia TV stations in New York, Los Angeles, Washington, Minneapolis-St. Paul, Kansas City, Mo., and Cincinnati, as well as 23 other stations.

Now in 70. 20th Century-Fox Television, Los Angeles, announces that *Dinah*, Dinah Shore series produced by CBS owned-and-operated stations division, is now being seen in 70 cities. Following new stations signed following convention of National Association of Television Programming Executives in Atlanta last month: KVVU Las Vegas, KOLR Springfield, Mo., WHTN-TV Huntington, W.Va., WMT-TV Cedar Rapids, Iowa, and WBRZ Baton Rouge.

Sundance team. New broadcast music production firm, Sundance Organization Inc., Dallas, combines talents of Rush Beesley, formerly with William B. Tanner Co.; Chris Kershaw, formerly with PAMS and TM Productions, and Bob Gross, also with Tanner. Mr. Beesley will head company, Mr. Kershaw is production supervisor and music director and Mr. Gross is program-production consultant. Contact: 4631 Insurance Lane, Dallas 75205. (214) 528-2660.

Off the ground. First sale of Mort Crim's *One Moment Please* TV commentaries—spinoff from radio series launched several years ago—has been made to Post-Newsweek station group, according to Alcare Communications, distributing organization. Also buying in first flight: WHAS-TV Louisville, KCRA-TV Sacramento, Calif., WHBF-TV Rock Island, Ill., and WTEN(TV) Albany, N.Y.

Special Report

Baseball's upward curve flattens a bit in '75

Price to broadcasters is up, but only \$1.25 million, and stations report that getting that much was a harder sell than in years past

Copyright 1975, Broadcasting Publications Inc.

Major-league baseball in 1975 will get a record \$44,495,000 from the sale of its broadcast rights. But the ball clubs' soaring overhead, especially the high cost of the Catfish Hunters, will be little offset by the scant \$1.25 million increase over last season's tab to radio and television.

Broadcasters, on the other hand, report that it has been one of the toughest years for selling baseball to advertisers. Nevertheless, they say they're matching—and in some cases surpassing—previous years' sales. The consensus: The buys are smaller, but the number is definitely greater. And the economic downswing that has turned off or discouraged customers from committing themselves to long-term buys through the summer has prompted broadcast salesmen to dig harder and deeper to uncover new prospects. Showing up with more frequency are sponsors in such categories as home and auto maintenance. Examples are Gabriel shock absorbers, Champion spark plugs, Delco, local car undercoaters, local building suppliers.

The 1975 radio and television money that the majors will receive breaks down this way:

- \$26,495,000 to the individual clubs from local and regional sales (\$14,670,-

000 in the National League; \$11,825,000 in the American League).

- \$18 million to the majors from NBC for nationally televised contests. It's a four-year agreement that ends this year.

- A good possibility that the kitty will be sweetened if Mutual Broadcasting System works out a deal with Baseball Commissioner Bowie Kuhn's office to revive a game-of-the-week plan.

There will be some changes in the faces and prices of the game plan that NBC-TV has drawn up for the coming season.

The network will hold the line on prices for nonweekend World Series games at \$130,000 per minute. The ratings of last year's Tuesday-through-Thursday (Oct. 15-17) Series games (all at night), with a 41-share average, were down from 1973's low-50s shares, in part, at least, according to observers, because the 1974 series was moored on the West Coast (Oakland vs. Los Angeles) and was resolved in short order (Oakland won in five games).

The All-Star Game's rate-card price will set a new record, though, at \$100,000 per minute (compared to last year's \$95,000).

The network's 1975 baseball coverage will feature a new wrinkle. At least one, and possibly two, evening telecasts of the American and National League's divisional playoff games are planned. On Tuesday, Oct. 7, beginning at 8 p.m., NBC will cover both leagues' games on a regional basis, and if one or both of the playoffs go beyond that third game (in a best-of-five series), the network will also be on hand with coverage on Wednesday, Oct. 8.

A minute on the playoff telecasts will cost a sponsor \$60,000, compared to the \$35,000 he'll have to pay for a weekend playoff game (the same as last year's price) and the \$20,000 he'll be billed for a weekday playoff (up from last year's \$19,000).

The regular-season network-TV schedule starts Saturday, April 12, at 2 p.m.,



Viewer's-eye view. NBC brings home the World Series, capping last season's coverage of major-league baseball.



WOR-TV and the Mets: Always number one!

Whether they're in first or last place, New York has always had a love affair with the Mets.

The Mets have delivered like champions in the ratings with an average of 10 over the last 5 years... while the Yankees have averaged only a 5 rating in the past 5 years.

Not only are the Mets No. 1 in ratings, they are:

- **Tops in Major League attendance**
- **Tops in delivery across the board compared to the Yankees**
- **Tops in Male Viewer delivery**

- **Tops in density of Male Viewers**
- **Tops in pull in the upper income homes**
- **Tops in bonus audiences through CATV systems**
- **Tops in commercial format – (uncluttered)**
- **Tops in audience...at lower CPM**

*The New York Mets. Always
No. 1, on New
York's Number 1
station for sports.
WOR-TV
Channel 9.*



with the Oakland Athletics vs. the Texas Rangers in Arlington, Tex. This contest marks the first of a full schedule of 25 Saturday-afternoon games, and, as in the past two years, the cost-per-minute will remain at \$19,000.

Fifteen Monday-night games are again on tap, beginning with a Cincinnati-Los Angeles game from Dodger Stadium on April 14. This game, and the one on April 21, will cost sponsors \$50,000 a minute. The five Monday-night games in June will be knocked down to \$42,000

a minute, and the ones in July and August to \$35,000, to compensate for the fact that over-all audience levels decrease markedly during the summer months.

On the subject of announcers, NBC will bring to an end its controversial Monday-night guest-celebrity feature to handle play-by-play and color. Instead the network will go on Monday with the team of Curt Gowdy and Joe Garagiola (and occasionally Tony Kubek). Mr. Kubek will do the color on all the Saturday games, with the play-by-play being

shared on alternate Saturdays by Mr. Gowdy and Mr. Garagiola.

In addition, Mr. Garagiola will pre-side over *Baseball World*, a 15-minute lead-in to all the Monday-night games and all the World Series contests. A special hour-long edition previewing the new season will be aired Sunday, April 6 (3-4 p.m., NYT).

Sponsors that will buy at least 20 30-second spots during the course of the network baseball season include Sears, Roebuck & Co. (Foote, Cone & Beld-

Baseball's '75 opening line-up: the money, stations, games sponsors

AMERICAN LEAGUE-EAST

Team	1975 rights	1974 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Baltimore	\$ 825,000	\$ 775,000	WJZ-TV 4	WBAL 25	TV: National Brewing (Doner), Tasty Baking (Lewis & Gilman), Volkswagen (DDB). Radio: National Brewing (Doner), RPS Auto Parts, Commercial Credit (Doner), Maryland State Lottery Agency, Ezrine Auto Centers, all major sponsorships; Gabriel shock absorbers (Post-Keyes-Gardner), Atlantic Federal Savings, Sunpapers, all minor participations.
Boston	1,525,000	1,000,000	WSBK-TV 6	WHDH 50	TV: TBA. Radio: Falstaff/Naragansett beer (Needham, Harper & Steers), Delta Airlines (Burke, Dowling & Adams), Getty Oil (DKG Inc.), Gabriel shock absorbers (Post-Keyes-Gardner).
Cleveland	800,000	800,000	WJW-TV	WWWE 18	TV: American Motors (Cunningham & Walsh), Genesee Beer (Esty), Blue Cross/Blue Shield (Carl Liggett). Radio: Stroh's Beer (direct).
Detroit	1,200,000	1,000,000	WWJ-TV 5	WJR 50	TV: Pabst (Kenyon & Eckhardt), American Oil (D'Arcy-McManus & Masius), Lincoln-Mercury Dealers Association (K&E), PepsiCo (BBDO), Hygrade Foods (Doner), Automobile Club of Michigan (Stockwell & Marouse). Radio: TBA.
Milwaukee	600,000	600,000	WTMJ-TV 4	WTMJ 24	TV: Schlitz (Burnett), 1/4, True Value Hardware (direct) 1/4. Radio: Schlitz 1/6, Mautz Paints (direct) 1/9, Altiis-Chatmers, minutes.
New York	1,300,000	1,300,000	WPIX 10	WMCA 40	TV: Miller Brewing (McCann-Erickson) and others TBA. Radio: F & M Schaefer (Summit), Gabriel shock absorbers (Post-Keyes-Gardner), Getty Oil (DKG).

AMERICAN LEAGUE-WEST

Team	1975 rights	1974 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
California	1,000,000	1,000,000	KTLA	KMPC 17	TV: Goodyear (Y&R), J. C. Penney (Penco), Shulton (NC&K), all 1/8th, Home Savings Bank 1/16th. Radio: Standard Oil of Calif. (BBDO), Busch Beer (Gardner), Continental Airlines (B&B), Chevrolet (Campbell-Ewald).
Chicago	1,200,000	1,000,000	WSNS 10	WMAO	TV: Falstaff Brewing (Needham, Harper & Steers), Chicken Unlimited (Campbell-Mithun), St. Paul Federal Savings & Loan Assn. (Doremus & Co.), Commonwealth Edison (Burnett) and Hygrade Food Products (Doner). Radio: Chevrolet (Campbell-Ewald), Delco Midwest dealers (direct), Gabriel shock absorbers (Post-Keyes-Gardner), General Finance Corp. (Post-Keyes-Gardner).
Kansas City	650,000	650,000	KBMA-TV 8	WIBW 50	TV: Standard Oil of Indiana (D'Arcy-MacManus & Masius). Radio: Guy's Foods (Berrickman), Delco.
Minnesota	1,025,000	1,000,000	WTCN-TV †	WCCO 35	TV: Midwest Federal Savings & Loan (M. R. Bofin), Schmidt Brewing (Bates), others TBA. Radio: Midwest Federal Savings & Loan, Schweigert meat products, others TBA.
Oakland	1,000,000	1,000,000	KPIX 3	KEEN 18	TV: Great Western Savings (Eisaman, Johns & Laws), 1/5, Miller High Life (McCann-Erickson), Household Finance (Needham, Harper & Steers), Vitalis (Boclare), Old Spice (Airtime). Radio: Dodge Dealers (BBDO), Long's Drug Stores (Meyers and Muldoon), Reno Chamber of Commerce (May Adv.).
Texas	700,000	700,000	KXAS-TV	WBAP 21	TV: Chevrolet (Campbell-Ewald), 1/6, Delco (Campbell-Ewald) 1/6, Schlitz (Burnett) 1/6, Champion Spark Plugs (J. Walter Thompson) 1/9, TV spot buys by Manor Bread (Bloom Adv.), Frey Meats (Fessel, Siegfried & Muller), Noxzema, Consolidated Cigar, Bristol-Myers, Brak-O and True Value Hardware. Radio: Chevrolet 1/6, Delco 1/6, Schlitz 1/6, Champion 1/9, radio spot buys by Jack-in-the-Box (DDB), Manor Bread, Frey Meats, State Farm Insurance—Dallas-Fort Worth agents, Gabriel shock absorbers (Post-Keyes-Gardner), Southwestern Life Insurance (Tracy-Locke), True Value Hardware.
AL totals	\$11,825,000	\$10,825,000			

Rights figures are BROADCASTING estimates of net prices. When team packages its own games, the figure is after talent, production and line charges. Not included in table is NBC's payment for nationally televised

games which this year amount to \$18 million under four-year contract that started in 1972.

† Regional network being negotiated.

ing), Gillette (Moorgate Advertising), Chrysler Corp. (BBDO), STP (McCann-Erickson), Kentucky Fried Chicken (Burnett) and Schlitz Brewing's Old Milwaukee beer (Cunningham & Walsh).

Mutual Broadcasting System's negotiations have been spearheaded by C. Edward Little, president of the radio network, who has been in daily conferences in New York at the office of the baseball commissioner.

"We're trying for a schedule in 1975," Mr. Little said last Wednesday (Feb.

26). "Admittedly, there are some good regional baseball networks, but there are some very large areas throughout the country that are not getting major-league baseball. Mutual with its 675 plus radio stations can give that complete national saturation."

Mr. Little added that other questions, such as whether the game-of-the-week—a series Mutual did several years ago—should be on weekdays or on weekends, were still to be resolved.

"We're just confident we can come

up with a plan and a time that will fill a need for baseball. Our success with National Football League Monday night games and our Notre Dame football coverage prove that capability."

BROADCASTING, as it does each year, touched base in all the major-league cities for a rundown of the 1975 plans of each ball club. Pregame and postgame sponsors are listed in the team capsules that immediately follow; sponsors of the actual play-by-play broadcasts are shown in the league charts below.

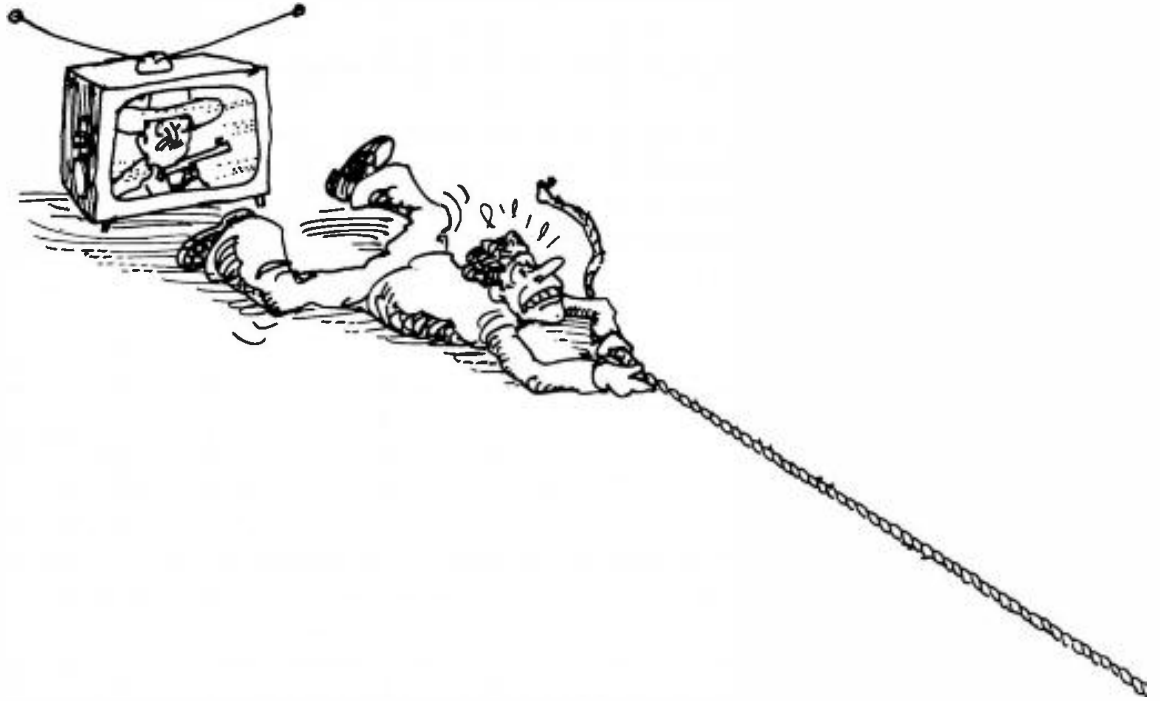
NATIONAL LEAGUE-EAST

Team	1975 rights	1974 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Chicago	\$ 1,200,000	\$ 1,200,000	WGN-TV 15	WGN 24	TV: Hamm's Beer (Dancer-Fitzgerald-Sample), The Yellow Pages (Earl Ludgin), True-Value Hardware (Home Products Adv.), Commonwealth Edison (Burnett), Ford's motorcraft division for batteries (Kenyon & Eckhardt), Radio: Chicago Buick Dealers (Post-Keyes-Gardner), Oak Park Savings & Loan (Connor-Sagers), G. Heileman Brewing for Old-Style beer (Campbell-Mithun) and Tru-Value Hardware.
Montreal	1,000,000	950,000	CBC (English) 43 (French) 13	CFCF (English) 12 CKAC (French) 16	TV: Tremco Inc. building supplies (Liggett), Outboard Marine (Foster), Carling-O'Keefe Breweries (Caledon; Hayhurst), General Motors (Foster), Electro-Home appliances (Kelley), Gillette (McKim), Radio: PepsiCo (Thompson), Texaco (Ronalds/Reynolds), Swift (McCann-Erickson), Steinberg's supermarket chain (Grey), Loto Quebec (direct).
New York	1,500,000	1,500,000	WOR-TV	WHN 25	TV: Schaefer Brewing (Summit), Manufacturers Hanover Trust (Young & Rubicam), Chevrolet Dealers (Campbell-Ewald), Van Wagenen & Schickhaus frankfurters (Esty), Radio: Household Finance (direct), Schaefer, Getty Oil (DKG), Dairy Lea (Barlow & Johnson), Astoria Federal Savings & Loan (H. L. Mihic).
Philadelphia	1,600,000	1,600,000	WPHL-TV 3	WCAU 19	TV: Schmidt Brewing (Rosenfeld, Sirowitz & Lawson), Girard Bank of Philadelphia (Aitken-Kynett), American Motors Dealers (Cunningham & Walsh), Radio: Schmidt Brewing, Sun Oil (Wells, Riche, Greene), Tasty Baking (Lewis & Gilman), American Motors Dealers, MAB Paints (Reimel), Girard Bank of Philadelphia, Gino's restaurant chain (Young & Rubicam).
Pittsburgh	1,200,000	1,200,000	KDKA-TV 4	KDKA 49	TV: Pittsburgh Ford Dealers Association (Mel Richman Adv.), Eat 'N Park restaurants, Penn's Choice, Radio: Pittsburgh Brewing (Ketchum, MacLeod & Grove), Pittsburgh Ford Dealers, Union National Bank, Best Feeds, Daily Juice Products, Ziebart undercoating.
St. Louis	1,000,000	800,000	KSD-TV 18	KMOX 115-120	TV: Busch Bavarian Beer (Gardner), Lincoln-Mercury Dealers (Kenyon & Eckhardt), First National Bank of St. Louis (Gardner), Household Finance, American Airlines (DOB), Kentucky Fried Chicken (E. M. Reilly & Associates), Radio: Busch Bavarian, General Finance, Chevrolet (Campbell-Ewald), Famous Barr department store, First National Bank of St. Louis, Mizerany Appliances.

NATIONAL LEAGUE-WEST

Team	1975 rights	1974 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Atlanta	1,000,000	1,000,000	WTCG 30	WSB 60	TV: Pabst (Kenyon & Eckhardt), Goodyear (Bruce Wert), Radio: Coca-Cola (McCann-Erickson), Chevrolet (Campbell-Ewald), Goody's Headache Powder (Tucker-Wayne), Cotton State Insurance (McRae & Bealer), Delta Airlines (Burke, Dowling, Adams/BBDO), Orkin (QBA), Hormel (BBDO), Trust Co. Bank (Tucker-Wayne), Atlanta Beverage (D'Arcy, MacManus & Masius), Applejack Chewing Tobacco (Stuart-Ford), Bonanza Sirlin Pils, Gabriel shock absorbers (Post-Keyes-Gardner), Delco (Campbell-Ewald), 20-20 Eye Lotion (Tucker Wayne), SSS Tonic (Tucker-Wayne).
Cincinnati	1,560,000	1,560,000	WLWT ?	WLW 112	TV: Hudepohl Brewing (Stockton, West, Burkhardt), Tresler Comet oil (direct), Jake Sweeney Chevrolet (direct), Radio: Stroh Brewing (DOB), Marathon oil (direct), Frisch's Big Boy restaurants (Rollman), First National Bank of Cincinnati (Northlich/Stolley), Pepsi-Cola (Robert Acorn), Applejack chewing tobacco (Stuart-Ford), Kings Island amusement complex (J. Walter Thompson), Riverside Ford (direct).
Houston	1,000,000	1,000,000	KPRC-TV 21	KPRC 32	TV-radio: Texaco (Benton & Bowles), Chevrolet (Campbell-Ewald), Lone Star Beer (Gienn), Frey meats (Jessel, Siegfried & Moeller), Champion spark plugs, Gabriel shock absorbers (Post-Keyes-Gardner), Rainbo Baking, Noxzema, Texas Commerce Bank.
Los Angeles	1,800,000	1,800,000	KTTV	KABC 15	TV: Schlitz Brewing (Burnett), Radio: Union Oil (Burnett), Farmer John meat products (Pacific West), Datsun Dealers (Parker), Calif. Federal Savings and Loan (Jensen), 1/4 each.
San Diego	710,000	710,000	XETV	KOGO	TV: Arrangements with XETV is being negotiated; sponsors TBA, Radio: Schlitz (Burnett), Culligan Soft Water Dealers, Mission Cable Co., Champion spark plugs (J. Walter Thompson).
San Francisco	1,100,000	1,100,000	KTVU	KSFO 15	TV: TBA, Radio: Standard Oil of Calif. (BBDO), Chevrolet (Campbell-Ewald), each 2/9; Budweiser (D'Arcy-MacManus & Masius), United Airlines (Burnett), each 1/9; U.S. Steel (Compton), Commercial Credit (Doner), Champion spark plugs (J. Walter Thompson), each alternating 1/9.
NL total	\$14,670,000	\$14,420,000			
Maj. league totals	\$26,495,000	\$25,245,000			

WCCO Radio outpulls



Twin Cities TV 15 to 1!

At WCCO Radio, we are starting our second 50 years of broadcasting in great style. With a tradition of delivering bigger average quarter-hour (AQH) audiences than any television station in the Minneapolis-St. Paul market. Fact is, this is the seventh consecutive year we've done it — this time topping TV in 15 out of 16 points of comparison.

That's a lot of muscle in a strong market like the Twin Cities. But it's to be expected when you have strong arms pulling for you. Like WCCO Radio's lineup of talented personalities presenting full-size, complete programming. It's the kind of radio that attracts and holds the widest possible audience rather than appealing only to some narrow segment.

How strong are we? Here's a few highlights from our show of strength in the 1974 ARB averages:

PERSONS 12+ AQH 6 AM – MIDNIGHT, M-S

WCCO Radio	122,400
Best TV Station	120,200

ADULTS 18+ AQH 6 AM-6 PM, M-F

WCCO Radio	166,900
Best TV Station	62,500

WOMEN 18+ AQH PRIME TIME, M-F

WCCO Radio (6-10 am)	140,800
Best TV Station (6:30-10:30 pm)	105,300

WCCO Radio also wins 12 out of 13 other points of comparison. Want to hear the full story for yourself and have WCCO Radio pulling for you? Call your WCCO Radio or CBS Radio Spot Sales Representative. They really know the ropes.

WCCO RADIO
MINNEAPOLIS/ST. PAUL
REPRESENTED BY CBS RADIO SPOT SALES



Radio — ARB estimates, Jan./Feb., Apr./May and Oct./Nov., 1974 average. TV — ARB estimates, Jan./Feb., Feb./Mar., May, Oct. and Nov., 1974 average. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

Baltimore Orioles

Despite questions as to who will own the Baltimore Orioles and where they will play some of their home games, broadcast rights-holder National Brewing Co. has not altered its radio-TV plans for 1975. Among the several syndicates making offers to Jerold Hoffberger, owner of the Orioles and whose other holdings include National Brewing Co., are two groups that would play a portion of the home schedule in Washington, the nation's seventh largest TV market.

The uncertainty has not deterred WBAL (AM) Baltimore from setting up a regional network of at least 25 affiliates. Under its new one-year contract with National Brewing, with options to renew, WBAL will cover the regular season plus 10 to 13 exhibitions, starting March 8.

Chuck Thompson and Bill O'Donnell will be back for both radio and TV.

Adjacency packages for pregame and postgame shows are still being sold, according to James P. Fox, WBAL general manager, who said that ingame sponsorships were five-sixths sold out by mid-February (see page 38), describing the selling as "a little better than last year."

WJZ-TV Baltimore, the television outlet since 1964, plans to carry at least 52 games with more than half in prime time. More may be added, contingent on the Orioles' position in the pennant race. Four stations are being lined up on a regional network.

Arthur Kern, general sales manager of WJZ-TV, indicated that while actual signings have been a bit slower this year, there were more sponsors negotiating for time in the TV line-up.

WJZ-TV has entered into a new multi-year contract with National Brewing, holder of the broadcast rights.

Boston Red Sox

WHDH-AM-FM Boston, in the final year of a three-year contract with the Red Sox, will broadcast 10 preseason and 162 regular-season games. An additional 50 or so stations throughout the New England area will carry the games.

Ned Martin returns for his 14th year as Red Sox play-by-play man, and Jim Woods will handle the color. Mr. Martin will conduct a 10-minute pregame *Dug-out Interviews*, and Mr. Woods will handle the postgame *Baseball Extra*. The station is still negotiating with sponsors for these sidebars.

WSBK-TV, a UHF station in Boston, will replace WBZ-TV Boston as the key station of the Red Sox, having won the rights after a lot of intense bargaining, according to informed sources. It will offer five preseason and 10 or so regular-season games (compared to the 70 games WBZ-TV telecast last year). WSBK-TV will also network these games to six (or probably seven) stations in the New England area.

The new announcing team will be Dick Stockton (play-by-play) and Ken Harrelson (color). No pregame show is planned, but Tom Larson will be host of a postgame *Red Sox Wrap-Up*, which could run as long as 20 minutes. No sponsors have yet been announced.

Cleveland Indians

WWWE (AM) Cleveland will carry all 162 regular-season games in the last year of a three-year agreement for the team's radio rights, with a network of 18 Ohio and Pennsylvania stations also carrying a full schedule. The station's announcing pair of Joe Tate and Herb Score, former Indians pitcher, will return.

WWWE already is bidding to lead the

league in pregame and postgame shows, with six separately sponsored programs scheduled. Four five-minute pregame shows, *It Happened in Baseball*, *Tribe Talk*, *Inside Baseball*, and *Clubhouse Confidential*, will be aired weekly, along with *Dugout Interviews*, a 10-minute capsule. The last, sponsored by Household Finance, is the only show with announced sponsorship. *10th Inning*, a 10-minute postgame broadcast, will also return.

WJW-TV Cleveland enters its 11th year with the Indians. Television rights have been contracted on a year-to-year basis. The station will carry 40 Indians games, and again will feature Harry Jones and Jim (Mudcat) Grant (another former Indians pitcher) as play-by-play announcers. No pre- or postgame shows are planned, and no other TV stations will pick up WJW-TV's telecasts.

Both WJW-TV and WWWE reported ingame and special program sales are holding up well in the face of economic pressures.

Detroit Tigers

WJR (AM) Detroit will enter its 23d year with the Tigers and the fourth of a five-year radio rights agreement. The station will carry all regular season games on a network estimated at 50 stations.

Ernie Harwell and Paul Carey will be back to handle the play-by-play chores.

The Tigers begin a five-year TV contract with WWJ-TV Detroit, after a long association with WJBK-TV there. The station, which will handle all TV sales, will telecast at least 46 games in 1975. In previous years, the Tigers retained the rights, doing their own selling. Forty of the TV games will be carried on a regional network of five stations, while six Sunday games will be broadcast in Detroit only, the first time Sunday games have been telecast there.

Veteran Tiger announcer George Kell will be joined by WWJ-TV's Don Kremer for home coverage, while road games will feature Mr. Kell and Larry Osterman of WKZO-TV Kalamazoo, Mich.

The station also acquired pregame and postgame rights, and will carry a 15-minute pregame and five-minute postgame show with each game. No sponsors have been announced.

Milwaukee Brewers

WTMJ-AM-TV Milwaukee will take over as rights holders to Brewers coverage in 1975 under a one-year contract. WTMJ-AM-TV originated the games last season, but the rights holder was the broadcast division of Jos. Schlitz Brewing Co.

WTMJ will offer 172 games (10 preseason) and will have a 24-station regional network. Merle Harmon and Bob Uecker will return as the broadcast team. Schlitz (through Leo Burnett) has bought a postgame show on the radio network. A pregame *Hank Aaron Show* has been picked up by Magnavox, for whom the all-time home-run leader, is spokesman.

WTMJ-TV will telecast 30 games (16 prime time, 14 day) and will feed four



No Buc-passing here. There are problems in the automotive industry, but the Pittsburgh Area Ford Dealers evidently thinks a double dose of time on KDKA-AM-TV Pittsburgh baseball broadcasts is one cure. Wrapping up arrangements for the television portion are (seated) Frank Castelli, chairman of the board for the dealers association; Barbara King, media director; Mel Richman Advertising, Pittsburgh; (standing, l-r) Jim Ficco, Richman vice president; Pirates General Manager Joe L. Brown, and Richard Wolk, the club's sales manager.

other stations in Wisconsin. Jim Irwin and Gary Bender will do the TV play-by-play and color.

Michael McCormick, vice president and general manager of the stations, last week said that radio and television were 45% sold out with a substantial number of further signings expected to be announced this week.

New York Yankees

WMCA(AM) New York will begin a three-year contract to carry 162 regular and 10 preseason games of the Yankees. The radio rights to the games were acquired late last year by Manchester Broadcasting Productions Inc., New York, which is producing and selling the broadcasts. Manchester has set up a regional radio network of about 40 stations to carry the Yankee coverage.

Announcing duties on both radio and television will be handled by Phil Rizzuto, Frank Messer and Bill White. Participating this year on the radio coverage will be Dom Valentino, a vice president of Manchester Broadcasting. Mr. Valentino will also be host on a 10-minute pregame show, *Warm-Up Time*.

WPXI(TV) New York, beginning its 25th year of Yankee coverage, is in the third year of a three-year contract. Two preseason and 68 regular games will be telecast this season. The games will be fed to approximately 10 stations. No pregame or postgame telecasts have been scheduled.

American League-West

California Angels

For the 15th season KMPC(AM) Los Angeles will carry the California Angels. A regional radio network of 17 stations is being set up. Don Drysdale and Dick Enberg will handle the play-by-play and Dave Niehaus will do the pregame and postgame programs. Pregame and postgame sponsors, include: Champion spark plugs (J. Walter Thompson), J. C. Penney Co. (Penco), Household Finance Corp. (Needham, Harper & Steers), and Disneyland (Vista Advertising) for both the *Angel Warm-Up* and *Angel Report* segments; Midas muffler (Wells, Rich & Greene) for *Angel Hot Line*; Winchell's Donut House (Wilshire Newport), for *Angel Clubhouse*; American Bakers for Langendorf and Barbara Ann bread (A/Media). Other sponsors on participating basis: Arrowhead Puritas Water (N. W. Ayer-Jorgenson-MacDonald), Pacific Telephone and Telegraph (BBDO), Carl's Jr. (Cochrane Chase), Fotomat (General Media Services), and Day and Night Air Conditioning (N. W. Ayer-Jorgenson-MacDonald).

KTLA(TV) Los Angeles will telecast the Angels for the 12th year. No regional network is planned for four preseason and 26 regular-season TV dates. Messrs. Drysdale, Enberg and Niehaus will also handle television.

Gene Autry, chairman of the board of KMPC and KTLA (Golden West Broadcasters) is also chairman of the Angels.



At bat again. Harold W. Greenwood Jr., president of Midwest Federal Savings & Loan, Minneapolis-St. Paul, shakes hands with Phil Lewis (r), general manager of WCCO(AM) there, sealing the agreement that will keep the Minnesota Twins on that station and its regional network. Midwest Federal's radio-TV rights contract with the club is one of the longest in baseball, extending through 1979. Looking on are Clark Griffith (l), Twins vice president, and Mike Bolin, M. R. Bolin Inc., Midwest's advertising agency.

Chicago White Sox

WMAQ(AM) Chicago will cover nine preseason and 162 regular games of the Chicago White Sox. WMAQ is in the first year of a two-year contract. No decision has been made on a regional network.

Harry Caray will be the principal announcer, assisted by Bill Mercer. No sponsors have been cleared yet for Mr. Caray's 10-minute pregame program and Mr. Mercer's 10-minute postgame show.

Mr. Caray also will handle the Sox telecasts on WSNs(TV) Chicago (the ball club holds the TV rights and does the selling). Assisting Mr. Caray on TV will be J. C. Martin.

WSNs will carry 125 regular season games, feeding 10 out-of-the-area TV stations. Mr. Caray will conduct a 15-minute pregame and Mr. Martin a 10-minute postgame show. Sponsors are not yet set. Production of games is handled by a unit of WGN-TV Chicago.

Kansas City Royals

For the first year of a new three-year contract, WIBW(AM) Topeka, Kan. will take over to carry the Kansas City Royals' regular schedule plus pregame and postgame shows that will be fed to a network of 50 radio stations. Sponsors for the pregame and postgame segments are to be announced. Announcers will be Bud Blattner, Denny Matthews and Fred White.

For the fourth consecutive year, KBMA-TV Kansas City, will carry the Royals' games. A network of eight stations, same as last year, and 35 road telecasts are planned. Sponsors for pregame and postgame shows are to be announced. In addition to Messrs. Blattner and Matthews on play-by-play, Gene Osborne will be on the TV postgame *Scoreboard* show.

Minnesota Twins

WCCO(AM) Minneapolis-St. Paul is setting up business as usual for the Twins radio coverage under the station's agreement with Midwest Federal Savings and Loan Association there. Midwest will be

in the third year of its seven-year contract for radio-TV rights of the baseball club.

WCCO will broadcast the full regular season with some exhibitions to be announced. It will feed a network of 35 other stations with the majority carrying all the games. Herb Carneal will be back for play-by-play with the second announcer to be named.

WCCO is offering spot announcements within the Twins play-by-play, the manager's pregame broadcast and the *Scoreboard Show* after the games. Commercials rotate throughout all three and are being sold in 30-second and one-minute lengths.

The radio station is also intensifying its merchandising-promotion support of sponsors by establishing a Twins ticket-allowance plan, setting up a VIP sponsors box at games and offering a World Series excursion.

The Twins' television will be returned this season to WTCN-TV Minneapolis-St. Paul after a two-year stay at WCCO-TV there. WTCN-TV will telecast 46 away and four home games, most in prime time. Twelve stations are being contacted for a regional network.

Veteran network sportscaster Ray Scott, who has joined the station as associate sports director, will do TV play-by-play with Larry Calton, who worked on both the radio and television sides during the 1974 season, doing color.

WTCN-TV is considering the addition of some preseason telecasts and is working on two postgame shows, one by Mr. Scott from the stadium and a scoreboard program from the station.

Oakland Athletics

KEEN(AM) San Jose, Calif., in the Bay area, will carry the Athletics' full schedule for the fourth year this season, as well as 20 exhibition games including two with the San Francisco Giants, March 19 and 20, and a "World Series" competition with the Los Angeles Dodgers April 3 at Mesa, Ariz. (The A's defeated the Dodgers last fall for the world championship). Radio announcers will be Monte Moore and Jon Miller.

Pregame and postgame broadcasts are locally sponsored on each network radio station. A postgame show on KEEN will

Wold wall-to-wall. Robert Wold Co., Los Angeles, possibly will handle as many as 20 major league baseball radio facilities when all station decisions have been finalized. As of the end of February, the company had contracts to buy and administer long-line facilities with 19 baseball network flagship stations, including 14 that previously had been handled by Hughes Television Network.

RWC also has been awarded worldwide radio broadcasting rights by both major leagues for the 1975 playoffs. The two playoff series, which match up the Eastern and Western division champions of each league, begin Oct. 4 and Oct. 5. This is the fifth year that RWC has packaged the National League playoffs; the second year for the American League games.

RWC also has been appointed to organize and administer regional baseball networks for two major league baseball origination stations: WHDH(AM) Boston for the Boston Red Sox, and WCCO(AM) Minneapolis-St. Paul for the Minnesota Twins.

For the handling of long-line facilities, RWC has contracts with the following:

WNEW(AM) New York, New York Mets; WMCA(AM) New York in association with Manchester Productions, same city, New York Yankees; WHDH(AM) Boston, Boston Red Sox; WMAQ(AM) Chicago, Chicago White Sox; WJR(AM) Detroit, Detroit Tigers; WBAP(AM) Fort Worth-Dallas, Texas Rangers; WIBW(AM) Topeka, Kan., Kansas City Royals; WSB(AM) Atlanta, Atlanta Braves; KDKA(AM) Pittsburgh, Pittsburgh Pirates; WLW(AM) Cincinnati, Cincinnati Reds; KABC(AM) Los Angeles, Los Angeles Dodgers; KOGO(AM) San Diego, San Diego Padres; WWWE(AM) Cleveland, Cleveland Indians; KEEN(AM) San Jose, Calif., Oakland Athletics.

And KMPC(AM) Los Angeles, California Angeles; KSFO(AM) San Francisco, San Francisco Giants; WCCO(AM) Minneapolis-St. Paul, Minnesota Twins; CFCF(AM) Montreal, Montreal Expos (English language); CKAC(AM) Montreal Expos (French language).

be sponsored by Hayward Dodge.

For the third year, the A's will be carried by KPX(TV) San Francisco, which, in turn will feed a four-station network in California and Nevada. Plans are for 37 telecasts. Announcers will be Messrs. Moore and Walter. Sponsors for pregame and postgame broadcasts are to be announced.

Texas Rangers

As the Rangers' fortunes turned upward on the field last season, so has the radio-television outlook for 1975.

WBAP(AM) Fort Worth-Dallas will be back to cover 172 games in the exhibition and regular season, feeding 21 other outlets in Texas, Louisiana, Arkansas and Oklahoma. Also returning will be Dick Risenhoover to handle six innings of each game and Bill Merrill to do three innings.

KXAS-TV Fort Worth-Dallas will cover 23 away games. Last year, as WBAP-TV, the station was the Rangers' TV originator. Mr. Risenhoover will handle all the TV play-by-play. A color man is to be selected.

Pregame and postgame programs on radio and television will be sponsored on alternate games by Coca-Cola and Dr Pepper and by the Dallas County Chevrolet Dealers and Tarrant County Chevrolet Dealers.

The City of Arlington, Tex., through a separate corporation, holds the broadcast rights to the Rangers under a 10-year agreement that commenced with the franchise switch from Washington to Texas in 1972. From a ragged start in the first two seasons, the Rangers' broadcast picture has improved in the last two seasons. This was underscored last week by Roy M. Parks, sales manager-public relations director of the City of Arlington Entertainment Division:

"Our package this year is priced exactly double that of the 1974 package. And in

at least three categories we have had competing sponsors battle down to the wire for a sponsorship position. We have not lost a sponsor yet that we had last year, despite the increased costs."

National League-East

Chicago Cubs

WGN-AM-TV Chicago is entering the last year of its five-year contract for radio and television rights to the Cubs games. On radio, WGN will broadcast 10 pre-season and all 162 regular-season games, serving as the linchpin of a 24-station network in Illinois, Indiana, Kentucky and Missouri.

Returning will be Vince Lloyd to do the play-by-play, and Lou Boudreau the color. Mr. Boudreau will preside over the dugout interviews on a 10-minute pregame *Leadoff Man*, and Mr. Lloyd will do the honors on the 10-minute postgame *Scoreboard*. The latter show still hasn't yet been taken by sponsors, but part of *Leadoff Man's* tab will be picked up by La Margerita, a local restaurant (La Raza Advertising, Chicago). Station sources reported that business is slower than usual this year because some prospective advertisers are voicing reluctance to make the extensive commitment that a full season of baseball would require.

WGN-TV Chicago has lined up 15 stations in Illinois, Wisconsin, Indiana, Iowa and Nebraska for 37 Cubs games. Twenty-one will be Sunday games, 13 will be night road games and three holiday contests are scheduled. For Chicago-area viewers, WGN-TV will telecast 148 of the team's games, including all 81 home games.

Jack Brickhouse (play-by-play) and Jim West (color) are the announcers again this year, with Mr. West as host of the 10-minute pregame *Leadoff Man* and

Mr. Brickhouse doing the 10-minute postgame *The Tenth Inning*. Danley Lumber (Rocklin Irving Associates) has bought into *Leadoff Man* and Household Finance Co. (Needham, Harper & Steers) has signed for *The Tenth Inning*.

Montreal Expos

CFCF(AM) Montreal will be the originating English-language station for the Montreal Expos games on radio, with a network of 17 affiliates, including five American stations. Key outlet for the French network will again be CKAC(AM) Montreal, with 16 affiliates. Most radio affiliates will carry all 162 regular-season games, along with a 15-minute pregame and a 10-12-minute postgame show for most games. No television pre- or postgame coverage is planned.

The radio announcing line-up, like its television counterpart, is unchanged from 1974: French-language play-by-play will be handled by Jacques Doucet and Claude Raymond, while the English stations will feature Dave Van Horne and Russ Taylor.

CBC begins an exclusive six-year-television rights agreement with the Expos this season, and will televise 20 games, most on Wednesdays and Saturdays. Those games will be carried by 43 English and 13 French stations in Canada.

Both the English and French-speaking television announcing teams will return intact this season, with Dave Van Horne and Duke Snider, and Guy Feron and Jean-Pierre Roy handling the respective languages.

Sales for Expos baseball have been generally good, but the CBC sales staff said tight money has been principally responsible for a slight slowdown. Most painful has been the loss of American Motors, a major sponsor in past years.

Network research has shown that 40% of an average Expos television audience is female, a statistic that is beginning to help expand sales possibilities somewhat. A spokesperson points out that the team's French-language outlets have generally done better than its English stations, as the team's principal support has remained in Quebec.

New York Mets

WNEW(AM) New York will start a three-year contract with the Mets, replacing WHN(AM) New York as the originator of Mets broadcasts. WNEW will broadcast nine pre-season and 145 regular-season games including those at night and on weekends (WNEW has arranged for WRVR[FM] New York to carry the remaining 17 day contests). The Mets will have a regional line-up of about 25 stations in New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Rhode Island, Maine and Florida.

Play-by-play announcers on radio and television will be Lindsey Nelson, Bob Murphy and Ralph Kiner.

WOR-TV New York will start its 14th season of Met telecasting in 1975. The station will be holding TV rights in the

second year of a three-year contract. WOR-TV plans to carry three preseason and 120 regular-season games. The station will carry a postgame *Kiner's Korne* program but has no sponsors.

Philadelphia Phillies

Going into the third year of a three-year contract, WCAU(AM) Philadelphia will broadcast 16 exhibitions and 162 regular-season contests. The Phillies will have a regional radio network of 19 stations in New Jersey, Delaware and Pennsylvania.

The announcing duties again will be performed by Byrum Saam, Harry Kalas and Richie Ashburn. There will be pregame and postgame programs but details have not been set. The radio team also will provide the TV coverage.

WFHL-TV Philadelphia is entering the final year of a five-year pact. The UHF will telecast two preseason and 68 regular-season games. Three other Pennsylvania stations will pick up the TV coverage. The radio team will handle the television play-by-play and color.

There will be a 15-minute pregame *Richie Ashburn Show* and a 10-minute *Tenth Inning* program spotlighting Bob Bradley.

Pittsburgh Pirates

The Pirates will set sail again with KDKA-AM-TV Pittsburgh under an agreement between the club and the rights owners, Pittsburgh Brewing Co. (one-third) and Westinghouse Broadcasting (two-thirds), licensee of the stations. It's the second season of a three-year rights contract.

KDKA will broadcast 15 exhibitions and the regular-season schedule. Coverage will be fed to a regional network of 49 other stations. It will once again be Bob Prince on play-by-play and Nellie King on color.

Pregame sponsorships have been sold to Joe Ziskind (general maintenance-home repairs), State Farm Mutual Insurance and Household Finance Corp. Other adjacencies have been taken by Gabriel shock absorbers and Homelite Products.

Warren L. Maurer, general sales manager of KDKA, said that selling this year has been more complex by economic uncertainties. "There is a reluctance on the part of sponsors to commit themselves to six months' time," he added. "There seem to be more sponsors, but the buys are smaller."

KDKA-TV plans to cover one preseason game and 38 regular-season road games. The network will once again include four other stations in western Pennsylvania and West Virginia. The Prince-King combination is to do the announcing.

KDKA-TV said that the number of TV dates will be expanded if the Pirates come on strong in the stretch.

St. Louis Cardinals

KMOX(AM) St. Louis will stay on as the originator of the Cardinals' radio coverage with plans for 29 exhibitions, starting next Saturday (March 8), and all

regular-season games. The regional radio network is again expected to be between 115 and 120 stations in 10 states. Perennials Jack Buck and Mike Shannon will do play-by-play and color, respectively. Bob Starr, of KMOX, will be in the radio booth when Messrs. Buck and Shannon double on the TV side.

KSD-TV St. Louis will return for the 14th consecutive year to do one exhibition and 30 regular-season road telecasts. Eleven are Sunday dates, 19 are to be in weekday prime time. An 18-station regional network is being set up for many of the games. KSD-TV Sports Director Jay Randolph will handle play-by-play and will be joined by Mr. Buck and former Cardinal Shannon.

Adjacency programming on KSD-TV includes pregame and postgame interview shows by Mr. Randolph and another pregame broadcast by KSD-TV sportscaster Ron Jacobs.

Tony Bello, general sales manager of the TV outlet, reported a return en masse of 1974 sponsors (see page 39) and said that KSD-TV expects confirmation soon of buys by an oil company and a local utility.

The Cardinals are under the same ownership as Anheuser-Busch, a major sponsor of the Cardinals' broadcasts.

National League-West

Atlanta Braves

WSB(AM) Atlanta will be back for the 10th year, covering Dixie like the dew with 10 exhibitions and the full regular season of the Braves. The games will be fed to a 60-affiliate network.

Returning for play-by-play and color will be Milo Hamilton and Ernie Johnson. Mr. Johnson is director of broadcasting for the Atlanta Braves Inc., which retains the radio rights and does its own selling. WSB enters the first year of a new five-year contract in which it handles the broadcast end.

Last year's principal sponsors of pregame and postgame radio programs, Atlanta Beverages and General Finance Corp., will continue in that role.

The Braves' television rights are held by WTCG(TV) Atlanta, which goes into the third year of a five-year contract. The independent UHF's formula last season must have worked well; it will be reapplied in 1975. Two preseason and 52 season games will be carried. All will be road dates and 30 will be in prime time. Messrs. Hamilton and Johnson will also work the TV side. The Atlanta Braves TV Network will number 30 affiliates.

Ten of the TV dates will have pregame programs; 42 will carry postgame shows. Final details of those of the adjacencies' sponsorship is still being negotiated, according to Sidney Pike, vice president and director of television operations, Turner Communications Corp., WTCG licensee.

Cincinnati Reds

WLW(AM) Cincinnati, in the second

year of a three-year contract, will be the key for a 112-station Reds' baseball network reaching 85 markets, including Indianapolis and Terre Haute, Ind., both new this year. The five states covered will be Ohio, Indiana, Kentucky, Virginia and West Virginia. WLW will broadcast all 25 preseason and all 162 regular-season games again this year.

Marty Brennaman (play-by-play) and Joe Nuxhall (color) are the announcers. Mr. Brennaman and Sparky Anderson, the Reds manager, will collaborate on the first of two pregame shows, *The Main Spark*. The second pregame show, *Turf Side*, features Mr. Nuxhall in dugout interviews. Two postgame shows are also on tap: *Star of the Game*, with Mr. Nuxhall again doing the interviewing, and *Scores and Comments*, conducted by Mr. Brennaman. The four shows run 10 minutes each.

Rotating sponsors in the pregame and postgame programs are Security Moving and Storage Co. (Yeck & Yeck, Dayton, Ohio), Dodge Dealers of Cincinnati (BBDO), Chrysler-Plymouth dealers (Young & Rubicam), Cincinnati Milk Sales Association (Midland), Blue Cross/Blue Shield of Southwest Ohio (Oppenheim/Herminghaus/Clarke), *The Cincinnati Enquirer* (Stockton West/Burkhardt), Burkhardt's men's store (J. S. Freedman), Jamboree sporting goods (direct), International Harvester trucks, tractors and mowers (Holland Co.), Mutual of New York (direct), West Shell realtors (Midland), Gabriel shock absorbers (Post-Keyes-Gardner), Carrier air-conditioners (direct), Firestone Tire and Rubber (direct) and Applejack chewing tobacco (Stuart Ford Inc., Richmond, Va.).

WLWT(TV) Cincinnati, also in the second year of a three-year contract with the Reds, will serve as feeder station for a 12-station network in Ohio, Indiana, West Virginia and Kentucky. This year's TV schedule calls for one preseason home game, two regular-season home games and 32 regular-season away games. A TV play-by-play announcer is still to be selected, but Woody Woodward will do the color. No postgames show is planned, but Mr. Woodward will host a still-untitled pregame show that will be aired only before Saturday and Sunday afternoon games, and will be sponsored by Brewer Cote, a blacktop sealer (direct).

Houston Astros

KPRC-AM-FM Houston will be back for the fourth year offering a Texas-size serving of Astros baseball.

The club, as Houston Sports Association Inc., retains its radio-TV rights, packaging and selling the broadcasts. The new director of broadcasting and marketing for the club is Gary Rollins, who prior to a 16-month association with the parent Astrodome Corp., was with McCann-Erickson for 13 years.

KPRC will cover 182 games, including 20 exhibitions, and will key a radio network of 33 stations in four states. Gene Elston and Loel Passe will return for

both radio and TV play-by-play.

KPRC-TV will telecast two exhibitions and 28 regular-season games. A new wrinkle will be that 16 of the 30 dates will be in prime time in Houston. The remaining 14 TV games will be weekend games that will be beamed to the other 22 stations in two states that are in the Astros' TV line-up.

Los Angeles Dodgers

The Los Angeles Dodgers for the second consecutive year will be carried by KABC(AM) there, which will also feed the games to a 15-station network. Announcers for the play-by-play and the pregame and postgame shows will be Vin Scully and Jerry Doggett.

Pregame sponsorship will be split between Pepsi Cola Bottling Co. of Los Angeles (Brown, Clark, Elkus & Moses) and Schlitz Brewing Co. (Leo Burnett). Postgame sponsors will be McDonald's (Davis, Johnson, Mogul & Columbatto and Union Bank (Weinberg), each one-half.

For the 17th year, KTTV(TV) Los Angeles will carry the Dodgers games as well as exhibitions. Pregame sponsors are the same as those for KABC. For the postgame show, KTTV has McDonald's and Sears, Roebuck & Co. (Star Advertising) in place of KABC's Union Bank.

San Diego Padres

KOGO(AM) San Diego will be back for the seventh year to cover the regular-season schedule plus 22 exhibitions of the Padres. Announcers again will be Jerry Coleman and Bob Chandler.

Pregame and postgame sponsorships will be alternated by PSA airline (Clinton Frank) and Pepsi-Cola (BBDO).

The Padres again are late in setting up their TV for 1975. It was indicated just last week XETV(TV) Tijuana, Mexico-San Diego would be back for TV.

San Francisco Giants

For the 18th season, KSFO(AM) San Francisco will carry the Giants regular-season schedule plus 10 training games. KSFO again will feed the games to a regional network of 15 stations. Announcers for the play-by-play and pregame and postgame will be Al Michaels and Art Eckman.

Pregame and postgame sponsors are Alpo dog food (Weightman Advertising), Langendorf bread (A/Media Ltd.), and Marine World (Pritikin & Gibbons).

KTVU(TV) Oakland-San Francisco will carry the Giants for 22 games, including two preseason, in the final year of a six-year contract (renewal of which is in negotiation). Sponsors are to be announced. TV announcers are to be Gary Park and Al Michaels.

(This "Special Report" was prepared by Fred Fitzgerald, senior editor, Washington, and includes files from bureaus.)

Broadcast Journalism

FCC: 'Pensions' ruling didn't break new ground in fairness

Commission answers briefs filed in appeals court last January; unusual alliances are being formed by groups opposing decision

"Despite all the attention it has attained," the FCC says of the NBC *Pensions* case in a brief filed with the U.S. Court of Appeals, "this is not an unusual case, save for the fact that the commission rarely rules against a broadcaster under the fairness doctrine."

The pleading was filed as a reply to briefs that NBC and its backers had submitted in January in connection with the rehearing the full bench of the D.C. circuit has granted in the case (BROADCASTING, Jan. 27).

A three-judge panel of the court last September, by a 2-to-1 vote, had reversed a commission decision holding that NBC had erred in asserting that *Pensions: The Broken Promise* did not raise a fairness issue. The court agreed to reconsider the matter on a petition filed by Accuracy in Media, the original complainant in the case.

To the commission, the case does not represent the breaking of new fairness-doctrine ground. NBC had argued that the standard of determining reasonableness on the part of a licensee is different in the context of investigative journalism—which the *Pensions* documentary was—from that in other areas of programing. But the commission, in its brief, said there is and always was only one fairness doctrine that applies to all areas of programing: "the need for balance in presenting viewpoints does not diminish because the program involves investigative reporting."

The major point on which NBC relies, and on which the appeals court panel overturned the commission's decision, was the assertion that the commission substituted its judgment for the licensee's rather than applying the test of reasonableness. But the commission said this is not what it did.

NBC argued that the program does not raise a fairness issue since it deals only with "some problems of some pension plans." And the commission conceded that the program does that; but it said that the program does more—that, as AIM contends, it also dealt with the over-all performance of the private pensions system, and from a particular point of view. NBC, the commission said, was unreasonable in denying the program presented such a point of view.

The case has forged what seem to be strange alliances, with citizen groups lining up with the FCC and the conservatively oriented AIM. And both AIM, in its brief, and the United Church of Christ, in a friend of the court brief,

were as one in disputing the argument of NBC and its supporters, including the Society of Professional Journalists, the *New York Times*, and Radio Television News Directors Association, that a court decision affirming the commission's ruling would deal a serious blow to broadcast journalism; the danger, they said, runs in the other direction.

"A ruling adverse to the commission in this case will achieve the precise result the fairness doctrine was intended to prevent," AIM said. "It will place in the hands of private parties control over the public's right to know. All to encourage broadcasters to perform a function which it is their duty to perform."

UCC said it views the case "as an attempt by NBC to so expand the area of licensee discretion as to destroy the fairness doctrine in all but name." In place of "the objective tests" the commission uses to determine whether a fairness-doctrine issue has been raised (Is the issue substantial? Controversial?) "NBC would substitute the subjective judgment of its executives as to what is 'news-worthy,'" UCC said. "A perfunctory reference to opposing viewpoints could replace the healthy competition of ideas which the First Amendment demands."

Group set up to study fair trial-free press

Twentieth Century panelists will extend 1967 findings published by Friendly, Goldfarb

A panel of journalists and legal scholars has been appointed by the Twentieth Century Fund, a New York-based research foundation with a special interest in public-policy issues, to study the problems of assuring fair trials for defendants without imposing unconstitutional restrictions on the freedom of the press.

The fund has in the past sponsored substantial similar research in this area, which culminated in 1967 with the publication of *Crime and Publicity*, by Alfred Friendly and Ronald L. Goldfarb, which studied the issues of fair trial and free press. The newly commissioned study will examine developments since the previous effort, and will begin its work with a background paper being prepared by Alan Barth, former editorial writer for *The Washington Post*.

The Task Force on Justice, Publicity, and the First Amendment, as the group will be called, is to be headed by Abraham S. Goldstein, dean of the Yale Law School, and will include Stephen Barnett, professor of law, University of California at Berkeley; Joseph A. Califano Jr., attorney, Washington; Lenora Carter, editor and publisher, *Forward Times*, Houston; Stanley H. Fuld, former chief judge of the court of appeals of the state of New York and present chairman of the National News Council; Stephen Hess, The Brookings Institution, Washington; C. K. McClatchy, vice president and executive editor, McClatchy Newspapers, Sacramento, Calif.; Abraham D. Sofaer, professor of law, Columbia University Law School; Carl Stern, NBC News,

Washington; and Tom Wicker, *The New York Times*.

The report of the task force, with Mr. Barth's background paper, will be published by the Twentieth Century Fund.

At Ways and Means it's all or nothing at all

**Committee lies unacceptable string
to admission of TV: total coverage**

The House Ways and Means Committee, which had voted two weeks ago to permit radio and television broadcasts of hearings beginning today (March 3) on an energy-tax package, closed the door again last week when the networks refused to submit to the committee's restrictions.

In a brief meeting with representatives of the commercial networks and NPACT, the Public Broadcasting Service's news and public affairs arm in Washington, the committee insisted on three conditions to television coverage of the 10-day hearings: (1) that the broadcasters use cool lighting, (2) that the commercial and public networks share a single camera and (3) that the coverage of the hearings be live and continuous "from gavel to gavel."

William Lord, evening news producer for ABC in Washington, and coordinator of the network's Capitol Hill pool for the first three months this year, said none of the networks deemed the hearings "sufficiently important" to justify two weeks of live coverage. The news value for television would dwindle after the first two days, he said. And the cost was another factor: at least \$75,000, he said, for one camera for two weeks.

What the networks wanted, Mr. Lord said, was the "normal, unilateral coverage," each network operating its own equipment with the option of going live or editing for nightly newscasts.

The committee, which has never before permitted radio and TV coverage of its hearings, did not close its doors for good. Representative Al Ullman (D-Ore.), chairman, took under advisement a suggestion that an ad hoc committee be formed to explore the possibility of broadcasting future hearings.

Journalism Briefs

Live from Parliament. Britain's House of Commons has authorized live radio broadcast of its debates (television remains excluded). Four-week experiment to test public interest will begin after Easter recess.

Back behind the mike. Former Oregon Governor Tom McCall, ex-broadcast newsman, has signed contract with KEX (AM) Portland, Ore., to do 3-minute daily commentary on that station and 20 others throughout state. Equitable Savings of Oregon, Portland, (through Gerber Advertising) is sponsor, with statewide syndication scheduled to begin May 10. Mr. McCall, whose KEX program began

Feb. 17, was news director of that station and also anchorman on its evening news before being elected governor in 1966 and serving for eight years. He also had been a news analyst on KOIN-TV Portland.

Like father, like daughter. Maureen Reagan, daughter of former California Governor Ronald Reagan, has launched *One Woman's View*, daily, 60-second commentary, for syndication. Miss Reagan, whose commentaries are said to tend toward middle-of-road conservatism, for more than year was hostess of her own radio talk show on KABC(AM) Los Angeles and was co-host on *AM Los Angeles* on KABC-TV there. Her father, who remains active in conservative Republican

politics, also is in radio, syndicating his *American Viewpoint* now in over 200 markets. Syndicating younger Reagan is Creative Radio Shows, Los Angeles.

Suggestions invited. Questionnaires soliciting views that may help National News Council develop recommendations for improving format of Presidential news conferences have been developed by council's Freedom of the Press Committee for distribution to members of White House press corps, bureau chiefs, regional reporters, press critics and past and present White House news secretaries. Study of White House news conferences was launched late last year (BROADCASTING, Dec. 9, 1974).

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Networks say they can live with Comsat rates

They see no need for big reduction that FCC staff has proposed

The three network companies—ABC, CBS and NBC—have no quarrel with existing charges they pay for television transmission by the Communications Satellite Corp. But they feel no increases are warranted. If the FCC orders a cut in Comsat rates, however, the savings should be “flowed through” to the ultimate users, including themselves.

The networks expressed those views in a joint brief filed in response to the FCC's request for proposed findings and conclusions in the on-again, off-again hearing it has been conducting over the last 10 years on Comsat rates.

The extremes among the parties on the issues are represented by Comsat and the commission's trial staff.

Comsat says its charges should not be modified. It projects an annual rate of return of 11.01% for 1974, 13.49% for 1975, and contends that these are not expected to produce “excessive revenues,” since they are less than Comsat's current cost of capital.

The trial staff, on the other hand, as it did in an earlier phase of the hearing (BROADCASTING, June 3, 1974) recommended a whopping reduction in charges—46.5%—and said the saving should be passed on to the ultimate customer, not retained by the carriers that serve as links between Comsat and the users of the service.

The trial staff believes the company's over-all rate of return should be limited to 9.42%. Applying that rate to a base that would, under the trial staff's proposal, be stripped of a number of items Comsat

would include, would produce the 46.5% cut in charges.

The network companies took no position on the rate-base, expense and rate-of-return issues. But they said the present rates for television service are not unfair or unjust to any person or class of service. They also said that the rates should not be raised above present levels. Furthermore, they said, if the commission orders a cut in over-all revenue requirements, television service should share in the reduction. And the rate reduction should be “flowed-through to the ultimate users of the television service.”

Television does not represent a large item on Comsat's books. Comsat says 1.5% of the revenues it receives under its tariff come from television—an expected \$1,780,000 in 1974 and \$1,700,000 in 1975. However, the flow-through argument received support from a major user—the Department of Defense. And, like the trial staff, it would cut Comsat's rates by reducing the rate base. Comsat, DOD said, “should be instructed to develop an appropriate capital structure resulting in the lowest feasible cost of capital to the company.”

Schlafly, Button set up new technical venture

Two former Teleprompter executives, Robert E. Button and Hubert J. Schlafly, have formed Transcommunications Corp. to provide consulting services for program supply, system technology and user applications in efforts to link communication satellites with terrestrial distribution systems.

Mr. Button, president of the new company, was director of satellite studies for Teleprompter, and Mr. Schlafly was a co-founder of the cable TV concern, and had served as its vice president and chairman. In an announcement about the formation of Transcommunications, Mr. Button said that while there are numerous existing and planned satellites,

“ground station installations have been restricted to a few high density common carrier locations. We want to [put] together groups that have immediate need for national distribution in order to hasten the day when every community has a satellite port of entry.” The new company is based in Greenwich, Conn.

Administration backs bill for networking social service

Nonbroadcast satellite system would be aim of \$35-million test

The Office of Management and Budget last week sent to Capitol Hill the draft of a bill that is regarded by members of the newly formed Public Service Satellite Consortium as their main hope for initial financing of the distribution of health and educational programming by satellite.

If passed, the bill is expected to open the way to approximately \$35 million over a five-year period of grants and contracts to demonstrate the use of satellites, cable television and other nonbroadcast means of disseminating social service information.

The Public Service Satellite Consortium took formal shape two weeks ago at a meeting in San Diego (BROADCASTING, Feb. 24), with about 30 educational and health institutions applying for charter membership. H. Rex Lee, former FCC commissioner and chairman of the consortium; Donald Quayle, vice president of the Corporation for Public Broadcasting and vice chairman of the consortium, and Jack M. Campbell, president of the Federation of Rocky Mountain States, are scheduled to incorporate the satellite organization as a nonprofit institution in Washington within the next three weeks.

At the San Diego meeting, the consortium's 11-member steering committee was named to be the organization's board of directors, to be joined by another 11 members soon. At the same meeting about \$50,000 was raised in dues and pledges. The consortium wants to open an eight-person office in Washington.

The 200 delegates who attended the San Diego meeting heard a report by Kenneth Lokey of the Federation of Rocky Mountain States, a prime contractor for the educational experiments on the ATS-6 satellite, indicating that the consortium's satellite service could use a total of seven satellite transponders to distribute education and health programming and to provide networking services for the Public Broadcasting Service.

Whether PBS will continue as a member of the consortium is an unanswered question. PBS is reportedly leaning toward a satellite system that would require the member stations to purchase their own \$175,000 ground stations. Those could be built out of PBS's cur-



Solid at Harris. At the ceremonies unveiling the Harris Corp.'s solid state AM broadcast transmitter (Broadcasting, Feb. 24) were, from left, Gene T. Whicker, vice president-general manager, Harris's broadcast equipment division; W. Earl Dougherty, president and general manager, KXEO(AM) Mexico, Mo., whose station field tested the 1,000-watt transmitter; Joseph M. Engle Jr., director of domestic sales, Harris's broadcast division, and George W. Bartlett, vice president of engineering, National Association of Broadcasters. The transmitter, called the MW-1, is the first all-transistor type to meet FCC specifications that is in production.

rent federal appropriations for network purposes, about \$7 million.

PBS's plans are still being shaped by negotiations it is currently carrying on with several satellite builders and by a Ford Foundation-sponsored study of satellite networking being done by Myron Curzon, of the Washington law firm of Arnold & Porter. In addition, PBS membership in the consortium may also hinge on whether 2.5 ghz is selected as the frequency for the service, in which case the FCC would have to decide whether public television could use a frequency reserved for educational institutions.

The satellite consortium is reportedly preparing a variety of financing proposals for presentation to foundations and government agencies. Preliminary discussions have already been held with several sources and final submissions are being prepared for consideration by the National Science Foundation and the Lilly Foundation.

The San Diego meeting also drew a number of representatives from private industry, including Control Data, ITT, Bank of America, BFA Educational Media (a CBS subsidiary), Boeing, Martin Marietta, RCA, Westinghouse, Fairchild, Hughes Aircraft, and GE.

AMST, Cullum fight any increase in number of call boxes

They say FCC proposal would mean more interference to television

The Association of Maximum Service Telecasters and A. Earl Cullum Jr. & Associates, a Dallas engineering consultancy, filed objections last week to the FCC's proposed rule amendments to allow an unlimited number of radio call boxes to operate on any given system in the 72-76 mhz band.

The contention of both groups was that the burden of proof as to whether additional call boxes (devices for emergency communication, as on a highway) would cause undue interference to TV reception on adjacent VHF frequencies (channel 4 and 5), has been put on the wrong shoulders—theirs.

The existing limitation of 250 call boxes per system was adopted in 1970 to avoid such interference, noted AMST. At that time, the commission acknowledged its experience with radio call boxes was limited and suggested any change in the rule should be based on new evidence regarding the interference potential.

But according to AMST, the petition for rulemaking by Solid State Technology Inc., which initiated the present amendment proposal, failed to present the data called for by the FCC.

Solid State had contended that since there was an absence of reported complaints regarding interference, the 250 unit limit should be abolished.

But AMST and Cullum both claimed that an absence of complaints means little, since few viewers would know how to relate observed interference with call box operations. Furthermore, Cullum

Associates, after conducting a survey of some 54 stations that operate on channel 4 or 5, said the lack of complaints may be the result of the lack of call box systems in communities where broadcast stations operate on adjacent channels.

Cullum noted that call boxes presently can operate in the 450 mhz band without any limitation and advised that the 72-76 mhz space be put to more efficient use. Its plan, an iteration of one advanced in 1952, would set aside the four mhz of spectrum together with two additional mhz—gained from shifting existing low-band VHF channels upward or downward—to provide a new VHF channel for educational use.

Technical Briefs

Island interconnection. Indonesia's decision to go to satellite communications system to tie together its 3,000-mile archipelago was made final last week with announcements that Hughes Aircraft and ITT had received contracts totaling \$231 million to build nation's telecommunications system. Hughes is in line for \$23.6 million to build two satellites and \$47.5 million to build master control station near Jakarta and nine other earth stations. One of ITT's contracts is \$130 million for computer based telephone exchanges. Another \$30 million contract for ITT is to build 15 satellite earth stations.

Introducing. McMartin Industries Inc. has developed TBM-1100R dual conversion FM receiver and B-1100T FM transmitter designed for use in remote pickup broadcast service (148-174 mhz range). Receiver is priced at \$450 and 35 watt transmitter sells for \$750. McMartin also has announced BF-3.5K 3,500 watt FM broadcast transmitter. Unit features automatic recycling, memory type status indication and an output reflectometer. Sale price is \$11,500. Another development from company is EBS-2 emergency broadcast system monitor unit designed to comply with emergency two-tone signal coding system required by FCC for all AM, FM and TV broadcast stations by Jan. 15, 1976. Price: \$99.50. 4500 South 76th Street, Omaha 68127.



The Doobies

Music

The Doobies: harbingers of a little loosening up of top-forty formats?

A hit by progressively oriented band sends Warner out to promote FM-type sounds at pop stations

The arrival of *Black Water* in the top spot on the "Playlist" signals the return of the Doobie Brothers to success on popular radio, and, perhaps more important, indicates a willingness on the part of a record company and a top-40 radio station (both traditionally cautious) to go out on a limb with a record that both believed in.

Black Water was not an overnight success. It began receiving its first contemporary airplay five months ago and built gradually to become the nation's most-heard single.

For the Doobie Brothers, the timing was opportune. Their three previous single releases had enjoyed only limited success. *Black Water's* immediate predecessor, *Nobody*, went nowhere. It barely made the charts despite a commercial structure and instrumentation that Warner Brothers Records thought would make the song a hit. The group's latest album, entitled *What Were Once Vices Are Now Habits*, had, as did two earlier albums, sold well. Jeff Baxter, a critically acclaimed guitarist most recently with Steely Dan, had joined the group. But the hit single which makes a potential gold album into a potential platinum LP was as yet missing.

Before *Nobody* had been released from the album, a Roanoke, Va., station, WROV(AM) began playing *Black Water* as an LP cut several times each evening. The Doobies had had great past success in Roanoke in sales, and were, along with Elvis Presley, the only act ever to sell out the city's coliseum. *Black Water*

The Broadcasting Playlist™ Mar 3

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

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
3	1	Black Water (3:53) Doobie Brothers—Warner Brothers	3	1	5	1
5	2	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	2	2	1	2
2	3	You're No Good (3:35) Linda Ronstadt—Capitol	5	3	2	5
6	4	Best of My Love (3:25) Eagles—Asylum	1	6	3	8
1	5	Mandy (3:15) Barry Manilow—Arista	4	4	8	4
4	6	My Eyes Adored You (3:28) Frankie Valli—Private Stock	6	5	6	3
8	7	Pick Up the Pieces (3:00) Average White Band—Atlantic	8	7	4	7
7	8	Fire (3:12) Ohio Players—Mercury	7	9	7	6
10	9	Some Kind of Wonderful (3:16) Grand Funk—Capitol	11	8	10	10
12	10	Lady (2:58) Styx—Wooden Nickel	15	10	9	9
9	11	Please Mr. Postman (2:48) Carpenters—A&M	9	11	12	11
14	12	Lady Marmalade (3:57) Labelle—Epic	10	13	13	13
13	13	Doctor's Orders (2:56) Carol Douglas—Midland International	13	16	11	15
11	14	Lonely People (2:27) America—Warner Brothers	12	12	16	16
18	15	Lovin' You (3:20) Minnie Riperton—Epic	14	15	14	14
16	16	Roll on Down the Highway (3:56) Bachman-Turner Overdrive—Mercury	16	14	15	12
15	17	Laughter in the Rain (2:50) Neil Sedaka—Rocket	18	17	18	18
29	18	You Are So Beautiful (2:39) Joe Cocker—A&M	17	18	20	17
26	19	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	19	21	17	20
19	20	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	23	19	21	19
24	21	Express (3:25) B. T. Express—Roadshow	20	23	22	21
38	22	The No-No Song (2:30) Ringo Starr—Apple	21	20	24	24
20	23	Up in a Puff of Smoke (3:20) Polly Brown—GTO	26	25	19	22
33	24	Poetry Man (3:15) Phoebe Snow—Shelter	22	22	23	28
21	25	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	25	26	26	23
45	26	Part of the Plan (3:18) Dan Fogelberg—Epic	32	27	25	26
30	27	I'm a Woman (3:26) Maria Muldaur—Warner Brothers	24	28	30	32
17	28	Get Dancin' (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	37	34	27	25
44	29	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	31	31	29	27
34	30	My Boy (3:25) Elvis Presley—RCA	27	30	31	35
25	31	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	34	24	36	30
35	32	Emma (3:30) Hot Chocolate—Big Tree	50	35	28	29
28	33	Kung Fu Fighting (3:18) Carl Douglas—20th Century	46	29	37	31
27	34	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	38	33	35	36
31	35	Nightingale (3:32) Carole King—Ode	28	42	34	37
46	36	Sad Sweet Dreamer (3:10) Sweet Sensation—Pye	30	44	32	38
43	37	Movin' On (3:21) Bad Company—Swan Song	41	39	33	34
41	38	To the Door of the Sun (3:20) Al Martino—Capitol	29	36	49	43
40	39	Cats in the Cradle (3:29) Harry Chapin—Elektra	49	32	50	33
32	40	Morning Side of the Mountain (2:55) Donny & Marie Osmond—MGM	42	38	38	40
50	41	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC/Dunhill	36	48	40	45

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
23	42	#9 Dream (2:58) John Lennon—Apple	39	43	42	44
22	43	Sweet Surrender (2:50) John Denver—RCA	33	41	45	52
39	44	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	40	46	39	51
36	45	Angie Baby (3:29) Helen Reddy—Capitol	44	37	46	42
53	46	The South's Gonna Do It (3:04) Charlie Daniels—Kama Sutra	45	49	41	39
47	47	Look in My Eyes Pretty Woman (3:40) Tony Orlando & Dawn—Arista	35	47	48	54
52	48	Harry Truman (3:00) Chicago—Columbia	43	50	43	41
48	49	Chevy Van (2:54) Sammy Johns—GRC	47	45	47	47
42	50	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	55	40	59	46
61	51	Never Let Her Go (2:58) David Gates—Elektra	48	53	51	55
58	52	I Get Lifted (2:50) George McCrae—TK Records	67	51	52	48
67	53	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	60	59	44	49
62	54	I Am Love (5:30) Jackson Five—Motown	53	54	55	50
55	55	Junior's Farm (4:20) Paul McCartney & Wings—Apple	58	52	58	53
—	56	What Am I Gonna Do with You (3:24) Barry White—20th Century	51	68	56	57
—	57	Once You Get Started (3:28) Rufus—ABC/Dunhill	61	56	54	58
63	58	Don't Let Go (2:30) Commander Cody—Warner Bros.	56	60	57	60
72	59	Jackie Blue (3:16) Ozark Mtn. Daredevils—A&M	58	58	64	59
54	60	Butter Boy (3:20) Fanny—Casablanca	63	61	60	56
65	61	Emotion (2:52) Helen Reddy—Capitol	57	57	62	68
—	62	Snookeroo (3:18) Ringo Starr—Apple	54	66	63	64
37	63	Boogie on Reggae Woman (4:05) Stevie Wonder—Tamil	62	62	61	62
60	64	I Can Help (2:57) Billy Swan—Monument	52	*	53	*
56	65	Big Yellow Taxi (3:10) Joni Mitchell—Asylum	70	55	73	63
69	66	Killer Queen (3:00) Queen—Elektra	65	63	66	67
—	67	Bertha Butt Boogie (3:13) Jimmy Castor—Atlantic	75	67	65	61
64	68	When a Child Is Born (3:29) Michael Holm—Mercury	69	64	68	66
—	69	Shaving Cream (2:44) Benny Bell—Vanguard	71	69	67	65
—	70	Good Times Rock 'n Roll (2:40) Flash Cadillac—Private Stock	64	71	69	69
75	71	Future Shock (3:14) Hello People—ABC/Dunhill	73	70	72	70
57	72	Rock & Roll (I Gave You the Best Years of My Life) (3:25) Mac Davis—Columbia	66	75	70	*
—	73	I've Been This Way Before (3:08) Neil Diamond—Columbia	68	74	71	*
—	74	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	72	65	75	74
—	75	I Want to Learn a Love Song (3:39) Harry Chapin—Elektra	*	*	74	*

Alphabetical list (with this week's over-all rank): Angie Baby (45), Bertha Butt Boogie (67), Best of My Love (4), Big Yellow Taxi (65), Black Water (1), Boogie on Reggae Woman (63), Bungle in the Jungle (34), Butter Boy (60), Can't Get It Out of My Head (29), Cats in the Cradle (39), Chevy Van (49), Doctor's Orders (13), Don't Call Us, We'll Call You (19), Don't Let Go (58), Emma (32), Emotion (61), Express (21), Fire (8), Future Shock (71), Get Dancin' (28), Good Times Rock 'n Roll (70), Harry Truman (48), Have You Never Been Mellow (2), Hey Won't You Play Another Somebody Done Somebody Wrong Song (41), I Am Love (54), I Can Help (64), I Get Lifted (52), I Want to Learn a Love Song (75), I'm a Woman (27), I've Been This Way Before (73), Jackie Blue (59), Junior's Farm (55), Killer Queen (66), Kung Fu Fighting (33), Lady (10), Lady Marmalade (12), Laughter in the Rain (17), Lonely People (14), Long Tall Glasses (53), Look in My Eyes Pretty Woman (47), Lovin' You (15), Lucy in the Sky with Diamonds (31), Mandy (5), Morning Side of the Mountain (40), Movin' On (37), My Boy (30), My Eyes Adored You (6), My Melody of Love (74), Never Can Say Goodbye (20), Never Let Her Go (51), Nightingale (35), The No-No Song (22), #9 Dream (42), Once You Get Started (57), One Man Woman, One Woman Man (50), Part of the Plan (26), Pick Up the Pieces (7), Please Mr. Postman (11), Poetry Man (24), Rock & Roll (I Gave You the Best Years of My Life) (72), Roll on Down the Highway (16), Sad Sweet Dreamer (36), Shame, Shame, Shame (25), Shaving Cream (69), Snookeroo (62), Some Kind of Wonderful (9), The South's Gonna Do It (46), Sweet Surrender (43), To the Door of the Sun (38), Up in a Puff of Smoke (23), What Am I Gonna Do with You (56), When Will I See You Again (44), When a Child Is Born (68), You Are So Beautiful (18), You're No Good (3).

Tracking the 'Playlist.' Mandy's five-week stay atop the "Playlist" ends as a new Barry Manilow release (see "Breaking In," page 54) begins to make its mark and the Doobie Brothers' most unusual *Black Water* takes over the first position. Close behind and making large gains is Olivia Newton-John's *Have You Never Been Mellow*, firmly in first on MOR charts and about to achieve similar pop status. Much of the balance of the top 20 is fairly static, with the prime movers among them being Labelle's *Lady Marmalade*, which climbs to 12; Minnie Riperton's *Lovin' You*, still gaining at 15; Joe Cocker's *You Are So Beautiful*, an intense Billy Preston composition which has re-established Mr. Cocker in the pop ranks after a lengthy absence, bolted at 18; and Sugarloaf's *Don't Call Us, We'll Call You* (at 19), another comeback group which continues to add pop stations. The solo Beatles are once again climbing the chart: Ringo Starr's *The No-No Song* is bolted at 22, with the flip, *Snookeroo*, entering the chart bolted at 62. John Lennon's remake of *Stand by Me* is on in its first week after being added as an album cut at WABC(AM) New York. And a new single from Paul McCartney is due out this week as well. Among the singles by artists whose previous success has been with FM progressives, several make strong gains this week: Phoebe Snow's *Poetry Man* moves to 24; Dan Fogelberg's *Part of the Plan* makes one of the week's most impressive showings in climbing to a bolted 26, and the Electric Light Orchestra's orchestral *Can't Get It Out of My Head* rises to a bolted 29. In the middle range of the chart, the Sweet Sensation's *Sad Sweet Dreamer* is bolted at 36, with B. J. Thomas's *(Hey Won't You Play) Another Somebody Did Somebody Wrong Song* moving to 41, and the Charlie Daniels Band's *The South's Gonna Do It* rising to 46. Singles beginning to make rapid strides several weeks after their release include David Gates's *Never Let Her Go*, bolted at 51; Leo Sayer's *Long Tall Glasses*, bolted at 53; and Jackie Blue by the Ozark Mountain Daredevils, bolted at 59. Strongest among new additions to the chart is Barry White's *What Am I Gonna Do With You*, added at WABC(AM) New York immediately after its release, and Rufus's *Once You Get Started*. These two are bolted at 56 and 57 respectively. Also making first "Playlist" appearances are *Bertha Butt Boogie* by the Jimmy Castor Bunch, *Shaving Cream* by Benny Bell (a "sleeper" with several stations reporting heavy requests), Neil Diamond's *I've Been This Way Before*, and Harry Chapin's latest single from the *Verities and Balderdash* LP, entitled *I Want to Learn a Love Song*. Looming on the airplay horizon: Elton John's *Philadelphia Freedom*, dedicated to Billy Jean King and her World Team Tennis franchise, backed with a remake of the Beatles' *I Saw Her Standing There*.

appealed to music director Chuck Holloway; it abounded in the lyrical "hooks" programmers look for, including a chorus which repeated the phrase "funky Dixieland" before breaking into a one-minute a cappella closing that featured vocal harmonies seldom heard on pop radio. Two weeks after the song's Sept. 11 addition as an album cut, it was at 15 on WROV's play list, solely on the basis of requests and album sales. "No one was requesting anything else. And it was selling 600 albums a week in stores which usually sell only about 600 singles a week," Mr. Holloway says. In another three weeks, when the song had finally come out as a single, it was number one. Another Virginia station, WQRK(FM) Newport News, had begun playing it heavily, and the song received its major-market break in Minneapolis-St. Paul, where Buzz Bennett, then program director of KDWB(AM), reportedly received a call from an elderly woman requesting "that Dixieland song," and he knew he had a hit on his hands.

At Warner Brothers, the national promotion director, Gary Davis, was apparently the principal force behind the label's decision to release *Black Water* as a single. Mr. Davis detects a trend in contemporary radio toward a more progressive sound, as artists whose previous success has been chiefly on FM rock stations begin to pick up top-40 airplay on their single releases. His reasons for *Black Water's* pop success are twofold:



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exciting Country programming service. TM Programming works! From "Stereo Rock" KGOR Omaha to "Beautiful Music" WGER Saginaw. Ask them and ask us. We'll show you rating breakouts and a list of remarkable success stories. Call the people at TM, collect.

*Oct/Nov 1974 ARB Albany – Schenectady – Troy, 6 a.m.-12 midnight, M-S, avg. ¼ hr. shares metro. "Stereo Rock" consulted by George Burns.

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have the largest share of audience,
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*Oct/Nov 1974 ARB Ft. Wayne, 6 a.m.-12 midnight, M-S, avg. ¼ hr. shares metro.

"Stereo Rock" consulted by George Burns.

TM

TMTM

TM Programming, Inc.
1349 Regal Row
Dallas, Texas 75247
(214) 634-8511

PUBLIC NOTICE REQUEST FOR PROPOSALS

The Town of Enfield, in Tompkins County, New York, hereby invites applications for a cable television franchise.

A formal request for proposals is available from the Town Clerk, Mrs. Mabel Purdy, 248 Enfield Road, Ithaca, N.Y. 14850—Telephone 607-273-1229.

All applications for the Franchise must be submitted in writing in the form and manner specified in the "Request for Proposals" and must be received no later than thirty days from the publication of this notice.

All applications will be made available for Public Inspection during normal business hours, at the Town Clerk's Office.

Town Board
Town of Enfield



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PRODUCT CATALOGUE ON REQUEST

"First, people are getting more sophisticated in what they want to hear. And second, the top-40 stations are more aware of FM competition"—and are giving a more receptive ear to progressively oriented artists as a result.

The enthusiasm which has been accorded *Black Water* is still echoing through Warner Brothers Records. The label, which has a reputation as an "album company" with singles a second priority, is moving to take advantage of the detected "progressive trend" in pop radio. Fourteen label executives have left their Burbank, Calif., home office to visit important singles markets around the country, become acquainted with national leaders in contemporary radio, and boost the label's most hopeful new singles, by Leo Sayer, Commander Cody, and Wet Willie. (The only result so far reported is that Mr. Sayer's *Long Tall Glasses*—a bolted 53 on the "Playlist"—has been added at WQXI(AM) Atlanta on the heels of a Warners visit there.) While it is unlikely that major-market program directors would be swayed by the appearance of a vice president, Warner Brothers hopes that the communication begun by the visits will benefit both sides in the future.

That future, for Warner Brothers and other album-oriented labels, holds much promise for top-40 success, as the gates opened by the Doobie Brothers and other artists seem likely to stay open and broaden the range of material heard on pop radio. And for the Doobies themselves, the status attained by their best-selling single, *Listen to the Music*, two years ago has been regained and has re-established them in the unsteady world of audience acceptance.

Breaking In

L-O-V-E (Love)—Al Green (Hi) ■ The man who was a principal force in creating the softer, "Philadelphia" sound in soul—in contrast to the hard-edged styles of Otis Redding and Wilson Pickett—has been making something of a comeback of late. Al Green's *Sha La La (Make Me Happy)* achieved hit status at the beginning of this year, and his recent appearance on television's *Soul Train* series reportedly even impressed the show's jaded regular dancers. His latest release continues in the mellower vein he has popularized and features introspective lyrics rare in contemporary pop-soul hits. *L-O-V-E* has been added by WBBQ(AM) Augusta, Ga.; WSGN(AM) Birmingham, Ala.; WTOB(AM) Winston-Salem, N.C.; and WFOM(AM) Marietta, Ga.

It's a Miracle—Barry Manilow (Arista) ■ For his second single selection from the *Barry Manilow II* album, the multifaceted performer has chosen to go after the disco audience with an energetic dance number popular on FM stations for several months. *It's a Miracle* recalls much of the fast-paced male-group soul of the mid- and late sixties, and is apparently garnering pop radio and disco play at a rapid rate. The single has been added by WPGC(AM) Morningside, Md.; WSGN-

(AM) Birmingham, Ala.; KTLK(AM) Denver, and WYSL(AM) Buffalo, N.Y.

Reach Out I'll Be There—Gloria Gaynor (MGM) ■ Miss Gaynor's success testifies to the strength of the disco audience, and her choice of successful recordings similarly testifies to the lasting appeal of danceable soul music. Her *Never Can Say Goodbye* was a top-10 item although it was the third version of the song to be released as a single, and the enthusiastic reception which her remake of the Four Tops' classic *Reach Out I'll Be There* has been given seems to be reinforcing the disco-goers' demand for solid dance music of whatever vintage. Although Gloria Gaynor's scheduled coronation as "Queen of the Discos" at a New York performance this week may be a bit premature, this second single will likely establish her popularity for some time to come. It was added in its first week by WHYY(AM) Montgomery, Ala.

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

- AMIE, Pure Prairie League (RCA).
- BEFORE THE NEXT TEARDROP FALLS, Freddy Fender (ABC/Dunhill).
- CHANGES, Loggins & Messina (Columbia).
- DICK & JANE, Bobby Vinton (ABC/Dunhill).
- HOW LONG, Ace (Anchor).
- HUSH/I'M ALIVE, Blue Suede (EMI).
- I BELONG TO YOU, Love Unlimited (20th Century).
- I HAVE A DREAM, Donny Osmond (MGM).
- I WON'T LAST A DAY WITHOUT YOU/LET ME BE THE ONE, Al Wilson (Rocky Road).
- I'M HER FOOL, Billy Swan (Monument).
- IT'S A MIRACLE, Barry Manilow (Arista).
- LEONA, Wet Willie (Capricorn).
- LIKE A SUNDAY MORNING, Lana Cantrell (Polydor).
- LIVE YOUR LIFE BEFORE YOU DIE, Pointer Sisters (Blue Thumb).
- LOVE CORP., Hues Corp. (RCA).
- LOVE FINDS ITS OWN WAY, Gladys Knight & the Pips (Buddah).
- MY ELUSIVE DREAMS, Charlie Rich (Epic).
- NO LOVE IN THE ROOM, Fifth Dimension (Arista).
- RUNAWAY, Charlie Kulis (Playboy).
- SATIN SOUL, Love Unlimited (20th Century).
- SWING YOUR DADDY, Jim Gilstrap (Roxbury).
- TANGLED UP IN BLUE, Bob Dylan (Columbia).
- THANKS FOR THE SMILES, Charlie Ross (Big Tree).
- TURN TO STONE, Joe Walsh (ABC/Dunhill).
- WALKING IN RHYTHM, Blackbirds (Fantasy).
- WE MAY NEVER LOVE LIKE THIS, Maureen McGovern (20th Century).
- WHO'S SORRY NOW, Marie Osmond (MGM).
- YOU ARE YOU, Gilbert O'Sullivan (Mam).

ABC nears \$1 billion in its best year yet

Profits too are up for 1974 though fourth quarter suffered from new-season show failures

ABC Inc. achieved record revenues and income from continuing operations in 1974, though fourth-quarter earnings dropped by about \$1 million from the same period of 1973.

Leonard H. Goldenson, chairman, and Elton H. Rule, president, attributed the fourth-quarter decline primarily to write-offs of the cost of unsuccessful network prime-time series introduced during the period. Earnings amounted to \$11,091,000, down from \$12,094,000 in the 1973 final quarter.

Earnings from continuing operations

for 1974 climbed by 10% to \$49,945,000 (\$2.92 per share) on revenues of \$986,040,000, as compared with \$45,470,000 (\$2.69 per share) on revenues of \$880,505,000 in 1973.

Mr. Goldenson and Mr. Rule said the "outstanding year" for the company reflected "our principal business—broadcasting." They noted that both the ABC television network and ABC-owned television stations reported record revenues and profits.

"In radio, both our owned AM stations and our radio network declined in profits," they reported. "Our FM stations, reflecting the unique growth potential of the medium, showed higher revenue gains and their reduced loss was in accordance with our projections for the division."

The ABC theater division and the company's recorded music operations showed gains in both sales and revenues, while farm publications showed rising revenues but flat profits.

WHDH pulls down Blair

John Blair & Co., New York, reports 1974 earnings from continuing operations declined 31% to \$2,393,000. The rep firm attributes the drop to WHDH Corp., operator of WHDH(AM)-WCOZ(FM) Boston, whose acquisition Blair completed in January 1974. Net earnings including the effect of discontinued operations were put at \$743,000 as compared with \$3,189,000 in 1973. Revenues from continuing operations increased from \$68,919,000 in 1973 to \$84,182,000 in 1974. Losses from operations that were discontinued in 1974 totaled \$1,650,000 as against \$269,000 in 1973. Revenues from broadcasting, representing 20% of the total from continuing operations, increased 22% from 1973's \$13,800,000 (which consisted solely of commissions from station representation) to \$16,810,000 (which included net time sales of WHDH Corp. as well as representation commissions).

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

Company	Period/Ended	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
ABC Inc.	year 12/31	986,040,000	+ 12.0%	49,945,000	+ 5.7%	2.92	880,505,000	47,254,000	2.79
Ampex Corp.	9 mo. 1/25	191,199,000	- 2.2%	16,184,000	-	1.49	195,571,000	4,108,000	.38
BBDO	year 12/31	71,300,000	+ 13.7%	6,026,000	+ 9.1%	2.40	62,700,000	5,526,000	2.17
John Blair & Co.	year 12/31	84,182,000	+ 22.1%	743,000	- 76.7%	.31	68,919,000	3,189,000	1.31
Burnup & Sims Inc.	9 mo. 1/31	78,140,600	- 14.9%	2,297,800	- 58.5%	.28	91,745,900	5,539,100	.66
Capital Cities Communications	year 12/31	138,585,000	+ 8.7%	22,025,000	+ 9.3%	2.86	127,498,000	20,146,000	2.61
Combined Communications	year 12/31	120,056,000	+ 14.8%	6,175,000	+ 24.5%	1.64	104,547,000	4,961,000	1.46
Cowles Communications	year 12/31	8,589,000	+ 19.7%	4,571,000	+ 24.5%	1.15	7,176,000	2,036,000	.51
Doyle Dane Bernbach Inc.	year 10/31	355,116,907	+ 8.2%	(3,264,384)	-	(1.80)	328,217,438	3,628,089	1.95
Oak Industries Inc.	year 12/31	130,140,783	+ 10.3%	4,774,355 ¹	- 1.6%	2.70 ²	117,983,983	4,849,208	2.75
Technical Operations	3 mo. 12/29	29,559,000	+ 21.1%	320,000	+ 6.6%	.24	24,402,000	300,000	.22
Warner Communications	year 12/31	720,076,000	+ 31.1%	48,470,000	+ 2.4%	2.40	549,619,000	47,353,000	2.09

* Change too great to be meaningful.

¹ Net of utilization of operating loss carryovers of \$408,000 in year ended 12/31/73.

² Based on 1,636,559 average common shares outstanding in 1974 and 1,638,523 shares in 1973, after provision for preferred dividends.

Broadcasting's index of 133 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Feb. 26	Closing Wed. Feb. 19	Net change in week	% change in week	High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capital- ization (000)		
Broadcasting													
ABC	ABC	N	18 3/8	18 1/8	+	1/4	+	1.37	28 3/8	12 3/8	6	17,186	315,792
CAPITAL CITIES	CCB	N	30 3/4	31 1/2	-	3/4	-	2.38	39 1/4	19 1/2	11	7,164	220,293
CBS	CRS	N	38	39 3/4	-	1 3/4	-	4.40	40	25	11	28,092	1,067,496
CONCERT NETWORK***	O		1/8	1/8				.00	7/8	1/8		2,200	275
COX	CDX	N	17 7/8	16 1/4	+	1 5/8	+	10.00	19 3/8	9 3/8	9	5,831	104,229
GROSS TELECASTING	GGG	A	9 1/4	9 1/2	-	1/4	-	2.63	13 5/8	6 3/8	6	800	7,400
LIN	LINB	O	4 1/2	4 3/8	+	1/8	+	2.85	6 3/4	2	5	2,297	10,336
MOONEY*	MOON	O	3 1/4	3 1/4				.00	3 5/8	1	9	385	1,251
RAHALL	RAHL	O	2 1/2	3 1/4	-	3/4	-	23.07	6	1 3/4	5	1,297	3,242
SCRIPPS-HOWARD	SCRIP	O	16 3/4	17 1/4	-	1/2	-	2.89	17 1/2	13 1/2	6	2,589	43,365
STARR	SBG	M	3 1/2	4 3/8	-	7/8	-	20.00	9	3 1/4	3	1,091	3,818
STORER	SBK	N	14 3/4	14 1/2	+	1/4	+	1.72	17 3/8	10 7/8	5	4,725	69,693
TAFT	TFB	N	17 1/8	17 1/8				.00	23 3/8	10 3/4	6	4,011	68,688
WOODS COMM.*	O		1/2	1/2				.00	1	1/4	4	292	146
									TOTAL	77,960	1,916,024		

	Stock symbol	Exch.	Closing Wed. Feb. 26	Closing Wed. Feb. 19	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
DUN & BROADSTREET	DNB	N	25 1/8	26 7/8	- 1 3/4	- 6.51	36	14 5/8	17	26,555	667,194
FAIRCHILD IND.	FEN	N	6 1/8	6 1/2	- 3/8	- 5.76	6 3/4	3 3/4	8	4,550	27,868
FUQUA	FQA	N	4 3/4	4 7/8	- 1/8	- 2.56	10 3/4	3 1/8	4	7,273	34,546
GANNETT CO.	GCI	N	29 3/4	29 3/8	+ 3/8	+ 1.27	38 1/4	20 1/2	20	21,080	627,130
GENERAL TIRE	GY	N	13	13 1/2	- 1/2	- 3.70	18 1/4	10 1/4	4	21,518	279,734
GLOBETROTTER	GLBTA	O	2 5/8	2 5/8		.00	4 3/4	7/8	6	2,731	7,168
GRAY COMMUN.*	O		6	6		.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HMN	N	10 7/8	10 3/4	+ 1/8	+ 1.16	14 1/4	6	8	4,340	47,197
JEFFERSON-PILOT	JP	N	31	31 3/4	- 3/4	- 2.36	38 1/4	20 1/2	13	24,188	749,828
KAISER INDUSTRIES*	KI	A	7 1/8	6 7/8	+ 1/4	+ 3.63	8 1/2	4 1/4	3	27,487	195,844
KANSAS STATE NET.*	KSN	O	3 3/4	3 7/8	- 1/8	- 3.22	3 7/8	2 3/4	7	1,741	6,528
KINGSTIP	KTP	A	3 3/4	3 1/8	+ 5/8	+ 20.00	6 3/4	1 1/2	9	1,154	4,327
KNIGHT-RIDDER	RPI	N	10 1/2	10 1/2		.00	16 5/8	9 1/4	7	8,305	87,202
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	14 1/2	14 1/8	+ 3/8	+ 2.65	16 1/4	10 3/4	8	3,352	48,604
LIBERTY	LC	N	10 1/2	10 1/2		.00	15 5/8	7 1/8	4	6,626	69,573
MCGRAW-HILL	MHP	N	8 7/8	8 5/8	+ 1/4	+ 2.89	9	5 1/2	7	23,291	208,707
MEDIA GENERAL	MEG	A	24 3/8	24 7/8	- 1/2	- 2.01	26 1/2	15 1/2	10	3,552	86,580
MEREDITH	MDP	N	9	9 3/8	- 3/8	- 4.00	11 3/8	8	3	2,984	26,856
METROMEDIA	MET	N	8	8		.00	10 5/8	4 1/2	7	6,447	51,576
MULTIMEDIA	MMED	O	13	12 3/4	+ 1/4	+ 1.96	14 1/4	8 3/4	9	4,388	57,044
NEW YORK TIMES CO.	NYKA	A	9 1/2	9 3/8	+ 1/8	+ 1.33	13 3/4	6 7/8	6	10,231	97,194
OUTLET CO.	OTU	N	9 5/8	9 7/8	- 1/4	- 2.53	10	7	4	1,379	13,272
POST CORP.	POST	O	5 3/4	5 3/4		.00	16 1/2	4 3/4	4	882	5,071
PSA	PSA	N	5 1/8	5 1/4	- 1/8	- 2.38	10	3 3/4	6	3,181	16,302
REEVES TELECOM	RBT	A	1 1/4	1 1/4		.00	1 3/4	5/8	21	2,376	2,970
ROLLINS	ROL	N	17 1/4	16 7/8	+ 3/8	+ 2.22	19 3/4	6 1/2	13	13,341	230,132
RUST CRAFT	RUS	A	6 1/4	5 7/8	+ 3/8	+ 6.38	10 1/4	5 1/8	5	2,341	14,631
SAN JUAN RACING	SJR	N	7 1/2	8 3/8	- 7/8	- 10.44	13 3/8	5 1/2	6	2,509	18,817
SCHERING-PLOUGH	SGP	N	60 5/8	62 3/8	- 1 3/4	- 2.80	74 3/8	44 3/4	27	53,823	3,263,019
SONDERLING	SDB	A	5 3/8	6	- 5/8	- 10.41	10	3 1/2	3	747	4,015
TECHNICAL OPERATIONS	TO	A	4 5/8	5 3/4	- 1 1/8	- 19.56	6 3/4	2 3/8	4	1,344	6,216
TIMES MIRROR CO.	TMC	N	16	15 7/8	+ 1/8	+ .78	17 5/8	9 1/4	9	31,385	502,160
WASHINGTON POST CO.	WPO	A	22 3/4	21 3/8	+ 1 3/8	+ 6.43	24 3/8	14 3/4	8	4,750	108,062
WOMETCO	WOM	N	9 5/8	8 3/8	+ 1 1/4	+ 14.92	10 1/4	6 1/4	7	5,985	57,605
TOTAL										368,064	7,773,215

Cablecasting

AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	3/4	7/8	- 1/8	- 14.28	2 1/8	1/2	2	1,672	1,254
AMERICAN TV & COMM.	AMTV	O	10 3/4	10 1/2	+ 1/4	+ 2.38	19 1/4	5 1/2	21	3,295	35,421
ATHENA COMM.***	O		1/4	1/4		.00	1 1/4	1/8		2,374	593
BURNUP & SIMS	BSIM	O	5	4 1/2	+ 1/2	+ 11.11	24 1/8	2 1/2	6	7,933	39,665
CABLECOM-GENERAL	CCG	A	3	3 1/8	- 1/8	- 4.00	4 1/2	1 1/2	7	2,560	7,680
CABLE FUNDING*	CFUN	O	5 1/2	5 1/2		.00	7 3/8	3 7/8	138	1,121	6,165
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		2 1/2	2 1/4	+ 1/4	+ 11.11	2 1/2	3/4	10	1,705	4,262
COMMUNICATIONS PROP.	COMU	O	1 1/2	1 5/8	- 1/8	- 7.69	3 3/8	1	30	4,761	7,141
COX CABLE	CXC	A	7 1/2	6 3/4	+ 3/4	+ 11.11	15 1/4	3 3/4	13	3,560	26,700
ENTRON*	ENT	O	3/4	5/8	+ 1/8	+ 20.00	7/8	3/8	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	7 7/8	8 1/4	- 3/8	- 4.54	17 1/8	5/8	4	7,060	55,597
GENERAL TV*	O		1/4	1/4		.00	1 1/2	1/4	13	1,000	250
SCIENTIFIC-ATLANTA	SFA	A	6 3/4	6 5/8	+ 1/8	+ 1.88	9 1/2	4	6	963	6,500
TELECOMMUNICATION	TCOM	O	2 1/8	2 1/8		.00	5 3/4	7/8	1	5,181	11,009
TELEPROMPTER	TP	N	3 3/8	3 5/8	- 1/4	- 6.89	8 1/4	1 3/8	2	16,013	54,043
TIME INC.	TL	N	33 1/4	32 1/2	+ 3/4	+ 2.30	40 1/4	24 7/8	6	9,957	331,070
TOCOM*	TOCM	O	2 1/8	2 1/8		.00	4 7/8	1 3/4	5	634	1,347
UA-COLUMBIA CABLE	UACC	O	7 1/2	6 7/8	+ 5/8	+ 9.09	7 1/2	3 3/4	13	1,795	13,462
UNITED CABLE TV CORP	UCTV	O	1 3/4	1 5/8	+ 1/8	+ 7.69	4 5/8	1/4	5	1,879	3,288
VIACOM	VIA	N	4 1/2	4 1/8	+ 3/8	+ 9.09	7 1/2	2 5/8	7	3,850	17,325
VIKOA**	VIK	A	1	1 1/4	- 1/4	- 20.00	4	1/2	1	2,534	2,534
TOTAL										85,765	630,834

Programming

COLUMBIA PICTURES	CPS	N	4 1/8	4	+ 1/8	+ 3.12	4 3/4	1 5/8	18	6,748	27,835
DISNEY	DIS	N	38 5/8	40 1/2	- 1 7/8	- 4.62	54 1/2	18 3/4	23	29,755	1,149,286
FILMWAYS	FWY	A	4 1/8	4 1/8		.00	6	2 1/8	5	1,812	7,474
FOUR STAR			1/4	1/4		.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	27 3/8	28	- 5/8	- 2.23	29 1/8	18 3/8	4	14,470	396,116
MCA	MCA	N	36 7/8	35 3/8	+ 1 1/2	+ 4.24	36 7/8	19 1/4	6	8,465	312,146
MGM	MGM	N	29 1/4	30 3/4	- 1 1/2	- 4.87	30 3/4	9 1/4	5	4,883	142,827
TELE-TAPE**	O		1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.*	O		2 1/4	2 1/4		.00	4 1/8	1 1/4	5	943	2,121
TRANSAMERICA	TA	N	7 1/2	7 5/8	- 1/8	- 1.63	10 3/8	5 1/2	12	65,006	487,545
20TH CENTURY-FOX	TF	N	8 7/8	7 3/4	+ 1 1/8	+ 14.51	9 1/8	4 1/2	23	7,532	66,846
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	11 1/2	12 1/8	- 5/8	- 5.15	18 1/2	6 7/8	4	16,317	187,645
WRATHER	WCO	A	2 1/4	2 1/2	- 1/4	- 10.00	8 1/8	1 1/4	28	2,229	5,015
TOTAL										165,483	2,786,685

Service

BBD INC.		O	13 3/4	14 1/4	- 1/2	- 3.50	14 1/4	10	6	2,513	34,553
COMSAT	CO	N	33 1/2	32 1/2	+ 1	+ 3.07	40 3/8	23 3/4	8	10,000	335,000
DOYLE DANE BERNBACH	DOYL	O	7 3/4	7 3/4		.00	11 1/2	5 5/8	4	1,796	13,919
ELKINS INSTITUTE***	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237

	Stock symbol	Exch.	Closing Wed. Feb. 26	Closing Wed. Feb. 19	Net change In week	% change In week	1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
FOOTE CONE & BELDING	FCB	N	7 3/4	7 1/8	+	5/8	+	8.77	11 1/4	5 3/8	6	2,196	17,019
GREY ADVERTISING	GREY	O	6 3/4	6 7/8	-	1/8	-	1.81	8 3/8	5 5/8	3	1,255	8,471
INTERPUBLIC GROUP	IPG	N	12 3/8	12 1/4	+	1/8	+	1.02	13	8 1/8	5	2,319	28,697
MARVIN JOSEPHSON*	MRVN	O	7 1/2	7 1/2				.00	8 1/2	3 1/4	5	802	6,015
MCI COMMUNICATIONS	MCIC	O	2 3/8	2 3/4	-	3/8	-	13.63	6 1/2	1		13,309	31,608
MOVIELAB	MOV	A	7/8	7/8				.00	1 5/8	1 1/2	5	1,407	1,231
MPD VIDEOTRONICS	MPD	A	2	2				.00	2 5/8	1	3	539	1,078
NEEDHAM, HARPER	NDHMA	O	6	5 1/2	+	1/2	+	9.09	7 1/2	3 5/8	4	918	5,508
A. C. NIELSEN	NIEL8	O	14 7/8	14 1/8	+	3/4	+	5.30	28	7 3/8	15	10,598	157,645
OGILVY & MATHER	OGIL	O	18 1/4	17	+	1 1/4	+	7.35	18 1/4	10	6	1,807	32,977
J. WALTER THOMPSON	JWT	N	5 1/4	5 3/4	-	1/2	-	8.69	12	4 1/4	15	2,624	13,776
UNIVERSAL COMM.***		O	1/8	1/8				.00	3/4	1/8		715	89
TOTAL										54,695		687,823	

Electronics

AMPEX	APX	N	4 1/8	4 1/4	-	1/8	-	2.94	4 7/8	2 1/4	4	10,885	44,900
CCA ELECTRONICS***	CCAE	O	1/8	1/8				.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 3/4	1 5/8	+	1/8	+	7.69	2 1/8	1	8	2,324	4,067
COHU, INC.	COH	A	1 3/8	1 5/8	-	1/4	-	15.38	3 7/8	1 1/4	6	1,619	2,226
CONRAC	CAX	N	15 1/4	16 3/4	-	1 1/2	-	8.95	21	10	7	1,261	19,230
GENERAL ELECTRIC	GE	N	42 1/2	42 7/8	-	3/8	-	.87	65	30	13	181,988	7,734,490
HARRIS CORP.	HRS	N	19 1/2	19	+	1/2	+	2.63	33 1/2	13 1/8		6,175	120,412
INTERNATIONAL VIDEO	IVCP	O	2 1/8	2 1/4	-	1/8	-	5.55	7 1/2	1 1/4	27	2,730	5,801
MAGNAVOX	MAG	N	5 7/8	6	-	1/8	-	2.08	9 7/8	3 3/4	17	17,799	104,569
3M	MMM	N	51 3/4	47 7/8	+	3 7/8	+	8.09	80 1/2	44 1/8	19	113,729	5,885,475
MOTOROLA	MOT	N	44 1/8	45 1/4	-	1 1/8	-	2.48	61 7/8	34 1/8	14	28,053	1,237,838
OAK INDUSTRIES	OEN	N	7 5/8	7 3/4	-	1/8	-	1.61	12 7/8	5 1/4	3	1,639	12,497
RCA	RCA	N	13 1/2	14	-	1/2	-	3.57	21 1/2	9 7/8	9	74,463	1,005,250
ROCKWELL INTL.	ROK	N	24	22 3/4	+	1 1/4	+	5.49	28 3/8	18 3/8	6	30,802	739,248
RSC INDUSTRIES	RSC	A	2	2				.00	2 1/8	1/2	7	3,458	6,916
SONY CORP.	SNE	N	8 1/2	7 5/8	+	7/8	+	11.47	29 7/8	4 3/4	17	172,500	1,466,250
TEKTRONIX	TEK	N	27 5/8	27 5/8				.00	47 3/4	18 1/2	11	8,651	238,983
TELEMATION	TMT	O	1	1				.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.***		O	6	6				.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	8 1/8	8 1/2	-	3/8	-	4.41	13 1/4	6	8	6,862	55,753
WESTINGHOUSE	WX	N	11 5/8	12 3/8	-	3/4	-	6.06	26	8 1/2	38	87,770	1,020,326
ZENITH	ZE	N	13 3/4	12 1/4	+	1 1/2	+	12.24	31 5/8	10	11	18,797	258,458
TOTAL												773,911	19,966,699

GRAND TOTAL 1,525,878 33,761,280

Standard & Poor's Industrial Average

89.7 90.8 -1.1

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

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

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

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

Fates & Fortunes®

Media

Stephen A. Marks, for past two years with Mutual Broadcasting System in program syndication and station relations, on March 1 joined WKCO(AM) Cocoa, Fla., as vice president and assistant general manager. He is 25-year-old son of Leonard H. Marks, Washington attorney and former director of United States Information Agency.

Gary J. Waller, director of programing and assistant general manager, KCOP(TV) Los Angeles, named VP-general manager, KVVU-TV Las Vegas.

Dick Morrison, general sales manager, KRLD(AM) Dallas, named general manager, KXOL-AM-FM Fort Worth.

Steve Berger, VP-general manager, KQV(AM) Pittsburgh, named general manager, WPEZ(FM) Pittsburgh.

Jerry A. Moon, general manager, KJET(AM)-KWIC(FM) Beaumont, Tex., named to same post, KAPE(AM) San Antonio, Tex.

Rosalie Wisniewski, manager, sales services, management systems department, CBS Television Stations, New York, named manager, broadcast operations, KNXT(TV) Los Angeles.

Ric Allen, former music director and assistant program manager, CFGO(AM) Ottawa, named operations and program manager, WLEQ(AM) Bonita Springs, Fla.

Charles R. LeGette, sales manager, WQHI(FM) Jeffersonville, Ind., named general manager.

Norman W. Williams, VP-assistant general manager, May Broadcasting Co., Shenandoah, Iowa, elected to board of directors.

Thomas Schattenfield, with Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn, named general counsel for National Association of FM Broadcasters, New York.

Newly elected officers, Wisconsin Broadcasters' Association, Madison: **Robert O. Southard**, WFRV-TV Green Bay, president; **Bernie Strachota**, WRIT(AM)-WBNS(FM) Milwaukee, VP-radio; **Richard D. Dudley**, Forward Communications, Wausau, VP-TV; **Ruane B. Hill**, WUWM(FM) Milwaukee, secretary; **Nathan L. Goetz**, Goetz Broadcasting, Marshfield, treasurer. Elected directors: **Peter Athanas**, WRCO-AM-FM Richland Center; **Joseph T. Laughlin**, WVTM(TV) Milwaukee; **Jack Severson**, WCUB(AM)-WKUB(FM) Manitowish, and **Howard Sturtz**, WCCN-AM-FM Neillsville.

Newly elected officers, Idaho State Broadcasters Association, Boise: **Dale Peterson**,

KCID(AM) Caldwell, president; Harold Hirte, KMVT-TV Twin Falls, VP; Dale Smith, KSRA(AM) Salmon, secretary-treasurer; named to board of directors; Tom Neal, KRPL(AM) Moscow, David Eaton, KLEW-TV Lewiston, Jim Davidson, KIDO(AM) Boise, Don Ellis, KRXX(AM) Rexburg, David Capps, KEEP(AM) Twin Falls and Claude Cain, KID-TV Idaho Falls.

James Ramsburg, general manager, Minnesota Information News Network, Minneapolis, named director of broadcasting, KSL(AM) Salt Lake City.

Celia Shaw, manager of broadcast operations, WCIV(TV) Charleston, S.C., named station manager.

George Gray, Avco Broadcasting Co., elected president, National Broadcasters Club, Washington; Al Warren, *Television Digest*, VP and secretary; Roy Easley, Association of Maximum Service Telecasters, VP and treasurer.

Lloyd Melton, with KUPD-AM-FM Phoenix, elected VP and member of board of parent company, Tri-State Broadcasting.

Charles Ball, newsman, WCAU(AM) Philadelphia, named manager of community affairs.

Albert Smith, reporter, WSPA-TV Spartanburg, S.C., named minority affairs director.

Joyce Stevens, deputy chairman and managing director of Beaverbrook Newspapers, London, named to board of Capital Radio Ltd., London commercial radio company.

Fred Esplin, informational specialist, Public Broadcasting Service, Washington, named director of public information, Pennsylvania Public Television Network, Hershey.

Neal Proctor, former public information director, Central Texas Council of Governments, named stations development director, noncommercial KHKE(FM) and KUNI(FM) Cedar Falls, Iowa.

Broadcast Advertising

John B. Maraffi Jr., VP-account supervisor, Compton Advertising, New York, elected senior VP, Ketchum International, subsidiary of Ketchum, MacLeod & Grove, Pittsburgh.

Robert L. James, president of The Marshchalk Co., New York, named to additional post of chairman and chief executive officer, succeeding Willard C. Mackey Jr., elected president of McCann-Erickson Worldwide, New York. Both agencies are part of Interpublic Group of Companies Inc., New York.

Dave Murphy, national sales manager, KHJ-TV Los Angeles, named general sales manager of station.

Jack Hansen, national sales manager, WCCO-TV Minneapolis-St. Paul, named general sales manager, succeeded by Dick Aune, national sales coordinator, WCCO-TV, who is succeeded by Marilyn Scherf, national sales traffic manager, WCCO-TV.

James P. White, local salesman, WOOD(AM) Grand Rapids, Mich., named general sales manager, WOOD-AM-FM.

Harry Rome, account executive, WLEQ(AM) Bonita Springs, Fla., named general sales manager.

Howard H. Marsh, president, Advertising Contractors (now Atwood Richards), elected VP and senior associate, Vitt Media International Inc., New York.

Gerald N. Moody, director of marketing, Petersen Publishing Co., Detroit, named to newly created post of VP-marketing services, Ross Roy Inc., Detroit.

Donald O'Connor, account executive, Harrington, Richter & Parsons Inc., Chicago, named blue team sales manager there.

Phil Scoggins, with WOWL(AM) Florence, Ala., named sales manager, WXOR(AM)-WQLT(FM) same city.

Thomas L. O'Neal, account executive, KTAC-AM-FM Tacoma-Seattle, named sales manager.

Charles F. Wister, president, WFSH(AM) Valparaiso-Niceville and WPAS(AM) Zephyrhills, both Florida, elected VP-director of sales, KVVU-TV Las Vegas.

Paula Gottschalk, administrator of radio sales promotion, NBC, New York, named director of information services, CBS Radio Spot Sales, New York. She succeeds Jerry Greenberg, named director of communications, WBBM-TV Chicago (BROADCASTING, Feb. 24).

David B. Plowden, account executive,

CBS Radio Spot Sales, New York, named retail sales manager, WCBS-AM-FM New York.

Mary Neilsen, media planner, Bloom Advertising, Dallas, named media supervisor, Clinton E. Frank, Dallas.

David F. Kennedy and Anthony R. Miceli, art supervisors and Julie Strom, copywriter, Needham, Harper & Steers, Chicago, named creative supervisors.

David M. Kelly, formerly owner-manager, WTIQ(AM) Manistique, Mich., named account supervisor and media buyer, Kremer & Associates, Green Bay, Wis.

Mort Stein, formerly with KSOF(FM) Santa Monica, Calif., named creative director of Los Angeles Broadcasting Service Inc., independent broadcast advertising/service agency, Encino, Calif.

Dene Carney, executive VP, Healthcom, San Diego, named VP, J.F.P. & Associates, Minneapolis advertising and public relations agency.

Programing

Richard Marx, program executive, Paramount Television, Hollywood, Calif., named manager, film program operations, NBC Television Network, Burbank, Calif.

Patrick S. Stafford, coordinator, film exchange and shipping department, NBC Television, Burbank, named manager, film services, West Coast.

Johnny Kaye, formerly with KGBS-AM-FM Los Angeles, named program director, KINT-AM-FM El Paso, Tex.

Bob Christy, assistant to national program director, Fairbanks Broadcasting Co., Indianapolis, named program director, WVBF(FM) Framingham, Mass., a Fairbanks station.

Bill A. Brill, program director, KXFM(FM) Santa Maria, Calif., named to same post, KVAN(AM) Vancouver, Wash.

Bob Sherman, on staff, WPHM(AM) Port Huron, Mich., named program director.

Theodore F. Kohl, former production manager, WFLD-TV Chicago, named program director, Nebraska Television Network, Kearney, responsible for KHGI-TV Kearney, KWNB-TV Hayes Center, KCNA-TV Albion and KSNB-TV Superior.



Winners all. Eleven broadcasters were honored for outstanding service to the industry and their communities by The Southern Baptist Radio and Television Commission (BROADCASTING, Feb. 17).

Left photo: At the acceptance of the principal awards were (l-r) Herbert W. Hobler, WHWH(AM) Princeton, N.J., who won the top Abe Lincoln Award for radio; FCC Chairman Richard E. Wiley, keynote speaker at the Fort Worth banquet; Charles H. Crutchfield, Jefferson-Pilot Broadcasting Co., Charlotte, who received the first Abe Lincoln Railsplitter Award for industry pioneers; Dr. Paul M. Stevens, president of the Southern Baptist Radio and Television

Commission, and Robert E. Rice, WRAU-TV Peoria, Ill., chosen for the Abe Lincoln award for television.

Right photo: The eight broadcasters who received Abe Lincoln Merit Awards were (l-r) Donald A. Thurston, WMNB(AM) North Adams, Mass.; Mrs. Margaret Tucker, WBGU-TV/Northeast Ohio ETV Foundation; William C. O'Donnell, WBBM(AM) Chicago; Wally Mullinax, WESC(AM) Greenville, S.C.; Mrs. Julia Hare, KSFO(AM) San Francisco; Charles M. McAbee Jr., KCMO-TV Kansas City, Mo.; Gilbert Lamb, KMUL-AM-FM Muleshoe, Tex., and Richard E. Kale, KEX(AM) Portland, Ore.

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Matching grant. A. J. Fletcher (l), chairman and chief executive officer of Capitol Broadcasting Co., Raleigh, N.C., was honored at dedication of A. J. Fletcher Baptist Communications Center, Raleigh. The center, equipped to originate, produce, tape and distribute religious programming, was made possible by Mr. Fletcher's \$50,000 grant. Mr. Fletcher has been in broadcasting since 1939 founding of WRAL(AM) Raleigh, followed by WRAL-FM and WRAL-TV. Capitol Broadcasting is also parent company of Tobacco Radio Network, with headquarters in Raleigh. He stands with J. Allen Bailey, president, North Carolina Baptist State Convention.

Michael G. Anderson, program director, WOSH(AM) Oshkosh, Wis., named program director, WTFE-AM-FM Rockford, Ill. **Scott P. Henderson**, announcer, WOSH, named program director there. **Daniel R. Davis**, announcer, WOSH, named music director.

Richard Collins, producer-director, WTMJ-TV Milwaukee, named TV production manager.

Steve King, formerly associate director, WTOP-TV Washington, named to newly created position of producer-director, media programs, National Audio-Visual Association, Fairfax, Va.

Pervis Atkins, actor, writer, and producer of theatrical motion pictures, named manager, motion pictures for television, ABC Entertainment, Los Angeles.

Carey Winfrey, executive producer of *Assignment America*, public television

series, named to receive third annual Don Hollenbeck Award, given by New York University's department of journalism for excellence in mass media coverage. Mr. Winfrey's award is for his work in former post as executive producer of *Behind the Lines*, documentary series of noncommercial WNET-TV New York.

Broadcast Journalism

Phil Morgan, former news director, KXOL-AM-FM Fort Worth, named news director, KODA(AM) Houston.

Paul Pryor, sports reporter, WRR(AM) Dallas, named managing editor.

Robert R. Cunniff, producer, public broadcasting's health series for adults, *Feeling Good*, appointed managing editor, *A.M. America*, ABC-TV's early-morning Monday-through-Friday series.

Bill Zimmerman, ABC News correspondent in Washington, named chief of ABC News bureau in Beirut, replacing **Peter Jennings**, who is now co-host of ABC-TV's *AM America*.

Mark Thayer, regional membership executive in Ohio and Michigan, Associated Press, named to same post for southern California, succeeded by **George Otwell**, formerly AP regional membership executive in Tennessee and Virginia.

Charles Mulloy, newsman, KRNA(FM) Iowa City, named news director. **Richard Connell**, formerly newsman, KXIC(AM) Iowa City, named newsman, KRNA.

Dow Smith, assistant news director and executive news producer KPIX(TV) San Francisco, named assignment manager, KNXT(TV) Los Angeles.

Lowell James, newscaster, WMAR-TV Baltimore, named co-anchorman, WWJ-TV Detroit.

Hugh Dermody, reporter-co-anchorman-assignment editor, WLWC(TV) Columbus, Ohio, named reporter, WCPO-TV Cincinnati.

Mary Lee Wieden, producer, WXYZ-TV Detroit, named weather broadcaster and newscaster, WWTV(TV) Cadillac-Traverse City, Mich.

Mary Ralstin and **Patricia Hemm**, film editors, WBNS-TV Columbus, Ohio, named newsreel photographers,

Charlie R. Novitz, manager of news syndication (domestic) for ABC/DEF (Daily Electronic Newsfeed), New York, named adjunct professor, broadcast journalism, Queens College, City University of New York.

Cable

Steven W. Hewitt, general manager, Teleprompter Corp.'s Worcester, Mass., cable TV system, named associate director of programming, Teleprompter, New York.

Edmond H. Harmer, formerly engineering manager, Aurovideo CATV Inc., Waltham, Mass., named regional engineer for Continental Cablevision in Ohio, based in Springfield.

Equipment & Engineering

William J. Donovan, broadcast supervisor, broadcast operations control, NBC-TV West Coast, named supervisor, broadcast routine facilities, same location. **Robert Packham Jr.**, manager, broadcast operations, NBC-TV West Coast, promoted to manager, broadcast operations control, same location.

Charles Lowery, manager, component engineering, Zenith Radio Corp., Chicago, named director of engineering services. **William G. Uelsmann**, manager of quality control failure analysis, Zenith Radio Corp., succeeds Mr. Lowery.

James E. Patterson, national sales manager, BASF Systems, Bedford, Mass., named national accounts manager of audio bulk products,

Allied Fields

Richard A. Pereles, consultant to Data Automation division, FCC, joins Government Communications staff, Office of Telecommunications Policy, Washington.

Sydney H. Eiges, assistant administrator for communications and public affairs, American Revolution Bicentennial Administration, Washington, named assistant administrator for resource development. Mr. Eiges joined ARBA in May 1974 from NBC, New York, where he was VP-public information.



Nunziata

Andrew J. Nunziata, credit manager, WTVJ(TV) Miami, elected VP-administration, Institute of Broadcasting Financial Management's Broadcast Credit Association, Chicago.

Larry B. Jackson, video center controller, Wilding Division of Bell & Howell, Southfield, Mich., named general manager of Wilding's audio visual center, Romulus, Mich.

Jack Wooldridge, editor of *Nation's Business*, published by Chamber of Commerce of the U.S., Washington, named communications general manager, national Chamber.

Bonnie Louvau, founder-director of Tele-

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vicentro Films Inc., San Juan, P.R., and wife of Norman Louvau, president of WAPA-TV Broadcasting Corp. there, named by Chamber of Commerce of Puerto Rico as Outstanding Lady of 1974 in film industry field.

Ron Werth, VP-marketing services, Avco TV Sales, New York, named director of TV services, Trendex Inc.'s media research division, New York.

Deaths



Lewis

William B. Lewis, 74, former president and board chairman of Kenyon & Eckhardt Advertising, New York, died Feb. 24 in Sarasota, Fla. Mr. Lewis began with J. Walter Thompson, became VP-program director, CBS, and was

chief of radio division, Office of Facts and Figures, which became Office of War Information with Mr. Lewis as chief of domestic radio bureau. After World War II he returned to CBS, then joined K&E in 1944 where he was president in 1951-60 and board chairman until retiring in 1967 to become

board chairman, American Cancer Society. He is survived by his wife, Sarah, one son and two daughters.

George E. Marshall, 84, director of more than 400 films, third director inducted into Academy of Motion Picture Arts and Sciences Hall of Fame, died Feb. 17 in Los Angeles. Among films to his credit: "The Goldwyn Follies," "Star-Spangled Rhythm," "A Message to Garcia," "How the West Was Won," "Incendiary Blonde" and "My Friend Irma." More recently he directed episodes of TV series, *Here's Lucy*, *The Dean Martin Show*, and *Daniel Boone*. He is survived by his wife, Jeri, one son and one daughter.

Arthur Topol, 44, senior VP and associate broadcast director of Ogilvy & Mather, New York, died Feb. 24 after undergoing heart surgery at Mount Sinai hospital in New York. He joined O&M as media buyer in 1959. At his death, Mr. Topol's primary responsibilities were network broadcast for all accounts, syndication and program development. He is survived by his wife, Phyllis, and three sons.

Jesse Sandler, 57, TV-film writer and documentary producer, died of stroke Feb. 22 in Hollywood, Calif. Mr. Sandler had been with Wolper Productions, Project 7 and Documentary Associates. At one time he was staff writer on NBC's

Wide Wide World. He is survived by his wife, Margot, and daughter, Freya.

Arthur R. O'Neil, 56, assistant to president of *South Bend* (Ind.) *Tribune* and in charge of *Tribune's* cable television interests in Indiana and Hagerstown, Md., died Feb. 25 in Memorial hospital, South Bend, where he had been under treatment for stroke suffered Jan. 17. Mr. O'Neil was former VP and general manager of company's WSBT-AM-FM-TV South Bend. Surviving are wife, Margaret, and two daughters, Mrs. Katherine Miinch and Mrs. Constance Serafin.

Thomas J. Slowie, 82, secretary to FCC from 1937 until retiring in 1953, died Feb. 21 in Silver Spring, Md., after lengthy illness. Survivors include his wife, Kathryn, and two daughters.

Daniel Arthur Ray, 48, transmitter engineer for New Jersey Public Broadcasting, Trenton, died Feb. 14 in Middlesex general hospital, New Brunswick, N.J. Survivors include his wife, Helen, and two sons.

William Wightman Reilly, 53, former producer, director and cameraman in TV and films died Feb. 23 of heart attack in New York. Mr. Reilly was a founder and past-president of Local 15, Allied Film Craftsmen. He is survived by his wife, Lois, one son and three daughters.

For the Record®

As compiled by BROADCASTING, Feb. 17 through Feb. 21 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.

tional trustee. National Academy of Television Arts & Sciences. Mr. Brodek was recently president and general manager of Southwestern Productions Inc., TV and film production company. Action Feb. 13.

AM action

■ Bozeman, Mont.—Northern Sun Corp. Broadcast Bureau granted 1090 khz, 5 kw-U. P.O. address: 2414 Ivy Lane, Billings, Mont. 59102. Estimated construction cost \$135,060; first-year operating cost \$69,118; revenue \$127,820. Principal: William R. Reier (100%) is general manager of KOOK(AM) Billings, Mont. An objection by KAAZ(AM) Little Rock, Ark. was granted in part. Several technical conditions were imposed to prevent potential inter-

ference in KAAZ's nighttime service. Action Feb. 11.

AM licensee

Broadcast Bureau granted following license covering new station:

■ KAZM Sedona, Ariz.—Tabback Broadcasting Co. (BL-13823). Action Feb. 18.

FM applications

■ Vero Beach, Fla.—Custom Electronics seeks 105.5 mhz, 3 kw., HAAT 300 ft. P.O. address: 2426 Pine Ave. 32960. Estimated construction cost \$38,845; first-year operating cost \$31,900; revenue \$36,000.

New stations

TV application

■ Nacogdoches, Tex.—Texan Broadcasting Co. seeks ch. 19 (500-506 mhz); ERP 5.5 kw vis., 1.1 kw aur., HAAT 260 ft.; ant. height above ground 260 ft. P.O. address: 3007 Martinsville St. at KSFA Road 75961. Estimated construction cost \$43,150; first-year operating cost \$23,500; revenue \$100,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Howard E. Griffith. Principals: B. M. Raborn (50%), Bob Dunn (30%) and Nancy Dunn (20%) also own KSFA AM-FM Nacogdoches. Ann. Feb. 14.

TV action

■ Phoenix—New Television Corp. Broadcast Bureau granted ch. 15 (476-482 mhz); ERP 285 kw vis., 28.5 kw aur., HAAT 1753 ft. P.O. address: 3033 N. Central Ave., Suite 209, Phoenix 85012. Estimated construction cost \$100,600; first-year operating cost \$427,700; revenue \$297,990. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington; consulting engineer A. Earl Cullum Jr. Principals: Edwin Cooperstein (50.5%), Thomas H. Brodek (36.4%), et al. Mr. Cooperstein, former president and general manager of WNJU-TV Newark, is na-

NOTE
NEW
ADDRESS



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408-375-3164

Format: adult music. Principal: Stuart M. Campbell (100%) is city councilman of Vero Beach. Ann. Feb. 14.

■ Fairfield, Iowa—Carousel Broadcasting Corp. seeks 95.9 mhz, 3 kw., HAAT 131 ft. P.O. address: 57 1/2 S. Court St. 52556. Estimated construction cost \$8,698; first-year operating cost \$8,400; revenue \$21,600. Principals: Ray L. Sherwood (50%) is president and general manager of KMCD(AM) Fairfield; Gordon L. Snyder (50%) is Illinois realtor. Ann. Feb. 21.

■ Monticello, Me.—Radiation Laboratory seeks 88.7 mhz, 10 w., HAAT 50 ft. P.O. address: Britton Rd. 04760. Estimated construction cost \$3,800; first-year operating cost \$1,500. Principal: Allan H. Weiner, director of Radiation Laboratory, a non-profit entity dedicated to research, development and proficiency in science, arts and media. Ann. Feb. 14.

■ Roswell, N.M.—Troy Raymond Moran seeks 97.1 mhz, 25.7 kw., HAAT 124 ft. P.O. address: Box 3205, Albuquerque, N.M. 87110. Estimated construction cost \$11,620; first-year operating cost \$22,000; revenue \$36,000. Format: popular music. Principal: Mr. Moran is stockholder in KRZY (AM)-KRST(FM) Albuquerque, licensee of KRSY (AM) Roswell, permittee of KTEZ(AM) Lubbock, Tex. and partner in Albuquerque real estate investment. Ann. Feb. 14.

■ Wilkesboro, N.C.—Wilkes Community College seeks 90.1 mhz, 10 w., HAAT 29 ft. P.O. address: Collegiate Dr. 28697. Estimated construction cost \$16,770; first-year operating cost \$2,000. Principal: Al G. Stanley, instructor, chief of operations. Ann. Feb. 14.

■ Cincinnati, Ohio—Cincinnati Bible Seminary seeks 89.9 mhz, 10 w. P.O. address: 2700 Glenway Ave. 45204. Estimated construction cost \$1,354; first-year operating cost \$5,600. Principal: Edward R. DeLap, radio instructor. Ann. Feb. 14.

■ Kettering, Ohio—Broadcast Workshop seeks 88.7 mhz, 10 w. P.O. address: 2920 South Dixie Dr. 45409. Estimated construction cost \$300; first-year operating cost \$1,000. Principal: Harold F. Parshall, treasurer and trustee. Ann. Feb. 14.

■ Rock Hill, S.C.—South Carolina Educational Television Commission seeks 88.9 mhz, 100 kw., HAAT 595 ft. P.O. address: Drawer 1, Columbia, S.C. 29205. Estimated construction cost \$205,300; first-year operating cost \$50,670. Principal: Henry J. Cauthen, president and general manager. Ann. Feb. 21.

■ Castleton, Vt.—Board of Trustees, Vermont State Colleges seeks 91.3 mhz, 10 w. P.O. address: Castleton, Vt. 05735. Estimated construction cost \$6,310; first-year operating cost \$690. Principal: Lowden R. Elkin, station manager. Ann. Feb. 14.

FM action

■ Chapel Hill, N.C.—Broadcast Bureau set aside Jan. 24 grant of CP to Student Government of the University of North Carolina for new FM on ch. 207 (89.3 Mhz) (BPED-1898). Action Feb. 14.

FM starts

■ WEXP Gadsden, Ala.—Authorized program operation on 91.5 mhz. ERP 3.5 kw. HAAT 75 ft. Action Feb. 10.

■ WSCD-FM Duluth, Minn.—Authorized program operation on 92.9 mhz. ERP 46 kw. HAAT 603 ft. Action Feb. 10.

■ KALU Langston, Okla.—Authorized program operation on 90.7 mhz. TPO 10 w. Action Feb. 11.

■ WGBP-FM Green Bay, Wis.—Authorized program operation on 90.1 mhz. TPO 10 w. Action Feb. 7.

■ WKCF Shell Lake, Wis.—Authorized program operation on 95.3 mhz. ERP 3 kw. HAAT 300 ft. Action Feb. 11.

Ownership changes

Applications

■ WKWL(FM) Belvidere, Ill. (104.9 mhz, 3 kw)—Seeks assignment of license from Belvidere Broadcasting Co. to Broadcasting Corp. of Belvidere-Rockford for \$150,000. Buyer: John J. Ambrozic (60%) and George Maris (15%) are office managers for Chicago station representatives. Jerette Earle is design engineer. WKWL has been silent since 1974 fire. Ann. Feb. 21.

■ KRLS(FM) Knoxville, Iowa (92.1 mhz, 3 kw)—Seeks assignment of license from Red Rock Lake Broadcasting Co. to American Radio Missions for \$3,450. Seller: Red Rock Broadcasting currently shares frequency with KTAV(FM) and operates KNIA(AM) Knoxville. Buyer: American Radio Missions, Douglas R. Smiley, station manager, is non-profit religious corporation. Ann. Feb. 21.

■ KLA(VAM) Las Vegas (1230 khz, 1 kw-D)—Seeks transfer of control of Seven Star Media Corp. (parent corporation of Frontier Broadcasters, licensee) from Bernard B. Brody and David Gilbert (70% before; none after) to Alvin L. Korngold

(none before; 70% after). Consideration: \$10,000. Principals: Alvin L. Korngold, attorney, has interest in KEVT(AM)-KWFM(FM) Tucson, Ariz. and KAMX(AM) Albuquerque, N.M. Ann. Feb. 19.

■ WLYK(FM) Milford, Ohio (107.1 mhz, 3 kw)—Seeks transfer of control of Beautiful Island Broadcasting Co. from David H. Schneider, Andrew J. Lehr and James J. Callahan (100% before; none after) to Perry Broadcasting Co. (none before, 100% after). Consideration: \$61,173. Principals: Perry S. Samuels (50%) et al. own KLCL-AM-FM Lake Charles, La. Ann. Feb. 21.

■ WARV(AM) Warwick-East Greenwich, R.I. (1590 khz, 1 kw-D)—Seeks transfer of control of Warwick Radio Station from Scannix Group Broadcasting (100% before; none after) to Three East Communications Co. (none before; 100% after). Consideration: \$105,000. Principals: Three East Communications consists of James B. Bocock (33%), general manager of Western Electric's Gilford Center Complex; Vincent L. Yannuzzi (22%), product planner for IBM Corp.; James B. Bocock III (22%), general manager WRNL(AM)-WRXL(FM) Richmond, Va. and Donald A. Brown (22%), program consultant to Rust Communications Group. Ann. Feb. 19.

■ WDKD-AM-FM Kingstree, S.C. (AM: 1310 khz, 5 kw-D; FM: 100.1 mhz, 3 kw)—Seeks transfer of control of Santee Broadcasting Co. from William H. Cox, C. G. Bass, Sr., Charles Walker and D. E. McCutchen (none before; none after) to John W. Davidson (none before; 100% after). Consideration: \$300,000. Principals: John W. Davidson is president of Jesup Broadcasting Corp., licensee of WLOP(AM)-WFO-FM Jesup, Ga.; sales manager for Metromedia Producers Corp. and president of Jesup Plate Glass. Ann. Feb. 12.

■ WMGL(FM) Pulaski, Tenn. (98.3 mhz, 3 kw)—Seeks transfer of control of SBG Enterprises from Arthur L. Beatty (33% before; none after) to Ben H. Irvin and Charles R. Solomon (each 33% before; each 50% after). Consideration: \$12,000. Principals: Mr. Solomon is general manager of WMGL(FM) and Mr. Irvin is general manager of cable system in Mount Pleasant, Tex. Ann. Feb. 19.

■ WHFV(TV) (ch. 69) Fredericksburg, Va.—Seeks transfer of control of Television Fredericksburg from Charles B. McDaniels Sr., Jerry W. Leonard, Keith E. Anstadt, Edward Z. Anstadt and John L. Fenlon (60% before; none after) to Release the World for Christ (none before; 60% after). No consideration. Transferee agreed to assumption of liabilities. Principals: Mr. McDaniels, et al., are area businessmen and investors. Release the World for Christ is non-stock, non-profit organization. Ann. Feb. 18.

Actions

■ KLCL-AM-FM Lake Charles, La.—Broadcast Bureau granted acquisition of positive control of Perry Broadcasting Company (parent corporation of licensee, KLCL Radio) by Perry S. Samuels through issuance of additional stock by Perry Broadcasting Co. to Samuels (400 shares) (61.8%) (BTC-7677). Ann. Feb. 19.

■ WTWV(TV) Tupelo, Miss.—Broadcast Bureau granted relinquishment of positive control of WTWV Inc. through transfer of stock from Frank K. Spain to Margaret H. Spain (BTC-7678). Ann. Feb. 19.

■ KUMA(AM) Pendleton, Ore. (1290 khz, 5 kw)—Broadcast Bureau granted transfer of control of Pendleton Broadcasting Co. from Carl O. Fisher, Jane Whitbread and Nancy Harrison (20% each) to Theodore A. Smith (40% before, 100% after). Consideration: \$133,000. Principal: Mr. Smith is vice president and general manager of KUMA and has 50% interest in KJDY(AM) John Day, Ore. Action Feb. 13.

■ WIXC(AM) Fayetteville, Tenn. (1140 khz, 1 kw)—Broadcast Bureau granted transfer of control of Lincoln County Broadcasters from Curtis G. Hughey (40% before; none after) to William L. Malone (40% before; 66% after). Consideration: \$108,025. Principals: Mr. Hughey is retiring. Action Feb. 6.

■ WAMB-FM Nashville—Broadcast Bureau granted assignment of CP from William O. Berry to Stereo Ninety-Three, which is controlled by Barry owning total 1000 shares of new corporation (BAPH-574, BASCA-672, BAPST-20). Ann. Feb. 19.

Facilities changes

TV application

■ KBSC-TV Corona, Calif.—Requested authority to install subscription television equipment and voluntary assignment of license to Pay Television Corp. dismissed on request of applicant (BSTV-8, BALCT-508). Ann. Feb. 19.

TV actions

■ WBMG Birmingham, Ala.—Broadcast Bureau granted CP to change ERP to 891 kw (visual),

174 kw (aural); change type ant. and make changes in ant. structure (BPCT-4813). Action Feb. 18.

■ KCRA Sacramento, Calif.—Broadcast Bureau granted CP to change type trans. (BPCT-4824). Action Feb. 18.

AM applications

■ KCLA Pine Bluff, Ark.—Seeks CP to change ant.-trans. and studio location to just south of 34th Ave. and just east of Apple St., Pine Bluff. Ann. Feb. 14.

■ WBFC Stanton, Ky.—Seeks mod. of CP to change power from 500 w DA-D to 500 w-D. Ann. Feb. 18.

■ WRNJ Hackettstown, N.J.—Seeks mod of CP to change ant.-trans. and studio location to Rte. 46, 1.5 mi. east of Hackettstown. Ann. Feb. 20.

■ KWIJ Portland, Ore.—Seeks mod. of CP to make changes in MEOV's for nighttime array. Ann. Feb. 20.

AM actions

■ KBOX Dallas—Broadcast Bureau granted CP to increase nighttime power to 1 kw (BP-19651). Action Feb. 11.

■ KERV Kerrville, Tex.—Broadcast Bureau granted CP to change ant.-trans. location and main studio location to 0.75 mile northwest of Goat Creek Road and State Hwy. 27 intersection, Kerrville; conditions (BP-19878). Action Feb. 12.

■ KTWQ Casper, Wyo.—Broadcast Bureau granted CP to increase day/night time power to 50 kw from 10 kw; conditions (BP-19686). Action Feb. 11.

■ Following station was authorized program operating authority for changed facilities on date shown: KCCV Independence, Mo. (BP-19,533), Feb. 7.

FM actions

■ KJLH Compton, Calif.—FCC announced it would grant special temporary authority to John Lamar Hill to construct and test transmitter for station KJLH if he accepted financial risk and ensured tests would not cause interference.

■ KASF Alamosa, Colo.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system (BPED-1895). Action Feb. 18.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KBLE-FM Seattle (BPH-9054), Feb. 6; KBTM-FM Jonesboro, Ark. (BPH-8947), Feb. 11; KUTE Glendale, Calif. (BPH-8977), Feb. 11; WHCN Hartford, Conn. (BPH-9170), Feb. 6; KTU Honolulu (BPED-1832), Feb. 7; WKVO-FM Havelock, N.C. (BPH-9099), Feb. 11 and WPLB-FM Greenville, Mich. (BPH-8866), Feb. 6.

In contest

Procedural rulings

■ South Lake Tahoe, Calif., FM proceeding: KOWL Inc., New World Broadcasting Co. and Entertainment Enterprises, competing for 100.1 mhz at South Lake Tahoe (Docs. 19978-80)—ALJ Chester F. Naumowicz Jr. scheduled hearing for May 13. Action Feb. 13.

■ Steamboat Springs, Colo., AM proceeding: Big Country Radio and Steamboat Broadcasting Co., competing for 1230 khz (Docs. 20067-8)—ALJ Jay A. Kyle scheduled evidentiary hearing for April 3. Action Feb. 13.

■ Wallingford and Ridgefield, Conn., AM proceeding: Westport Broadcasting Co., Quinnipiac Valley Service and Radio Ridgefield, competing for 850 khz Ridgefield (Docs. 19587, 19686-7)—ALJ Chester F. Naumowicz Jr. continued the hearing from March 5 to March 21. Action Feb. 13.

■ Washington, AM proceeding: United Broadcasting Co. (WOOK(AM)) and Washington Community Broadcasting, competing for 1340 khz (Docs. 18562-3)—Chief, Office of Opinions and Review granted motion by Washington Community Broadcasting Co. to amend its application to reflect death of stockholder, Dr. E. Franklin Jackson, and swearing in as Chairman of City Council of District of Columbia of its stock subscriber, Sterling Tucker. Action Feb. 13.

■ WFAB(AM) Miami, renewal proceeding: United Broadcasting Co. of Florida (Doc. 19664)—FCC scheduled oral argument for March 18, on exceptions and briefs to initial decision. Action Feb. 11.

■ Tallahassee, Fla., FM proceeding: Capital City FM, Phillips Radio and Amrad Corp., competing for 103.1 mhz (Docs. 20237-9)—ALJ Thomas B. Fitzpatrick rescheduled hearing from March 19 to May 8. Action Feb. 12.

■ Decatur, Ill., FM proceeding: PrairieLand Broadcasters, WBIZ Inc., Superior Media and Decatur Broadcasting, competing for 95.1 mhz at Decatur (Docs. 20055-7, 20059)—ALJ Thomas B. Fitzpatrick

scheduled hearing for April 28 and canceled hearing presently scheduled for April 21. Action Feb. 18.

■ Philadelphia, Miss., FM proceeding: Philadelphia Broadcasting Co. and H & G C Inc., competing for 102.3 mhz (Docs. 20219-20)—Review board added ascertainment issue against H & G C Inc. in response to request by Philadelphia Broadcasting Co. Action Feb. 12.

■ St. Louis and Granite City, Ill. AM proceeding: Doubleday Broadcasting Co., seeking KWK(AM) St. Louis facilities (1380 khz), and Norman Broadcasting Co. (WGNU(AM) Granite City), seeking frequency change from 920 khz to 1380 khz (Docs. 20277-80)—ALJ Lenore G. Ehrig set hearing for May 5 and denied petition for certification by Norman Broadcasting. Action Feb. 14.

■ WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio, renewal proceeding: Friendly Broadcasting Co. (Doc. 19412)—ALJ John H. Conlin scheduled hearing conference for Feb. 28. Action Jan. 19.

■ Philadelphia, TV proceeding: CBS Inc. (WCAU-TV) Philadelphia and First Delaware Valley Citizens Television, competing for ch. 10 (Docs. 20010-11)—Review board denied petition for addition of issue by Delaware Valley Citizens Television against CBS Inc. in light of pending civil antitrust suit against CBS. Board said allegations contained in lawsuit were not sufficient in themselves to support designation of issue. Action Feb. 12.

■ Corpus Christi, Tex., TV proceeding: U-Anchor Broadcasting and Telecorpus, competing for ch. 28 (Docs. 19915-6)—ALJ Thomas B. Fitzpatrick scheduled hearing for March 11 to adduce testimony of Robert W. Manley, Jr. Action Feb. 13.

Dismissed

■ WJXT-TV Jacksonville, Fla., renewal proceeding: Post-Newsweek Stations, Florida (Docs. 20305-8)—ALJ Forest L. McClenning granted request by Florida Television Broadcasting Company and dismissed its application. Action Feb. 13.

Joint agreement

■ Perry, Fla., AM proceeding: H. S. Hagan Jr. and His World competing for 1400 khz (Docs. 20131-2)—ALJ Reuben Lozner granted joint request for approval of agreement; ordered payment by H. S. Hagan, Jr., to His World, Inc. \$40,942.82, payment of \$4,125.92, representing unpaid balance due in accordance with terms of purchase of Sparta transmitter, and payment of \$2,196.92, representing one-half of His World's legal costs and expenses of Washington counsel; dismissed the application of His World with prejudice; retained the application of H. S. Hagan in hearing status; and scheduled the hearing to commence on April 15. Action Feb. 14.

■ Westbrook, Me., FM proceeding: Japat Inc. and Down East Broadcasting, competing for 100.9 mhz at Westbrook (Docs. 20053-5)—ALJ Lenore G. Ehrig granted joint petition by applicants; approved agreement to merge; dismissed application of Down East Broadcasting; and accepted the Japat application reflecting merger of two applicants. Action Feb. 13.

Review board decision

■ Banning and Yucaipa, Calif., AM proceeding: Bud's Broadcasting Co. (Banning), Frederick R. Cote (Banning) and H & B Broadcasting Co. (Yucaipa) competing for 1490 khz (Docs. 19778, 19810-1)—Review board granted application of Frederick R. Cote for new AM. Board denied competing application of Bud's Broadcasting Co. for station in that community, and dismissed with prejudice for failure to prosecute competing application of H & B Broadcasting Co. for frequency at nearby Yucaipa. Action Feb. 14.

FCC decisions

■ WYNX Smyrna, Ga.—FCC denied application by Times-Journal and M. W. Kinney, Jr., for review of review board decision denying transfer of control of Jonquil Broadcasting Co., licensee of WYNX to Times-Journal and Kinney (Doc. 18784). Action Feb. 12.

■ Corpus Christi, Tex., FM proceeding: A. V. Bamford and Community Service Radio, competing for 99.1 mhz (Doc. 19089)—FCC declined to review decision by Review Board denying request of A. V. Bamford for new FM. Board found defects in Bamford's community survey and ascertainment techniques. Action Feb. 19.

Complaints

■ FCC declined to reconsider earlier ruling affirming Broadcast Bureau denial of complaint by Rodney D. Driver charging network suppression of news events in Indochina. FCC added Driver had not shown topics were public and controversial issues at time of broadcast and that networks had presented only one side of issues. Action Feb. 12.

■ KNXT and KTTV, Los Angeles—FCC denied application by Sierra Club and National Council

of Jewish Women for review of Broadcast Bureau ruling denying fairness doctrine complaint against KTTV and KNXT. FCC found Bureau's ruling was correct in determining that licensees were not unreasonable in concluding that broadcast of automobile and/or gasoline advertisements did not present one side of controversial issue of public importance. Action Feb. 12.

Fines

■ KUXL Golden Valley, Minn., WJLL Niagara Falls, N.Y., and WSLR Akron, Ohio—FCC ordered licensees Universal Broadcasting Co. of Minneapolis-St. Paul, Niagara Frontier Broadcasting Corp., and Welcome Radio respectively to forfeit \$2,000 each for violation of the sponsorship identification rules.

Other actions

■ FCC denied request for reconsideration of ruling that turned down request by Ad Hoc Committee on Sugar Bowl to ban broadcasting of 1973 Sugar Bowl football game over American Broadcasting Company network and its New Orleans affiliate, WVUE(TV). FCC said First Amendment to Constitution, Communications Act and commission policies prevented granting request. Action Feb. 12.

■ WVON, Cicero, Ill.—FCC denied request by Globetrotter Communications for authority to keep WVON silent for 90 days pending consideration of application to assign license to Lotus Communications Corp. License for WVON was cancelled. FCC said no overriding public interest considerations had been submitted sufficient to warrant grant of extraordinary relief requested by Globetrotter. Action Feb. 12.

■ WSYR-TV Syracuse, N.Y.—FCC granted application of Newhouse Broadcasting Corp., for renewal of license. Petition to deny application, filed by Syracuse Coalition for Free Flow of Information in Broadcast Media was denied. FCC said it found no deficiencies in ascertainment and programming as charged by Coalition and that affirmative action had been taken to improve employment practices. Action Feb. 12.

■ KKUL(FM) Tulsa, Okla.—FCC granted application of Central Broadcast Co. for renewal of its license. Objection by Office of Communication of the United Church of Christ was denied. FCC said there was no question raised to preclude renewal of license in respect to Central's equal employment opportunity program. Action Feb. 11.

■ KGOJ(TV) Brownsville, Tex.—FCC granted request of Pan American Broadcasting Corp., for waiver of filing and grant fees associated with application for major changes in authorized facilities of unbuilt UHF station KGOJ(TV). Action Feb. 11.

Allocations

Petitions

■ William A. Brackney, Carrollton, Ohio—Seeks to assign ch. 292A to Jewett, Ohio.

■ William A. Brackney, Carrollton, Ohio—Seeks to assign ch. 292A to New Lexington, Ohio.

■ Michael Carter, Horton, Kan.—Seeks to assign ch. 280A to Hiawatha, Kan.

■ KVNJ Coeur d'Alene, Idaho—Request to assign ch. 264 to Coeur d'Alene, and delete ch. 264 from Wallace, Idaho withdrawn. Ann. Feb. 18.

■ Triplett Broadcasting Co., Cherry Hill, N.J.—Seeks to assign ch. 292A to Ottawa, Ohio.

Actions

■ Broadcast Bureau requested supplemental information on proposed assignment of ch. 276A to Batesville, Ind. Action Feb. 12.

■ Jerome, Idaho—Broadcast Bureau proposed substituting Class C ch. 275 for ch. 224A at Jerome. Action was in response to a petition by KART Broadcasting Co., licensee of KART(AM)-KFMA(FM) (now operating on ch. 224A) at Jerome (Doc. 20359). Action Feb. 12.

■ Kentucky—FCC denied rulemaking petitions for assignments of FM channels to Elizabethtown, Irvine and Shelbyville. WIEL(AM) Elizabethtown, and WCND(AM) Shelbyville each requested assignment of ch. 221A to its community of license. Assignment of ch. 221A to Corydon, Ind., was requested by Keith L. Reising in comments filed on Elizabethtown petition. WIRV(AM) Irvine, requested assignment of ch. 292A to Irvine. FCC said all petitions must be denied as being in violation of the rules.

■ Bellingham, Wash.—Broadcast Bureau proposed deleting ch. 24 from Bellingham and reassigning it to Anacortes, Wash. Action was in response to petition by Cerl Corp. (Doc. 20357). Action Feb. 12.

Rulemaking

Petitions

■ National Association of FM Broadcasters, San Francisco—request amendment of rules with respect to definition "Standard Broadcasting Station"; and amendment of rules to delete term "Standard Broadcast" and substitute in its place "AM Broadcast" wherever term appears in rules. Ann. Feb. 18.

Actions

■ FCC revised its rules to comply with requirements of Freedom of Information Act as amended by Congress Nov. 21, 1974. Rules apply to requests for inspection of records received by FCC on or after Feb. 19 and specify procedures for requesting records and acting on requests. Action Feb. 4.

■ FCC adopted schedule of fees to cover direct costs of searching for records requested under Freedom of Information Act. Schedule provides for fee of \$5.00 per hour, and for any fraction of an hour, to be charged for recovery of direct costs of searching for requested records. There will be no charge if records are not located, records are located but not made available for inspection, or search does not exceed one hour in duration. Waiver or reduction of search fee will be granted on showing that it would be in public interest. Action Feb. 12.

■ Broadcast Bureau extended from February 24 to March 17 time for filing reply comments in matter of use of re-run material in prime time on network-owned or affiliated television stations in regular network program series; and on-air identification of such material. Requested by Bernard A. Balmuth (Doc. 20203, RM-1977). Action Feb. 19.

Translators

Applications

■ Northern Television, Fort Liscum Valdez Pipeline Camp, Alaska—Seeks ch. 7, rebroadcasting

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Summary of broadcasting

FCC tabulations as of Jan. 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,408	3	22	4,434	45	4,479
Commercial FM	2,596	0	52	2,648	155	2,803
Educational FM	691	0	34	725	101	826
Total radio	7,696	3	108	7,807	301	8,108
Commercial TV	703	1	7	701	34	758
VHF	509	1	3	513	5	520
UHF	194	0	4	198	29	238
Educational TV	219	9	14	232	8	252
VHF	88	3	4	95	3	98
UHF	131	6	10	147	5	154
Total TV	922	10	21	933	42	1,010

* Special temporary authorization

** Includes off-air licenses

KFAR-TV and KTVF Fairbanks, Alaska (BPTTV-5246) Ann. Feb. 20.

■ Tuscarora Television, Independence Valley, Nev.—Seeks ch. 12, rebroadcasting KIVI-TV Nampa, Id. (BPTTV-5242). Ann. Feb. 18.

■ Board of Cooperative Educational Services of district of Greene, Delaware, Schoharie and Otsego counties; Margaretville, Arkville and Fleischmanns, N.Y.—Seeks to change from ch. 67 to ch. 61 (BPTTV-2721). Ann. Feb. 14.

■ International Television Corp., Malone, N.Y.—Seeks ch. 60, rebroadcasting WEZF-TV Burlington, Vt. (BPTT-2788). Ann. Feb. 14.

■ Garfield county, Boulder, Utah—Seeks ch. 8, rebroadcasting KUTV Salt Lake City (BPTTV-5243); ch. 10, rebroadcasting KCPX-TV Salt Lake City (BPTTV-5244) and ch. 12, rebroadcasting KSL-TV Salt Lake City (BPTTV-5245). Ann. Feb. 19.

Actions

■ K67AN, Granite Falls, Minn.—Broadcast Bureau granted CP for translator on ch. 67, rebroadcasting KWCM-TV Appleton, Minn. (BPTT-2697). Action Jan. 27.

■ K10IU Silver City, N.Mex.—CP cancelled and call letters deleted (BPTTV-4669). Ann. Feb. 4.

■ K09MF, Wahpeton, N.D., and Breckenridge, Minn.—Broadcast Bureau granted CP for translator on ch. 9, rebroadcasting KTHI-TV Fargo-Grand Forks, N.D. (BPTTV-8117). Action Feb. 3.

■ K13NE, Crane, Ore.—Broadcast Bureau granted CP for translator on ch. 13, rebroadcasting KIVI Nampa, Idaho (BPTTV-5171). Action Feb. 3.

■ Neah Bay, Wash.—Broadcast Bureau granted CP for K55AQ translator on ch. 35, rebroadcasting KOMO-TV Seattle (BPTT-2675); K57AI, translator on ch. 57, rebroadcasting KING-TV Seattle (BPTT-2676); and K59AN, translator on ch. 59, rebroadcasting KIRO-TV Seattle (BPTT-2677). Action Feb. 3.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 21 (stations listed are TV signals proposed for carriage):

■ Cobre Valley Cablevision, Box 13741, Phoenix, Ariz. 85002, for Globe (CAC-4782), Miami (CAC-4783) and Gila county (CAC-4784), all Arizona: Requests certification of existing CATV operations and to add KZAZ Nogales, Ariz.

■ Florida Video, 107 N. Jefferson St., Perry, Fla. 32347, for Perry, Fla. (CAC-4788): Add WUFT Gainesville, Fla.

■ Mid-Florida Cablevision, Box 1374, Ocala, Fla. 32670, for Volusia county, Fla. (CAC-4787): WDBO-TV, WFTV, WSWB-TV, WMFE-TV Orlando; WESH-TV Daytona Beach and WTOG St. Petersburg, all Florida.

■ Satellite Systems Corp., Box 615, Marquette, Mich. 49855, for Little Rock AFB, Ark. (CAC-4777): KARK-TV, KATV, KTHV, KETS Little Rock; KRTV Ft. Worth; KRLR-TV St. Louis and KXTX-TV Dallas.

■ Magnolia Cable TV, 3027 S. E. Loop, Tyler, Tex. 75701, for Magnolia, Ark. (CAC-4781): Add KTVT Ft. Worth; WTXV-TV Dallas.

■ Magic Valley Cable Vision, Box 47, Twin Falls, Idaho 83301, for Twin Falls (CAC-4773), Kimberly (CAC-4774) and Filer (CAC-4775) all Idaho: Add KAIT, KTVB Boise, Idaho.

■ Cable Vision Services, Rt. 1, Haviland, Kan. 67059, for Haviland, Kan. (CAC-4786): KCKT Great Bend, KARD-TV, KAKE-TV Wichita, KTVK Ensign, KAYS-TV Hays, KPTS, KTVH Hutchinson, all Kansas.

■ Greater New England Cablevision Co., 96 Bayard St., New Brunswick, N.J. 08901, for Chicopee, Mass. (CAC-4785): WRLP Greenfield; WWLP, WHYN-TV, WGBY-TV Springfield; WGBH-TV, WSBK-TV Boston, all Massachusetts; WFSB-TV, WHCT-TV, WEDH Hartford; WTNH, WTVU New Haven; WHNB-TV New Britain; WATR-TV Waterbury, all Connecticut and WOR-TV New York.

■ Great Lakes Cable Co., Star Route, Cedar, Mich. 49621, for Bellaire, Mich. (CAC-4779): WKBD-TV Detroit; WPNB-TV, WGTU Traverse City; WWTV Cadillac and WCMU-TV Mt. Pleasant, all Michigan.

■ Mid-Hudson Cablevision, Box 502, Hudson, N.Y. 12534, for Greenport, N.Y. (CAC-4780): WRGB, WMHT Schenectady; WTEN, WAST Albany; WOR-TV, WPIX-TV New York, all New York and WSBK-TV Boston.

■ Mount Kisco Communications, Radio Circle, Mt. Kisco, N.Y. 10549, for Mount Kisco (CAC-4790) and Bedford (CAC-4791) both New York: Add WSNL-TV Patchogue, N.Y.

■ Cablevision of Salisbury, Box 1658, Salisbury, N.C. 28144, for Salisbury, N.C. (CAC-2208): Proposes to delete WDCA-TV Washington, and add WTTG Washington.

■ Centre Video Corp., 100 West Mall Plaza, Carnegie, Pa. 15106, for Harris township, Pa. (CAC-4778): Requests certification of existing CATV operations.

■ Bayshore CATV, 6 North St., Onancock, Va. 23417, for Melfa, Va. (CAC-4776): Requests certification of existing CATV operations.

■ Baue Cable Associates, 9 Campbell St., Luray, Va. 22835, for Elkton (CAC-4563), and Shenandoah (CAC-4564) both Virginia: Add WTVR-TV Richmond, Va. and delete WTOP-TV Washington.

■ Western Cable TV, 1211 Meade Ave., Prosser, Wash. 99350, for Sunnyside, Wash. (CAC-4789): Requests certification of existing CATV operation.

■ Tele-Media Co. of Addil, 40 N. Park Ave., Lisbon, Ohio 44432, for New Cumberland, W.Va. (CAC-4626): Add Translator Station W4IAA, Wheeling, W.Va.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Cablevision of Charlotte, Charlotte, N.C. (CAC-2207); Warner Cable of Winter Haven, unincorporated areas of Polk county, Fla. (CAC-3585); Cape Cod Cablevision Corp., Yarmouth (CAC-4191), Chatham (CAC-4192) and Harwich (CAC-4193), all Massachusetts; Fernandina Cable Television Co., Fernandina Beach, Fla. (CAC-4261); W. Robert Felder, Melrose, Mass. (CAC-4342); Souris Valley Cable TV, Minot AFB, N.D. (CAC-4393); Omega of Michigan Cable Co., Schoolcraft (CAC-4457), Schoolcraft township (CAC-4458) and Vicksburg (CAC-4459), all Michigan; Community Tele-Communications, Vernal (CAC-4491) and Uintah county (CAC-4492), both Utah; Hooker TV Cable, Hooker, Okla. (CAC-4516); Yukon Cablevision, Yukon, Okla. (CAC-4517); Community Television Investment, Vail, Colo. (CAC-4540); Tele-Media Co. of Addil, Pine Fork, Ohio (CAC-4560), Negley (CAC-4561), Calcutta (CAC-4566) and Wheeling township (CAC-4567), all Ohio; Tower Communications, Ironton (CAC-4572) and Coal Grove (CAC-4573), both Ohio; Continental Cablevision of Ohio, Findlay, Ohio (CAC-4590); TelePrompster Florida CATV Corp., Jupiter, Fla. (CAC-4593).

■ Riverside and Loma Linda, Calif.—FCC granted applications of Riverside Cable TV, Inc., and United Cablevision, Inc., operators of cable systems at Riverside and Loma Linda, respectively, to add *KVST-TV Los Angeles and XEWT-TV Tijuana, Mexico. United also was authorized to add KTVU San Francisco. KMEX-TV Los Angeles, opposed applications and requested commission to prohibit the carriage of XEWT-TV. FCC said it would not prohibit carriage of distant foreign language programming unless domestic foreign language station made compelling demonstration for special relief. Action Feb. 11.

■ Delray Beach, Fla.—FCC granted certificate of compliance to TelePrompster Florida CATV Corp., to operate cable system in Delray Beach, located in West Palm Beach smaller TV market. TelePrompster proposed to carry WPBT, WTHS, WTVJ, WKBT, WPLG, and WLTV, all Miami; WPTV Palm Beach; WPEC West Palm Beach; WKID Ft. Lauderdale, all Florida and W64AD, translator rebroadcasting WCIX Miami. FCC denied special relief request of WPTV Palm Beach and found that TelePrompster's proposal to carry translator was consistent with rules. Action Feb. 11.

■ Michigan—FCC granted applications of Alden CATV, for certificates of compliance for existing systems at Hudson and Three Rivers and to add *WTGE-TV Toledo and *WGBU-TV Lima, Ohio, to the Hudson system. The application was unopposed. Action Feb. 19.

■ Ocean Township, N.J.—FCC denied application by Telco Cablevision for certificate of compliance for Ocean Township, N.J., located within the New York-Linden-Paterson-Newark, N.J., major TV market. FCC denied Telco's request for waiver of rules to permit carriage of three inconsistent distant TV signals because Telco did not present facts or financial data to support waiver. FCC was unable to process certification application until Telco satisfactorily established it had been approved by New Jersey Board of Public Utility Commissioners. Action Feb. 11.

■ Amherst and Williamsville, N.Y.—FCC granted Amherst Cablevision, Inc., authority to add CBLT, CFTO-TV, CBLFT, and *CICA-TV all Toronto, *WNED-TV Buffalo, N.Y. opposed the carriage of *CICA-TV because of possible fractionalization of *WNED's audience. FCC found proposed carriage consistent with rules and in the public interest. Action Feb. 12.

■ Pennsylvania—FCC waived leapfrogging rules to permit Warner Cable of Altoona to add signal of one Washington, D.C., independent TV station to its systems in ten Altoona-area Pennsylvania communities. FCC granted partial waiver of access channel requirements to permit Warner to share required access facilities among the 10 cable communities. WPGH-TV Pittsburgh opposed the petition. FCC said at the time the applications were filed, carriage of both signals was permissible under the rules and WPGH-TV had not yet become operational. Action Feb. 12.

■ Philadelphia—FCC granted application of Commonwealth Cable TV Co. for certification to provide cable television service to specified areas in Philadelphia. Commonwealth proposes to carry WHYI-TV Wilmington, WKBS-TV Burlington, WNJU Linden, WXTV Paterson, all New Jersey; WPIX, and WOR-TV New York; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WTAF-TV, all Philadelphia. Application was opposed by Philadelphia Community Cable Coalition, charging franchise did not comply with FCC franchise requirement. To avoid unreasonable hardship and delays, FCC said, it has processed franchises awarded before new guidelines were adopted even though they do not meet all the requirements "so long as there is substantial compliance," with the new rules. Action Feb. 11.

■ Washington—FCC denied petition by Fisher's Blend Station, licensee of KOMO-TV Seattle, for reconsideration of grant of certificates of compliance to Nation Wide Cablevision, to continue operating its systems at Burlington, Mount Vernon and Sedro Woolley, Wash. FCC also denied request by Fisher's Blend for special exclusivity protection against prelease of American network programming by certain Canadian TV stations. Action Feb. 12.

Other actions

■ Pennsylvania—FCC denied request by Commonwealth of Pennsylvania for waiver of mandatory signal carriage provisions of cable rules. Request sought authorization for Warner Cable of Pottsville to suspend carriage of WGAL-TV Lancaster, on its cable systems at Orwigsburg, Cresona, and Schuylkill Haven to provide educational access channel to Educators for Cable Television. FCC said requiring addition of access channel to cable systems located outside major TV markets was matter to be decided in franchising process and should not be compelled by deletion of broadcast signal being carried in accordance with FCC rules. Action Feb. 11.

■ Philadelphia—FCC denied joint petition for reconsideration of grant of certificate of compliance to Philadelphia Cable Television Co. for new cable system. Petitioners are Philadelphia Community Cable Coalition, Synapse Communications Collective, Concerned Communications, the Rev. Ralph M. Moore Jr., Leanne Smith Keys, and John F. O'Rourke. FCC rejected petitioner's arguments, since they were substantially same arguments already considered and rejected. Action Feb. 11.

■ Wellsboro, Pa.—FCC denied petition by WENY-TV, Elmira, N.Y., requesting that show cause order be directed against Reed's TV Cable Service, operator of a cable system at Wellsboro, Pa., for its alleged refusal to provide network program exclusivity protection. FCC said WENY had not furnished sufficient factual allegations for determination that there was violation of rules. Action Feb. 11.

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RADIO

Help Wanted Management

Mid-west major market 1,000 watt black daytime is looking for a qualified general manager. Highly competitive market. Sales and administrative ability a must. Some knowledge of FCC rules and regulations. Experience in radio a must. Box B-100, BROADCASTING.

Sales Manager for southwestern, small market AM/FM. Must have successful, small market sales record. Box C-5, BROADCASTING.

Sales Manager. Aggressive. Organizer. Promotion minded. Someone who can put together a top sales team. Small-to-medium market West Coast station. Send complete resume and track record. Box C-33, BROADCASTING.

General Manager, in beautiful western Connecticut Brookfield/Danbury market. 1,000 watt daytime AM. 29,000 watt full-time FM stereo. Excellent technical facilities, dedicated staff. Sales experience and record of achievement required. Salary range \$17-\$22,000, incentives, benefit program. Contact: William M. Boyd, WINE-AM/FM, P.O. Box 1335, Danbury, CT 06810.

Management-Sales, emphasis sales with newspaper or shopper experience preferred. Resume to Lee Buck Broadcasting, Box 494, Greencastle, IN.

Exciting opportunity for aggressive individual with radio, TV or advertising background and management ambitions. Small investment. Unusually large return. All inquiries completely confidential. Call 609-428-5170 or write Frank Lalli, 1287 Giel Avenue, Lakewood, OH 44107.

Help Wanted Sales

Account executive needed for highly regarded, community minded station in northeast city of 60,000. One of our salespeople earned \$26,000 last year; another earned \$22,000, plus liberal benefits and management that makes the job challenging and enjoyable. This is a permanent position. We are top rated, up-tempo MOR, very competitive and anxious to hear from applicants who can demonstrate a desire and track record to succeed. Convince us in your first letter. Box B-31, BROADCASTING.

Sales manager needed for medium market, eastern N.C. Full time AM. Great market, excellent opportunity. Must have previous sales record. Apply to Box B-148, BROADCASTING.

Medium market station needs person to fill a position in Advertising Sales. Experience preferred, but not necessary. An equal opportunity employer. Box C-26, BROADCASTING.

Aggressive, go-getter in small-to-medium market, West Coast station. Send complete resume and track record. Box C-32, BROADCASTING.

Experienced, aggressive sales manager with complete broadcasting knowledge, ability, ideas. No loafers. Small-market, midwest. Box C-52, BROADCASTING.

Searching for your future? This may be your answer! Solid AM/FM adult MOR has several openings for young aggressive and experienced salespeople who can produce. Can lead to positions of Sales Manager and Manager if you can prove your ability. More than 25 years of operation in the famous Shenandoah Valley of the Virginias. Box C-69, BROADCASTING.

Sales position open at WEAM, Arlington. Send resume and photo to Box 1390, Arlington, VA 22210.

WKTZ-AM #4 rated (ARB) Station in Jacksonville's 17 station market is looking for a good sales manager. Position pays salary, percentage and car allowance. Base \$12,000 annual guarantee, potential \$25,000 for top performer. If interested send resume to Ed Bell Oberle, 5353 Arlington Expressway, Jacksonville, FL 32211.

Combo AE/DJ will earn \$10,000-15,000. Growing chain has Illinois, Tennessee stations. Send resume, tape to Community Service Broadcasting, Inc., Box 1209, Mt. Vernon IL 62864.

Fast track to management. Midwest chain to add salesperson, train, and vault to management. Small station background important. Expansion on drawing board. Resume, pic., facts. Box 1423, Sioux Falls, SD.

Help Wanted Announcers

Major market station needs experienced Schulke-type beautiful music announcers. Good pay. No beginners. Send resumes to Box B-230, BROADCASTING.

Pennsylvania Country Powerhouse seeking country music pro capable complete involvement programming and sales. Responsible performer will prosper selling top-rated station in market. We have the audience. If you have the hustle. An equal opportunity employer. Send resume, and salary requirements first letter. Box C-14, BROADCASTING.

Experienced announcer for regular air shift; parttime announcer for weekends. To work for St. Louis contemporary FM station. Male, female applicants from all races desired. Equal opportunity employer. Send resume to Box C-41, BROADCASTING.

Wanted, a versatile radio person, experienced in a good operation. Learn our operation and help us run it. Offering security, a chance to try your ideas and a professional approach. Midwest plains, 25,000 population. Box C-51, BROADCASTING.

Top rated smaller market upper Midwest daytime seeking play by play with DJ/production experience. Professional staff. Chance to perform and grow. Consider limited experience if you're good. Resume and salary needs to Box C-63, BROADCASTING.

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, WY 82435. An Equal Opportunity Employer.

Programming position open in Missouri. Format, news and information with some MOR. Prestige operation. Opportunity for advancement. KWIX Radio, Moberly, MO 65270. EOE.

Maryland regional has opening for experienced MOR announcer. Copy and production background helpful. Tape and resume to WASA/WHOG Havre de Grace, MD 21078.

Atlantic City SRP station needs one announcer to start 4/1. Send tape and resume to WAYV, Atlantic City, NJ.

Midday and night personalities for #1 rocker. Immediate openings. Rush tapes and resumes. Jeff Ryder, WJBQ, Box 46, Canal Plaza, Portland, ME 04111.

Immediate opening. First phone morning person. Small-Medium market Contemporary. Experience Mandatory. WPRW 703-368-3108 before 2 P.M. No Collect Calls.

Combo AE/DJ will earn \$10,000-15,000. Growing chain has Illinois, Tennessee stations. Send resume, tape to Community Service Broadcasting, Inc., Box 1209, Mt. Vernon IL 62864.

Help Wanted Technical

Chief engineer needed who cares about maintenance, FCC regs., station sound. Who prefers adult work atmosphere. Who can handle class IV with remote control. Who looks for ways to improve operation. Most equipment new. Northeast medium market. \$12,000. Resume and references to Box B-182, BROADCASTING.

College Students Attention! 50,000 watt major market, mid-west AM station needs summer replacement. Excellent opportunity for student with 1st phone and minimal experience. On-site living quarters available to right applicant. \$170 per week-13 weeks. Box C-43, BROADCASTING.

Immediate opening for qualified chief engineer for radio group in Arkansas. Call Harold Sudbury, collect, 501-762-2093, or send resume to KLCN, P.O. Box 989, Blytheville, AR 72315.

AM-FM Chief needed for automated Station. Contact Ed McKernan; KVOE; Emporia, KS 66801. 316-342-1400.

Chief Engineer for 3-tower directional in Penna. Contact James Hartzler, WTUU, Commodore Perry Motor Inn, Toledo, OH 43604. 419-248-4655.

Transmitter design engineer. AM broadcast transmitters to 1,000 watts. BSEE, 1st phone required. At least one prior job as CE at AM. Equity possible. EOE. 415-751-1974 or resume. M. Gottesman, 863 25th Avenue, San Francisco, CA 94121.

Help Wanted Technical Continued

Syracuse University needs a qualified Chief Engineer for its 6Kw FM stereo station. The person must have an AAS in electronics or an equivalent combination of education and experience. Also required is 3-5 years experience with FM stereo stations, preferably as Chief Engineer. A First Class Radio Telephone license is required. Syracuse University offers liberal benefits; the salary range is \$9922 to \$10,891 commensurate with experience. Send resumes to: R. M. Pitzeruse, Director Audio Visual Support Services, Syracuse University, 215 University Place, 490 Newhouse II, Syracuse, NY 13210. Syracuse University is an equal opportunity employer.

Help Wanted News

News-caster-news-writer, strong air delivery a must, plus experience in gathering, preparing news. Suburban New York area. Five-day week, company benefits. Equal opportunity employer. Box B-201, BROADCASTING.

News Director for two man Iowa dept. Minimum 3 years full-time news experience. Aggressively dig out local news. Conversant with sports, farming, Midwest. Salary open. News oriented management. Box C-29, BROADCASTING.

Young, aggressive newsperson will also be in charge of public affairs, editorials for #1 Tennessee station. Send resume to Box C-44, BROADCASTING.

News Director, Midwest medium market, must gather, write, air strong local news. \$145/week. An Equal Opportunity Employer. Send complete resume to Box C-72, BROADCASTING.

Network-calibre journalists: Broadcast reporters (male/female) with street and studio experience being auditioned for mid-1975 network positions. Submit street assignment airchecks and original (script with tape) 5-minute cast, together with resume, salary history and photo, to: Stacey-Denege Associates, Post Office Box 325, Syosset, NY 11791.

Help Wanted Programing, Production, Others

Program Director/Air Personality for Easy Listening/MOR format in competitive New England Community. Must be creative and community minded. Equal Opportunity Employer. Send resume to Box C-31, BROADCASTING.

Marketing-Research assistant. Telephone contact work, some writing. Media experience desirable. Send resume to Don Roper, 1940 Interchurch Center, 475 Riverside Dr., NY 10027.

Situations Wanted Management

Need an Operations Manager? 25, Masters Degree, First Phone, Heavily experienced in audience research. Top management references! Previous experience also includes sales, traffic, engineering. Have tremendous tape library of major market programming trends. I'm not a jack but if you need a versatile, problem solving radio pro, then let's communicate! Box C-38, BROADCASTING.

Station Managers: After 10 years network-level management, news and documentary production, cinematography and writing, wish to settle down and grow with a station. MA, 1st Phone, top references. News director, program or production manager, what have you? Box C-62, BROADCASTING.

General manager with outstanding track record, sales ability and good industry knowledge. Box C-75, BROADCASTING.

Seeking GM. Where both programming and sales matter. Medium market assistant-GM will move for small dollars if future offered. 716-285-8678 evenings.

Situations Wanted Sales

Recent college graduate wants to relocate. Experience in small and top 10 markets. Agency and direct client exposure. Aggressive hard worker! Box C-45, BROADCASTING.

Top producer wants sales or management with growing organization in East or Southeast. Box C-73, BROADCASTING.

Dedicated sales, extensive experience, excellent references, background, sales, sports, news, programming, presently employed available soon. Mid-West preferred, call J. Richards, 812-825-5807.

Situations Wanted Sales Continued

Ambitious MBA candidate with finance/actg emphasis desires sales position with dynamic firm. Experience. BS bdcst. mgt./film production. Don Blythe, 704 1/2 Arkansas, Lawrence, KS.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Florida—Tampa Area South, rusty, experienced rookie from Ohio. Left radio 2 years ago to start own business, now closing but have good credit. 2 1/2 years experience, mostly announcing and copywriting, 1st phone, no maintenance. No sales, hard rock, or C&W! Coming south for 3 weeks April 12. Would like to arrange interviews, auditions in advance. Hard working, 30, and single. Box B-221, BROADCASTING.

Female, rocker, employed, desires employment with medium market, Mid Atlantic station. Box C-2, BROADCASTING.

Quality morning man. Long on: community involvement, audience rapport, creativity. Short on: Ego. 1st, family, 30, sales and PD experience. Employed here several years. Seeking quality station wanting their money's worth in right man. Box C-3, BROADCASTING.

Try mornings by a personality who's distinctive, topical, creative, uses the phones. Who is this person? Damned if I know. Looking for morning gig with top 100 market rocker or progressive MOR. 3rd endorsed, Wanna hear a dirty air-check? Box C-6, BROADCASTING.

Experienced Black Female announcer seeks progressive, contemporary or MOR format, East Coast. Box C-7, BROADCASTING.

10 years announcing vet with Radio and TV experience, desires position in Midwest market. Good voice and 1st phone. Box C-15, BROADCASTING.

Weekend top 40, NJ, PA, NY. Experience, dependability, talent, 3rd, employed. Tape? Box C-18, BROADCASTING.

First phone, community involved, mature voice, top references, no flatter, very hard worker. Box C-22, BROADCASTING.

Mature sounding personality with PD/MD experience for Top 40 or Uptempo MOR. Strong production. Prefer New England medium. Box C-23, BROADCASTING.

Mature voice. MOR/Classical type. Top news delivery, ditto commercials and announcing. Third Phone. Prefer Maryland or New Jersey areas. Stable, valued asset for right station. Box C-27, BROADCASTING.

Top Ten market personality with first and degree seeks FM rock or beautiful music. Will consider smaller markets in CA, CO, or Southwest. Box C-36, BROADCASTING.

Young announcer/engineer. 2 1/2 years experience, some major market. Bright, tight, good production, maintenance, automation, enjoy play-by-play. First phone. Hard worker, desire permanence. Possible PD for small station. Box C-46, BROADCASTING.

First Phone Announcer, engineer. Warm, believable, Adult Personality. 18 years experience. 2 years Operations Manager FM Beautiful Music. Prefer MOR or good music. Excellent references. Box C-47, BROADCASTING.

Three years' experience, some college, endorsed third. Speech and theatre background, good voice. Box C-55, BROADCASTING.

3 years experience, first phone, creative, intelligent. Currently PD/MD/Jock/Production/News/Interviews/Some Engineering AM/FM. Looking for opportunity to contribute to aware MOR adult-contemporary organization and expand abilities. Start September. California, Nevada, Arizona preferred. All offers considered. Box C-58, BROADCASTING.

14 year pro., family man wants final move. Prefer Southwest, love Tucson, but game. Rock, MOR, C&W. 712-276-6526 or Box C-59, BROADCASTING.

First phone, announcer; engineer, newsman, Inter-ested in beautiful music format, anxious to relocate. Box C-60, BROADCASTING.

Young, aggressive announcer. Tight board, good news. Third phone endorsed. Technical College. Sales background. Available immediately. Anyplace. Box C-70, BROADCASTING.

Contemporary personality. TV, PD experience. Third. Happy, 9-W, West Haverstraw, NY. 914-947-3652.

Situations Wanted Announcers Continued

Billboard Award Winner, medium market personality of year! Crazy than Imus—Phone bits, etc. Seeks morning personality shift in medium or major. First class ticket. 608-274-4317.

First phone. Four years experience, three with cur-rent employer. Creative personality/production. Involved in programming, sales, news. Management capabilities. Family man. West preferred. Bruce, 602-445-6880, 602-445-9624.

Top 40 Cooker, not screamer, wants Florida. Three years PD of Number One station in market. Wants to move up. Super strong on creative production. Likes challenges. Steve Taylor, 205-792-2161.

Ambitious young 3rd phone disc jockey, wants T-40 or M.O.R. position. Will travel. 2 years newswriting with KMPC-L.A. Ron Fineman—c/o KMPC, 5858 Sunset Blvd., L.A. 90028. 213-939-0785.

Versatile announcer, 3 months experience. Production, color man for sports, newscasts and coverage of news events. Desire small market, MOR—Northeast area. Charlie Edwards, 22 Craig Court, Elmwood Park, NJ 07407, 201-796-1008.

Money problems? For one salary you get FCC 1st, an experienced PD, morning man, news, production, DJ, copywriter. The catch? You must have immediate opening in Northeast, offering steady employment. No tape available; willing to audition at your station today. Please call Larry Kay, 516-791-6557, 58 Fairview Avenue, Valley Stream, NY 11581.

Articulate, knowledgeable, responsible, well read, bright, well traveled. Seeking position as radio talk show host. Can handle phones. Am 53, spent 28 years in show business. AFTRA member, know radio well. Was born for this new career. 212-854-8191.

DJ Black tight board good commercial delivery. John Nurse, 601 Halsey Street, Brooklyn, NY 11233. 212-574-4879.

Expanding to 24 hours or changing night personality? I'm available. 2 years commercial experience. Top 40, Gold, and currently MOR in a 55,000 market. All locations considered. Evenings or night shifts only. Sincere, community minded broadcaster. Excellent references. Dana 412-344-7325.

Family man 30 with two years broadcasting experi-ence. Announcer-news-sports-copy. Seeking medium or good small market with opportunity and challenge. 1-812-985-2172.

Country DJ and Music Director looking for job in Small or Medium Market night time or preferably all night geared toward truckers. Brother Dave, 1-404-595-2673 or 1-404-595-1561.

Northeast: MOR announcer wants adult format with stable station. Strictly professional, strong easy listening DJ, news, production. Family man with excellent background and references. Write Steve May, Chopmist Hill Road, Box 395, Chepachet, RI 02814. Or call 401-568-2782.

Third endorsed. B.S., good news and commercials; some radio advertising; production. Will relocate anywhere. Tim Lyons, 4124 Root Rd., North Olmsted, OH 44070. 216-777-0112.

Announcer 28, veteran, B.A., 3rd endorsed, desires station to grow in. Prefer progressive or rock station on East Coast. Mike, 717-489-8919.

Classical Music Host/Announcer seeks challenging position in creative environment. Bruce Thomson, 3339 Joanne, San Jose, CA 95127.

DJ, 3rd phone, progressive rock experience, good news, commercials. Looking for progressive rock. Steve Scheiber, 266 N. Main St., Spring Valley, NY 10977.

Situations Wanted Technical

Engineer with 1st. 14 years AM, FM, TV, VOA, construction. Prefer relocate in South. CE or assistant. WADDXV James Lysen, RFD 3, Glenwood MN. 612-Box C-68, BROADCASTING.

Available May 1, 23, married, first phone, Associate Degree in Electronics, some experience. Prefer New England area, but will consider all offers. Mike Hemeon, 37 Avalon St., Revere, MA 02151. 617-289-1464.

Engineer, Midwest, first phone, six years Navy Elec-tronics Tech., three years EE major, Age 29, 283-5176.

Experienced, dedicated chief engineer desires long term, respectable position in the Northeast. Reliable management a must. After 7 p.m., 716-889-9399.

Situations Wanted News

Experienced News Pro. looking for staff position in Med-Major Market in Ind., Ill., or Ohio. Presently ND. Box B-204, BROADCASTING.

Radio News. Full-time person for full-time profession. B.A. broadcast journalism, 3rd endorsed. Tape, resume, references. Box B-208, BROADCASTING.

Experienced female reporter for top 30 market. Ag-gressive, authoritative. Major market background. Box B-224, BROADCASTING.

Major league sports director needs larger market ex-posure. Great PBP, investigative drive and professional attitude. Experience means results, I'll Deliver! Box C-16, BROADCASTING.

Young, male 3rd endorsed. B.A. TV-Radio. Strong economics, history, political science, sociology. Seeking news-sports, Midwest-East, small-medium. Eric Elstro, 20035 Mansfield, Detroit, MI 48235.

Sports and News Director for #1 station in small market ready for move. Play-by-play sports comment, live remotes. Steve, 10694 Ludue Road, Creve Coeur, MO 63141. 314-432-2742.

Sports Director with excellent background in PBP, reporting, and commentary. Looking for a medium to large market with the right direction. Phone 717-733-0531 afternoons and evenings.

Situations Wanted Programming, Production, Others

5 yrs. experience, P.D., N.D., T.D. Excellent ref. Pre-fer Ind., Ill., or Ohio. Box B-203, BROADCASTING.

9 years experience in large and small markets, now seeking challenge as PD or music director of FM with potential. All markets considered. Box B-210, BROADCASTING.

M.A.-broadcasting; First Phone; some experience; dependable; competent. Seeking production crew opening. Douglas, 415-388-5962.

Program Director available for top 40 station. First phone. Five years experience including sales, music director, and top fifty market. Henry Kastell, 1204 Hawk Avenue, Virginia Beach, VA 23456. 804-427-6475.

Production pro available. One of the better voices in the business utilizing many styles and techniques. Major market background. 305-758-4119.

First phone professional looking for Program Director position at stable Top 40 station. Five years experience including sales, Music Director, and top fifty market. Married. Henry Kastell, 1204 Hawk Avenue, Virginia Beach, VA 23456. 804-427-6475.

Attention Richmond Va. area: PD at medium market contemp. has change-of-ownership blues. College grad. Stable. Knowledgeable. All offers carefully considered. Contact Tom Reep, 518-374-9392 or Box 29, Blue Barns Rd., Rexford, NY 12148.

Previously Assistant P.D. Top 30 market, seeking con-temporary programming position. Young, aggressive, hard working, 10 years experience. Exacting professional standards, much work in formats, systems, production and engineering. Richard Irwin, 401-434-7145.

TELEVISION

Help Wanted Sales

Independent TV, looking for Pre-Agency and Direct Sales Calls. Potential \$20M plus. Send resume to Sales Manager, KVVU-TV, 1800 Boulder Highway, Henderson, NV 89015.

TV Salesperson—We are looking for a self-starter with broadcast experience who wants to earn more money. Our programming offers an excellent product and our remunerative plan is one of the best. Contact Robert Ward, Channel 26 Television, Board of Trade Building, Chicago.

Help Wanted Announcers

Weather and Sports Announcer needed for top 50 network affiliate. Staff announcer position includes a variety of assignments, but weather and sports abilities are a necessity. Minimum of three years' television experience required. Equal Opportunity Employer M/F. Send resume and salary requirements to Box C-25, BROADCASTING.

Staff Announcer for three-market station, intermoun-tain west. Must be an air personality, able to handle responsibility, and have interest in all phases of TV production. Send resume and recent photo. Box C-67, BROADCASTING.

Help Wanted Technical

Immediate opening for maintenance engineer to maintain studio color equipment. First phone preferred. Equipment includes RCA film islands and cameras, Ampex VTR's. Northeast major market. EOE. Send resume to Box B-207, BROADCASTING.

TV Transmitter supervisor for mountain top satellite operation in small western market. Available April 1st, or sooner. Box C-17, BROADCASTING.

KQED-TV has opening for a maintenance engineer. Preferred qualifications: experience in design and maintenance of complex solid state audio, video, and control equipment. Minorities and women are encouraged to apply. Send resumes to: KQED, 1011 Bryant St., San Francisco, CA 94103.

Two first phone positions available immediately: 1. Maintenance experience, we have TR-22, TK-42 TTU-30A, some switching; 2. Full time switcher, will consider training right person. Larry Taylor, WENY-TV Elmira, NY. 607-739-3636.

Chief Engineer Needed for Small TV Station in Colorado. Contact David Balfour, Box 789, Grand Junction, CO. 303-242-5000.

Chief engineer. Tired of the rat race or ready to move up from transmitter supervisor? Northeastern group owned VHF needs strong transmitter and microwave knowledge. Excellent opportunity for outdoorsman in beautiful location. Salary commensurate with ability. Call Mike Walker 312-693-6171, or write Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted News

Anchorperson-producer for Northern Great Plains seven member news operation, dominant in market. \$12,000 minimum. Resume, photo to Box B-202, BROADCASTING.

Experienced television news writer, capable of turn-out clear, concise copy with effective use of visuals, under deadline pressure. Major Midwest Market. Equal Opportunity Employer M/F. Send resume with salary expectations and picture to: Box C-11, BROADCASTING.

News anchors/sports/weather producers, news directors—Opportunities available. All markets. Send resumes to Box C-39, BROADCASTING.

Executive Producer. Major East Coast market. Only experienced need apply. Equal opportunity employer. Box C-49, BROADCASTING.

Anchor Person. Major market East Coast station needs backup. TV news experience necessary. Send resume. Equal opportunity employer. Box C-50, BROADCASTING.

News photographer/editor. Minimum two years experience. Send resume, salary requirements to T. Connelly, News Director, WAST-TV, Box 4035, Albany, NY 12204.

News Director. The University of Missouri School of Journalism needs an outstanding person as News Director of KOMU-TV, NBC affiliate in Columbia, Missouri. The present incumbent in this position is joining CBS News, New York in June. Prior faculty position not necessary but important to have demonstrated ability to train young news people. Master's Degree preferable. Ideally, should have ability as administrator, broadcaster, producer, reporter, cinematographer and film editor. You'll work with extremely dedicated and capable beginning news people. Excellent salary and benefits. Contact: Mr. Dave Dugan, Chairman, Broadcasting Department, School of Journalism, Columbia, MO 65201. Phone: 314-882-7561. Equal Opportunity Employer.

Assistant Professor to teach Broadcast News. Professional experience required. Ph.D. or near preferred. Write to: Dr. Edwin Glick, Director, Division of Radio/TV/Film, North Texas State University, Denton, TX 76203. Equal Opportunity/Affirmative Action Employer.

Help Wanted, Programing, Production, Others

Instructor/Assistant Professor in College Department of Speech Communication. Ph.D. desired/MA required. Production, supervision and teaching required. Commercial experience desirable. Min. Salary 9000+ depending on experience. Box B-216, BROADCASTING.

Production Manager for medium market Ohio V. Creative commercial producing/writing ability a must. With thorough background in all production areas, including film. Will consider Producers/Directors wishing to move up. Contact Box C-1, BROADCASTING.

Help Wanted, Programing, Production, Others Continued

Graphic artist/writer position open in promotion department of dominant VHF station. Candidate must be an aggressive promoter, ready to tackle any assignment. Include resume and salary requirements. An equal opportunity employer. Box C-37, BROADCASTING.

Dynamite Talk Show Host/Producer. Public Affairs Director and Editorial Writer in medium market ready to move to major market. Highly creative with outstanding credentials. Tapes available on request. Box C-76, BROADCASTING.

Assistant or Associate Professor with professional experience in motion pictures to teach film history/film production/film criticism courses. Rank and salary dependent upon teaching experience, degree and other professional qualifications. Send resume to: Dr. William H. Tomlinson, Director, Center for Radio & Television, Ball State University, Muncie, IN 47306. Applications requested by May 23, 1975. An Equal Opportunity/Affirmative Action Employer.

Educative Services Director. Public station WMFE-TV seeks experienced educator with heavy background in instructional/educational TV development and other community educational resources. MA or Ph.D. required. Available March 15. Starting salary 13-18K. Call Stephen Steck, 305-855-3691 for interview. Equal Opportunity Employer.

Situations Wanted Management

Production-Operations Gunslinger. 20-year track record imaginative production leading to increased sales, better controls to more profits. Have headset, will travel. Box B-220, BROADCASTING.

Station manager or sales manager. While most of these ads look alike, the real test is in the experience and qualifications. Check mine! Box C-40, BROADCASTING.

General Manager-Sales Manager, etc. Thoroughly experienced and successful all phases, including station ownership. Special expertise in management, sales management—sales (national, regional, local), programming, film-buying, production, network newscasting—announcing, promotion, community involvement; challenges. Outstanding credentials! Since 1944 have practiced radio 12 years; television 18 years. Age—45. Degreed. Sales and programming specialist! Management-troubleshooter. Accustomed to overcoming formidable challenges; to much responsibility. Aggressive, quality competitor ready for new challenge. Can increase, substantially, your profits and prestige. Box C-53, BROADCASTING.

Give Me A Chance to Do A Promotion Job For You. Eight years Advertising and Promotion experience in top 12 markets. Female, single. Will relocate. B.A. Journalism. Box C-54, BROADCASTING.

Situations Wanted Sales

Experienced sales, management, seeks move upward. Currently employed, 35, degree, excellent record, best references, hard worker. South or Southwest. Box C-35, BROADCASTING.

Situations Wanted Technical

Director of engineering, small group. Degree, 25 years experience, network and stations. Looking for improvement. Box B-77, BROADCASTING.

First Phone Technician. Nine years experience in all phases of TV broadcasting. Consider all. Box B-194, BROADCASTING.

Chief Engineer, 22 years experience, all phases, AM, FM, TV. Directionals, construction, proofs, FCC regulations. Prefer southeast. Box B-226, BROADCASTING.

Employed, Stable, Learner. 9 years. BR, 5 TV. 1st, BSBR. Background: commercial, educational, U, V, cable, construction. Heavy ops, light maintenance. Challenge me. Box C-12, BROADCASTING.

Situations Wanted News

Political Reporter in major state capital seeks position with aggressive news department. Box B-195, BROADCASTING.

Sportscaster, major market background, 12 years experience, solid anchor, ppb. Box C-4, BROADCASTING.

European background. Film/broadcasting direction/production degree, seeks creative demanding position to expand experience. Box C-10, BROADCASTING.

Sharp N.Y.C. reporter seeks challenge. Box C-21, BROADCASTING.

Sports Director. Top 50 market, who would like a chance. Box C-28, BROADCASTING.

Situations Wanted News Continued

Top 50 anchorman ready to move up. Consider news director/anchor. 30, family, degree. Box C-56, BROADCASTING.

Highly professional, dedicated news director/anchor-man seeks new challenge. Excellent administrative ability and strong air presentation. Box C-61, BROADCASTING.

Available: Experienced progressive Action News mobile-cameraman/videotape operator. Box C-64, BROADCASTING.

Female meteorologist now employed in TV seeks to improve position. AMS seal. Box C-71, BROADCASTING.

Top-drawer small market sportscaster wants PBP and/or TV. Young, but educated, experienced, diversified, talented! Midwest medium or progressive small. P.O. Box 567, Pekin, IL 61554.

News Director, Anchor Man with the look and delivery of today desires position. Excellent references and video tape upon request. Clay Scott, 1301 Ave. C, Riviera Beach, FL. 305-848-4016.

Situations Wanted Programing, Production, Others

Experienced video, film, 16mm, stills, commercial, documentary, industrial, news. Responsible, creative, young, degree. Box B-126, BROADCASTING.

Promotion Director and First Phone Switcher/director. Dependable experienced professional. Let's promote your station! Box C-8, BROADCASTING.

Youth; Background (commercial, educational, U, V, cable); Talent (prod/dir, news prod/dir, photographer—16mm and 35mm, lighting, operations, writing); Training (BSBR, 1st); desire for achievement, great package deal available to those who act now. Box C-13, BROADCASTING.

Young Woman to do good work—excellent public affairs and communications background (DC/NY/LA), references, education. Box C-19, BROADCASTING.

7 years television production and 2 years Program Manager cable local origination experience. Seeking Director-Studio Production position. Anywhere. Box C-65, BROADCASTING.

Bright, creative Producer/Director available now. 5 yrs. experience live programming: news, talk, performance. Extensive experience in film and tape: documentaries, commercials. S. F. Emmy winner. Jon Sharp, 70 Hancock St., San Francisco, CA 94114. 415-431-2986.

TV promotions, experienced. Prefer top fifty market in South, Central or Midwest. Available now. Phone 405-672-9881 after 6 p.m.

Aggressive, Mature Producer/Director available. Heavy Local Live and Commercial background. Network AD credits. Salary takes a back seat to job satisfaction. Excellent references. Ray G. Bonassi, 4317 Reyes Dr., Tarzana, CA. 213-345-5074.

Producer/director, young experienced, degreed. Presently free-lancing, seeking permanent home. Gordon, 513-892-1808.

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.

CABLE

Help Wanted Technical

Small system manager to assume technical and sales responsibility for modern 30 mile system on central west coast of Florida. Excellent opportunity for young person with experience to advance. Good salary and benefits. Send resume Gulf Coast Tele-ception, Box 2202, Port Charlotte, FL 33952. 813-625-2356 Mr. O'Dell.

WANTED TO BUY EQUIPMENT

3 channel console, at least ten inputs. Box B-173, BROADCASTING.

Ampex VR1200 wanted. Reply to D. Zulli, KWHY-TV 5545 Sunset Blvd., L.A. CA 90028 213-466-5441.

General Electric Type FA-14A equalizer panels. WNIB, 12 E. Delaware Street, Chicago, IL 60611.

Wanted to Buy Equipment Continued

Guyed tower. 200 feet above insulator. Excellent condition mandatory. Call George Brown, 205-758-3311, 205-556-1393.

We need your help. Donations of high-band VTR, multitrack audio board, lighting instruments, color camera cable, color film chain, terminal equipment, video monitoring gear, 2" tape. Please Help! James King, Univ. of Cincinnati, Broadcasting. 513-475-4551.

Microwave transmitter and Receiver, 7Ghz., with sound and field equipment. 1 Audio STL Trans and Rec. 950 Mhz. 1-10 Watts. Jack Smith, 1800 Boulder Highway, Henderson, NV 89015.

Wanted: 400' to 600' guyed tel tower. I will dismantle and move. Contact Barry Miller, Box 147, Plainview, TX 79072. 806-293-2661.

FOR SALE EQUIPMENT

For Sale RCA TT25BL Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6511, T. Frank Smith.

Gates FM-10G transmitter available now, very clean & dependable, @96.5 MHz w/TE-1 Exciter, Stereo Generator, SCA, 2 spare finals, one new, \$14,000; RDC-10AC Remote Control, \$695; FM Top Level M6467, \$200; FMA-4B Cycloid Antenna, \$500; 60' 3 1/8" Helix w/Gas Barrier & Flange, \$250; In Line Harmonic Filter, \$100; KIOU, Corpus Christi, TX. 512-882-4394.

10 KW AM transmitter, Gates BC10-B, oil filled transformers. Used as standby. 1540 Kc. KPOL Los Angeles, CA.

280 Feet new Andrews 1 and 5/8th coax plus fittings. \$1,800 complete. Would cost \$2,000 from factory. Call Jerry Graham, WGRG, 413-499-1531, Pittsfield, MA.

For Sale: RCA-BTA-5F. Transmitter 5000-10000 Watts Good Condition. May See in Operation Columbus Ohio Wilkinson Rectifiers, Spert Parts, Tubes, Spare Modulation Transformer, Instruction Books, Contact Harry Jackson WRFD 614-885-5342.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESSCO, 8585 Stenmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Make an offer. Any offer for Gates BC 50C, 50,000 watt AM transmitter new in 1967, now on the air. Available 3-6 months, or will trade for late model 10KW AM or 25KW FM transmitter. Contact Marshall Rowland, 904-356-1366.

16mm sound projectors, optical/Magnetic, cameras, editing eq. and much more. Free Listing. Wanted Eastman Model 25 projectors. ICECO, 2991 North Fulton Drive, N.E., Atlanta, GA 30305.

Klystron. Varian 953. 55 kw 5 cavity. For channels 14-29. Brand new. Tested and certified by Varian. \$6000. Merlin Engineering Works. 415-329-0198.

Ampex factory parts & theatre equipment. Capstan drive motors for Model 300, 3200 duplicators and penhouses 1800/3600 RPM \$140. Exchange. 80 watt solid state theatre amplifiers reduced 50% \$179.50. 35mm & 70mm Ampex heads. Exciter DC power supplies RM \$169.50. Teller Communications, 8831 Sunset Blvd., W. Hollywood, CA 90069. 213-652-8100.

RCA TT10AH/TT25BH hi band VHF transmitter tuned to channel 10 with sideband filter, diplexer, harmonic filters, dummy load and some spare parts. Contact C. E., Springfield, MO. 417-862-7474.

Available for immediate sale, one Philips PC70 Camera and assorted video equipment. List of items for sale on request. J. Scott, c/o Hazard E. Reeves, 708 Third Avenue, New York, NY. 212-573-8609.

For Sale: 375' tower, brand new, 40 lb. wind loading, galvanized. Designed for 10 bay-CP-FM. FCC foul-up. We will deliver and install. Dave Hovey General Contractor, Route 1, Box 113, Coffeyville, MS 38922. 601-675-2956.

Complete portable B/W video system including video-cassette recorder, camera, audio, intercom, lighting, console with monitors and over 300 feet of camera cable. VCL, Box 304, Irvington, NJ 07111.

RCA TR4 High Band Volor VTR. Completely refurbished \$22,000. Less Head Panel. Merlin Engineering Works, 415-329-0198.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Thunderbunz, jock's contemporary comedy! Sample, \$1. One month, \$5.00; Thunderbunz, P.O. Box 222, Belgrade, MT 59714.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Daily Almanac of important country events, birth days, record information. Free details: write Country Almanac, Box 978, Beloit, WI 53511.

Chroma-Key/Chroma-Country! The new breakthrough in musical radio I.D. jingles. For free demo tape—call or write Dick Starr, Century 21 Productions, 7263 Envoy Court, Dallas, TX 75247, 214-638-3222.

Tape dubbing and distribution company to handle syndicated radio program. Send Brochure to Bob Ehle, 1981 Packerland Drive, Green Bay, WI 54304.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 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. Evelyn Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Test-A-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.

FCC license the right way, through understanding. Home study. Free catalog. Genn Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Mar. 24, April 28, June 9, REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

For 38 Years, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks! Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

In Search of Something to Believe in? Try our \$10-10-Lesson Correspondence Course. Henry George School of Social Science, 1318 Beacon Street, Brookline, MA 02146.

RADIO

Help Wanted Sales

Contemporary Station in Top 100 market, Eastern Seaboard region, has immediate opening for General Sales Manager. Outstanding ARR/Pulse ratings. Good compensation plus fringe benefits. Send complete resume with salary requirements to:

Box C-20, BROADCASTING.
An Equal Opportunity Employer.

Help Wanted Announcers

WGST—ATLANTA

Personality opening exists at Adult/Contemporary destined to be big winner in a hurry. Heavy hitter needed to join Chuck Dougherty, Tony Taylor and Skinny Bobby Harper. Rush tape and resume to:

Gary McDowell
WGST 920
P.O. Box 7888
Atlanta, Ga. 30309

Equal Opportunity Employer

MORNING PERSON

If you are a dynamic morning personality, someone who can relate to the "man on the street," send us your tape and resume. This major market 50,000 watt top 40 is looking for you. Tapes and resumes to Jason O'Brian, Program Director, WNOE Radio, 529 Bienville St., New Orleans, LA 70130

Television

Help Wanted Management

"NORTH TO THE FUTURE"

New VHF public station in Alaska's population center. Unique opportunity in cosmopolitan, frontier city. Openings: DEVELOPMENT DIRECTOR, PRODUCTION MANAGER, BUSINESS MANAGER, OPERATING ENGINEERS. Letter and resume to William Jackson, General Manager, KAKM Television, 3211 Providence Drive, Anchorage, Alaska, 99504. Equal opportunity employer.

Help Wanted Sales

ACCOUNT EXECUTIVES — Our television, radio and cable television clients have a continuing need for account executives in small, medium and large markets. Sales experience not necessary, but helpful. We want candidates who have graduated from college within the last three years. Send complete resume to Mike Walker, Ron Curtis & Company, 5725 E. River Road, O'Hare Plaza, Chicago, IL 60631, or call (312) 893-6171.

Help Wanted Technical

Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required.

Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.

Miscellaneous

I NEED HELP

Have started small TV production studio on a (worn) shoestring. Need capable technical or production person to provide additional capital and know-how. If you have some money to invest, are interested in creating and building something, don't mind taking a risk, and are slightly mad, call Bob Shult, 414-474-4112 days, 414-474-4567 evenings, or write P.O. Box 115—Ashippun, Wis. 53003.

**Help Wanted Programing,
Production, Others**

Television Personnel Needed

We are the top rated television station in medium size west coast market, and are interested in receiving *complete* resumes from experienced directors, photographers, announcers, newpeople, copywriters, transmitter/studio engineers and switchers.

All interested applicants should be able to "double-in-brass," i.e. direct/announce, photographer/film processor, etc.

Our company offers better than average fringe benefit plan, including profit sharing.

Qualified and interested applicants, please forward, in strictest of confidence, a detailed work resume and past wage history to:

Box C-30, BROADCASTING

An Equal Opportunity Employer M/F

Wanted To Buy Stations

GETTING OUT? Buyer interested in purchasing AM or FM station in small or medium southern market. Have cash—ready to go.

Write in confidence to:

Box C-48, BROADCASTING

Successful, financially qualified, station ownership/management people desire to purchase station in the community of 10 to 75 thousand population in Tex., Col., Kan., Okla., Mo., Ark., La., Miss., Tenn., Ky., Ala., Ga., or Fla. Replies held in strictest confidence. Contact Paul Meacham or J. A. West 501-863-5121 or P.O. Box 1565, El Dorado, Arkansas 71730.

Situations Wanted News

SPORTSCASTER

Ex-baseball player wants to do PBP this season. Extras: B.A., R-TV Production; Jour./Speech, minor. 5 years solid R-TV experience to blend with unmatched, in depth baseball knowledge and experience. Young, with experience on the field, mike and camera. A real rarity. Let's talk! Gregg Stewart, 2474 N. Harbor Dr., Apt. O-2, Bay City, Michigan 48706. 517-686-4785.

**Situations Wanted Programing,
Production, Others**

Broadcast Grad, 40, 3rd phone, presently employed, but vitally interested in and qualified to respond to the challenge of broadcasting. Presently no commercial experience but helped pioneer the first American TV in Germany in '57 as news/sports production, and technical director, cameraman and announcer for AFRTV. Exp. in motion picture film work and photography. All inquiries answered promptly. Replies to Box C-74, BROADCASTING.

Miscellaneous

RADIO'S GOLDEN MEMORIES RETURN

Amos 'N' Andy, Capt. Midnight, Lux Radio Theatre, Ma Perkins, thousands of others available in your market 1 or 2 hours a day, 5 days a week.

For rates and demo tape write:

Radio's Golden Memories
P.O. Box 224, Rensselaer, IN 47978
Or phone collect 219-866-3967 during business hours



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TALENT—WE HAVE THE JOBS!!!** Subscribe to:



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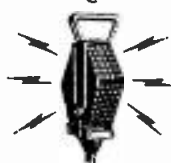
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- 418 HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8½ x 11" bound in long-life 3-ring binder. \$29.95
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430. THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING by Neil Terrall. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. Teaches how to write broadcast copy that gets results, copy that will sell products and services. Presents actual samples from the files of leading pros. Analyzes advertising copy that will motivate people to buy. 224 pages. \$9.95
434. RADIO PRODUCTION TECHNIQUES by Jay Haffer. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio...with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and form shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 204 pages, illustrated. \$12.95
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444. RADIO ADVERTISING—HOW TO SELL IT & WRITE IT, by Sol Robinson. This comprehensive volume presents an extremely practical approach to radio advertising sales—new and useful methods which the time salesman (and copywriter, too!) can use to obtain better results for himself, the station, and the sponsor. One of the most valuable and helpful features of the book is the large number of actual sales case histories included throughout. The reader can learn much from these first-hand experiences, which detail techniques professional salesmen have used to "crack" reluctant prospective advertisers. This data is particularly prevalent in the Chapter outlining radio advertising prospects, which is an alphabetical classified listing of virtually every possible type of prospect—from abattoir to yarn—with detailed data on how to best approach and sell each particular category listed. 228 pages. \$12.95
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Send me the books whose numbers I've indicated at left. Payment for the full amount is enclosed.

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**For Sale Stations
Continued**

Full time AM/Class "C" FM, low operating costs; excellent potential; in western state; high tourist area. Cash price \$550,000, some terms. Write:
Box C-57, BROADCASTING

"NEW ENGLAND"

Excellent owner-operator situation. Single station market along New England coast. Daytime station with pre-sunrise service authorization. In New England's fastest growing tourist and industrial area. Price—\$300,000. One-third down—with terms. Includes attractive waterfront real estate and studio-office building. Stable staff and format. Low operating costs. Reply:

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in attractive markets.

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20 YEARS EXPERIENCE.

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Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified display 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 listings ads:

—Situations Wanted (Personal ads) \$25.00 per inch.
—All other \$45.00 per inch.
—More than 4" billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Legal Notices: Billed at run-of-book rate regardless of size or number of words.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____

Phone _____

City _____

State _____

Zip _____

Insert _____ time(s). Starting date _____

Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

White House's Warren: held over in confidence

"Ernest Hemingway wrote the measure of a man is grace under pressure. E. H. would have been proud indeed of the way in which you handled intolerable pressure. Dean."

The message is written across a picture of former FCC Chairman and Nixon aide Dean Burch that, along with other pictures of administration figures, hangs on the wall of the outer office of President Ford's deputy news secretary, Gerald L. (Jerry) Warren. The inscription serves as a reminder, if one were needed, of Mr. Warren's service as the principal White House briefing officer for the White House for a period of over a year that ended last Aug. 9. He had stepped into that job when Ron Ziegler lost his remaining credibility in the cascading revelations of Watergate and was driven from the briefing room. And although Mr. Warren may not have aroused the same anger in White House correspondents as did his predecessor, who, they felt, had deceived them, it was his fate to function in the poisonous atmosphere that remained, to be forced to rely on information that was inadequate if not bad, and to serve a President who at best was suspicious of the media and who was exhibiting a bunker-like mentality as the tides of Watergate kept rising.

Life is more pleasant for Mr. Warren these days. From his office in the Old Executive Office building, across a narrow street from the White House, he directs an operation similar to the one his old colleague and former boss on the *San Diego Union*, Herbert G. Klein, ran under the grander title of White House director of communications. His contacts with the media—usually radio and television stations and newspapers west of the Potomac—are cordial.

Mr. Warren prefers to talk of his present mission. But he answers questions about the Nixon days, and in discussing them he agrees with Mr. Ziegler's assessment of the White House's handling of the Watergate story: "the worst public relations and press program in the history of the United States." He agrees, too, with Mr. Ziegler's observation that a White House spokesman is only as good as the information he is given. But he expresses no bitterness about the manner in which he was used.

In an unintended evocation of the rhetorical style of the former occupant of the White House, Mr. Warren said recently that, to express such resentment "would be the easy way." He wishes things had been handled differently. "You always feel bad when you're provided with



Gerald Lee Warren—deputy news secretary to President Ford; b. Aug. 17, 1930, Hastings, Neb.; reporter, *Lincoln Star*, May 1951-July 1952; U.S. Navy, 1952-56; reporter, *Mill Valley Record*, August 1956-December 1956; reporter, city editor, assistant managing editor, *San Diego Union*, 1956-1969; White House deputy news secretary since 1969; m. Euphemia Brownell, Nov. 20, 1965; children—Gerald B., 7, and Euphemia B. (Mia), 5.

bad information." But he does not feel he personally was victimized. "I was part of the system," he says, "and the system was misused."

Mr. Warren refers frequently to "the system" in discussing the job of the White House news secretary—the system developed to provide a line of communication between the President and the press corps. And whatever concerns and anxieties he experienced as a result of the increasing indications that the White House was not putting out accurate information were "sublimated" in view of his "belief in the system and the feeling it had to work."

Mr. Warren had one advantage when he stepped in as chief White House spokesman. He is a professional newsman, as Mr. Ziegler was not. He had been a newspaperman most of his life since his days at the University of Nebraska (class of 1952), where he edited the university newspaper and worked as a reporter for the *Lincoln Star*. After four years as a Navy pilot, he wandered out to California, worked briefly for a weekly, the *Mill Valley Record*, then settled in for what turned out to be a 12-year tour at Copley's *Union*; he moved up from reporter to city editor to assistant managing editor in 1968. After the election that year, a mutual friend suggested his name to Ron Ziegler, who was to be President Nixon's news secretary and was looking for a deputy.

Because of that background, the White House press corps seemed to accord Mr. Warren a measure of respect, and he built

on it; he was far more available than Ron Ziegler for a comment or for help on a story. And the heat and hostility that were evident in briefings he feels were not directed at him personally.

And reporters who attended his briefings apparently agree. They speak of him with some warmth and sympathy as a decent man given an impossible job. "He was trying to be an honest man," said CBS's Bob Pierpoint, "but it was damn difficult in the last year."

His reputation was sufficiently intact for the new Ford administration, which might have been expected to be extremely sensitive to the danger of picking up credibility problems along with Nixon holdovers, kept him on—through two changes in press-office leadership, as things developed. And the news secretaries who asked him to stay, first Jerry terHorst and then Ronald Nessen, had both been White House correspondents.

Mr. Warren spends much of his time these days serving as White House and administration liaison with the media beyond the White House briefing room. He provides the media outside of Washington with the kind of background information that is routinely available to the White House press corps (he sent out 1,000 copies of a 40-page fact sheet that accompanied President Ford's State of the Union address to Congress), and tries to keep in touch with grass-roots thinking through the editorials that appear in newspapers not normally found on the White House doorstep. He helps coordinate the public-relations activities of cabinet officers (although the coordination is less that it was in the years when President Nixon felt the White House should exercise close control of the executive branch's activities). He will troubleshoot for a television producer having difficulty lining up an administration spokesman for an interview program. And he arranged the "media breakfasts" the President had with newspaper and broadcast executives in Atlanta and Houston in connection with speeches he gave in those cities.

Mr. Warren says he likes what he is doing. But the scars suffered in the cause of the "system," of providing a link between President Nixon and the media, are still evident. He admired Mr. Nixon, regrets the fate that befell him, and still has a "great fondness for him." And like others who had served Mr. Nixon to the end, he hopes the former President will write his memoirs; such a document might provide new justification for the affection and perhaps loyalty they still feel. But in the meantime, the only comfort and support they have is that which they give each other, as in the inscription on Dean Burch's picture on the wall.

Editorials

No thanks

Liggett & Myers has a little favor to ask. It is producing a dozen one-minute film messages, and it wants TV stations to run them for a couple of years without charge. The messages are keyed to the U.S. Bicentennial, it says here, and are being offered as public service announcements. You know they are public service because they tell you so: "Presented as a public service by Liggett Group." That's what *they* say; what Liggett & Myers President Raymond J. Mulligan says is that the purpose of the messages is to promote—"enhance" he calls it—the company's new corporate identification, Liggett Group (BROADCASTING, Feb. 24).

Well, now. Few broadcasters need reminding that Liggett & Myers was in the tobacco cartel that duped the Congress into thinking it was curing the nation of the smoking habit by outlawing the broadcast advertising of cigarettes. Having helped deprive TV of some \$200 million a year in cigarette billings, the company now asks TV to run free a two-year corporate advertising campaign. It is hard not to be impressed by gall of that magnitude.

Liggett & Myers knows the value of TV advertising. Its Alpo dog food buys close to \$10 million worth a year. So why doesn't the company buy time for these Liggett Group messages? If it doesn't think they're worth the minute rate, why should broadcasters?

Public's business

The British House of Commons voted last week to authorize radio broadcasts of its debates, a concession to contemporary life that the U.S. Congress has so far refused to make.

Some progress toward the admission of radio and television to House and Senate chambers was made last year. The project needs revival in the new Congress.

The aim ought to be for a Washington version of the audio-visual coverage that the United Nations has arranged for itself in its New York headquarters. All open sessions are conducted before live microphones and cameras. Broadcasters are at liberty to take the proceedings live, to tape them for use in news programs, or to ignore them—as news values dictate. Not the least advantage of such a system is the internal communication it provides. Adapted in the U.S. Capitol, it would enable congressional officials and staffs to monitor proceedings on the floor without leaving their offices.

The job of bringing the Congress into the 20th century ought to be high on the broadcasters' list of legislative goals.

Calling it too close

The AM facility formerly occupied by WVON Chicago has suddenly been put up for grabs by the FCC's rigid enforcement of its duopoly rules. Unless all precedents can be discounted, the vacant 1450 khz will be sought by a number of applicants, a comparative hearing will be held, and it will be years before a new licensee is chosen. Meanwhile, there will be silence instead of programing on the frequency, unless some sort of interim operation is eventually arranged. The question is whether this will serve the public better than an alternative proposal that was rejected by the FCC.

The 1450 khz facility was turned back by Globetrotter Communications Inc. when it assumed operation of WNUS-AM-FM Chicago, which it had purchased from the McLendon Corp. (BROADCASTING, Feb. 10). Globetrotter requested, however, that

it be given 90 days to sell the station to a buyer with which it was negotiating. The FCC turned it down.

It must be said that the FCC had some reason to deny the 90-day stay. It was not as though Globetrotter had been pressed for time to dispose of the WVON facility. It contracted to buy the McLendon stations in June 1973, knowing it would have to get rid of its existing property in the market. Not until a year later did it find a buyer for WVON, a chicano group that proposed to convert the station from the Globetrotter black format to Spanish. After extensive investigation the FCC decided a month ago that it could not approve the transfer without a hearing on the buyer's qualifications. That queered the deal. A second buyer was still in the wings when Globetrotter had to close with McLendon.

As matters now stand, Globetrotter has moved its billings, its format and its WVON call to the better facilities of WNUS, which is on 1390 khz with 5 kw, and has picked up a valuable FM facility in the nation's third market. The 1450 khz with 1 kw day and 250 w night that WVON used to occupy with a license in the Chicago suburb of Cicero is vacant—though it was worth \$9 million to Globetrotter four years ago when it was acquired with its black format intact and already successful.

Globetrotter has emerged from the episode looking smarter than the FCC. The public would have been better served if the commission had imposed a reasonable deadline on Globetrotter to come up with an acceptable buyer.

Is or isn't it?

The Public Broadcasting Service is out of line in petitioning the FCC to reconsider the latest rendition of its prime-time access rule to exclude noncommercial stations from its restrictive provisions.

It appears PBS wants the best of all worlds. It wants sponsorship through underwriting of programing by such entities as Exxon, Hallmark, Xerox and IBM, the better to make it a "fourth network." But it also wants to be free to counterprogram as it pleases without regard to what the old-line commercial networks may be allowed to carry.

The FCC made no mistake in including PBS in its "national network" criteria. It is simply a question of whether PBS and its affiliates can have it both ways.



Drawn for BROADCASTING by Jack Schmidt

We've reached the limit on the cue cards. You'll have to get glasses."



First Annual Environmental Quality Awards

"For its continuing dedication and commitment to environmental quality in Michigan through frequent and perceptive coverage; presenting through the medium of television topics of high interest to the people of Northern Michigan, like land use planning, oil and gas development, game management, commercial fishing and wild rivers. WWTV News exemplifies television's responsibility to serve community interest."

Helping people solve environmental problems is all part of the Fetzer tradition of total community involvement.



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WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac
		WWAM Cadillac	KMEG-TV Sioux City

It's going to be an "All-Star" year in our town. All-time home-run king Henry Aaron has come back home. Milwaukee will host the 1975 All-Star game. Fan and player enthusiasm is keen and climbing. And WTMJ Television Four has teamed up with the Milwaukee Brewers to televise 30 games, both home and away, beginning April 8. Television Four and Brewers '75. It's gonna be a whole new ballgame!



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Milwaukee's Leaders.

WTMJ TELEVISION FOUR

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